* From Describe()

1. The mean age is only slightly above the median, indicating that the distribution is slightly skewed to the right.

2. The 25% quantile (Q1) for Education is 14, meaning that 75% customers have at least an associate's degree.

3. The mean for usage is 3.46, only slightly above the median of 3.00 indicating distribution is slightly skewed to the right.

4. Customer income is wide-ranging from approx 16507 to 104581.

5. Number of miles expected to run is wide-ranging from 21 to 360.

3.1 Product

TM195 is the most popular model of treadmill.

3.2 Age

Most customers are in their mid-twenties. As age grows the number of customers lessens through the age of 50. Age is skewed to the right.

4.1 Product, Age

1. TM195 is the most popular model with the age range spanning 18 to 47 (outlier of 50 exists).

2. TM498 is popular among a similar age range as that of TM195, 19 to 45 (outlier of 48 exists).

3. TM798 is popular among a narrower range of customers, 22 to 38 (outliers exist from 40 to 48).

3.3 Gender

There are more male than female customers.

4.2 Product, Gender

Male and female customers nearly equally bought TM195 and TM498 but TM798 was much more popular among male customers.

3.4 Education

According to the histogram we can say that most customers have 4 years of college (16 years of education) and a secondary majority have 2 years of college (14 years of education). Using the boxplot we can say that 50% of the customers (IQR) have between 2-4 years of college education.

3.5 Marital Status

The majority of customers are partnered.

3.6 Usage

50% of customers want to use the equipment at least 3-4 times per week. Most customers want to use their treadmill at least 3 times per week.

4.3 Product, Usage

1. TM798 customers plan to use their equipment the most at 3-6 times per week, with an outlier of 7 times per week.

2. Next, outside a few outliers, TM498 customers plan to use their equipment at 3 times per week.

3. Finally, TM195 customers plan to use their equipment 2-5 times per week.

3.7 Fitness

The vast majority of customers rate themselves as 3 (moderately fit) in terms of fitness. 50% of customers rate themselves from 3 to 4.

4.4 Product, Fitness

Fitness levels are similar for TM195 and TM498 customers (level 3) but the range is higher for customers of TM798 (3-5).

3.8 Income

Income is right skewed. 50% of customers earn between 45,000-nearly 60,000. The median is near 50,000.

4.5 Product, Income

TM195 (29,562-68,220) and TM498 (31,836-67,083) customers fall into similar income ranges. TM798 customers have higher incomes (48,556-104,581).

3.9 Miles

The number of miles is skewed right. The median is near 100 miles.

4.6 Product, Miles

1. TM498 customers walk the lowest range of miles (21-125), with a few outliers (175 and 212).

2. TM195 customers walk a similar but slightly higher range of miles compared to TM498 (38-147), with outliers ranging up to 188.

3. TM798 customers walk a higher number of miles than the customers of the other two models at 80-300 miles, with an outlier of 360.

4.7.1 Miles, Usage, Product

From the top graph we see that growth in intended usage correlates with growth in intended miles. We might expect this. Interestingly from the next graph, we see that higher usage and higher miles correspond with the more frequent purchase of TM798 model. Those with intended usage of 6-7 times per weeks only purchase TM798.

4.7.3 Fitness, Miles, Product

From the first graph, we see that higher fitness levels correlate with higher intended miles. This makes sense and might be expected. From the second graph, we see that higher fitness level and intended miles correspond to higher frequency of purchase of the TM798 and secondarily the TM195.

4.7.2 Fitness, Usage, Product

From the first graph we see that higher intended usage correlates with higher self-identified fitness level. This might be expected. From the second graph, we see that those with higher fitness levels and higher intended usage purchase the TM798 at higher frequency, with TM195 purchased at the next highest frequency.