Market Analysis Report For National Clothing Chain
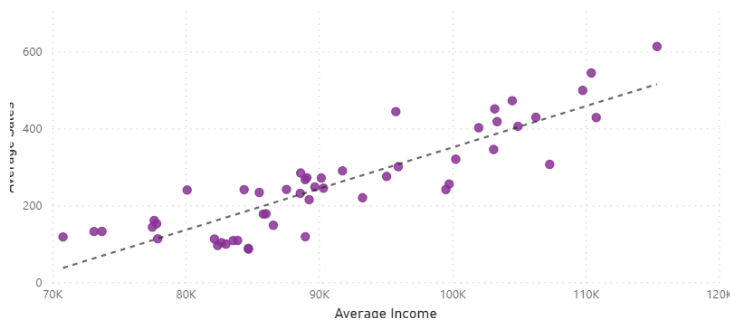
1- What is the correlation (R2 value) between sales and income?

As Shown in the picture above, the R squared value between sales and income is 0.78. We can see in the scatterplot that there's a positive correlation between the two as well as a linear regression

2- What is the correlation (R2 value) between customer ratings and product return rate?

The correlation R2 Value between customer ratings and product return rate is 0.69. you can also see in the picture that there is a negative correlation between the two as the r value is: -0.82. the average customer rating is 3.79.

3- What are the linear regression formulas to predict customer income from customer sales?

To predict customers' income using the sales, we first started by creating a new table and setting the values X to be the average income and Y to be the sales from the previous six

months. We then created columns that shows X and Y squared and X*Y. After that, we did a couple of DAX measures such as sum of x,y and xy. Knowing that the formula to predict y is Y= mx+b and in this instance we are trying to find X, we flip the formula to be X= (b-Y)/ m , and with that we find the predicted income.

4- Which customer do you predict has the highest income?

The customer with the highest predicted income is Jon Little from Illinois, with a predicted income of $542921.82

5- Which product will be advertised the most?

Top 5 Rated Products
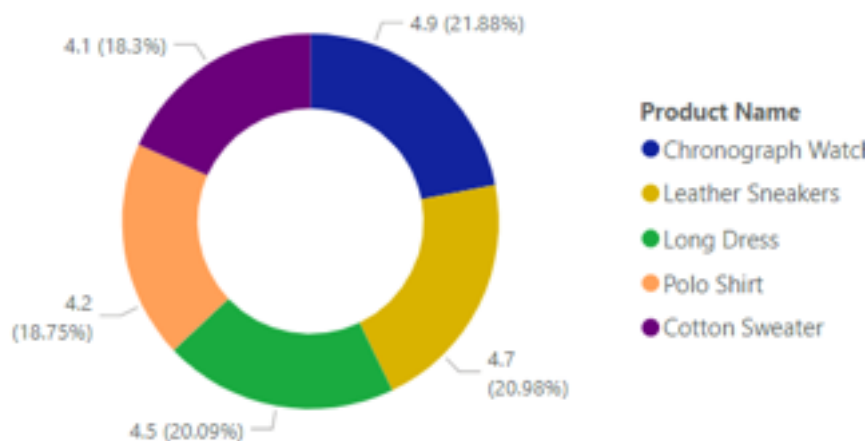
We believe that Polo Shirts could be advertised the most. Since they are suitable for any weather and they are one of the five highest rated products. It is suited for any gender and age and the price is affordable.