

Defining Problem Statement and Analysing basic metrics

About Aerofit:

Aerofit is a leading brand in the field of fitness equipment. Aerofit provides a product range including machines such as treadmills, exercise bikes, gym equipment, and fitness accessories to cater to the needs of all categories of people.

Business Problem

The market research team at AeroFit wants to identify the characteristics of the target audience for each type of treadmill offered by the company, to provide a better recommendation of the treadmills to the new customers. The team decides to investigate whether there are differences across the product with respect to customer characteristics.

1. Perform descriptive analytics to create a customer profile for each AeroFit treadmill product by developing appropriate tables and charts.
2. For each AeroFit treadmill product, construct two-way contingency tables and compute all conditional and marginal probabilities along with their insights/impact on the business.

Importing Libraries

In [4]:

```
# This Python 3 environment comes with many helpful analytics libraries installed
# It is defined by the kaggle/python Docker image: https://github.com/kaggle/docker-py
# For example, here's several helpful packages to load

import numpy as np # Linear algebra
import pandas as pd # data processing, CSV file I/O (e.g. pd.read_csv)
import matplotlib.pyplot as plt # data visualisation library
import seaborn as sns # data visualisation library based on matplotlib
from scipy import stats
from scipy.stats import norm

# Input data files are available in the read-only "../input/" directory
# For example, running this (by clicking run or pressing Shift+Enter) will list all files in the directory

import os
for dirname, _, filenames in os.walk('/kaggle/input'):
    for filename in filenames:
        print(os.path.join(dirname, filename))

# You can write up to 20GB to the current directory (/kaggle/working/) that gets preserved after each run
# You can also write temporary files to /kaggle/temp/, but they won't be saved outside
```

Importing the dataset

In [5]:

```
! gdown 1jyIrDhgS-OKwby2mctMIGOFyrXG2VMec
```

Downloading...

From: <https://drive.google.com/uc?id=1jyIrDhgS-OKwby2mctMIGOFyrXG2VMec>
 To: /content/aerofit_treadmill.csv
 100% 7.28k/7.28k [00:00<00:00, 22.7MB/s]

In [6]:

```
df=pd.read_csv('/content/aerofit_treadmill.csv')
df
```

Out[6]:

	Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles
0	KP281	18	Male	14	Single	3	4	29562	112
1	KP281	19	Male	15	Single	2	3	31836	75
2	KP281	19	Female	14	Partnered	4	3	30699	66
3	KP281	19	Male	12	Single	3	3	32973	85
4	KP281	20	Male	13	Partnered	4	2	35247	47
...
175	KP781	40	Male	21	Single	6	5	83416	200
176	KP781	42	Male	18	Single	5	4	89641	200
177	KP781	45	Male	16	Single	5	5	90886	160
178	KP781	47	Male	18	Partnered	4	5	104581	120
179	KP781	48	Male	18	Partnered	4	5	95508	180

180 rows × 9 columns

Basic Analysis

Shape of the data

In [7]:

```
df.shape
```

Out[7]:

(180, 9)

Analysis

1. Shape of dataframe is 180 * 9
2. Number of rows = 180
3. Number of columns = 6

Columns in a DataFrame

In [8]:

```
df.columns
```

Out[8]:

```
Index(['Product', 'Age', 'Gender', 'Education', 'MaritalStatus', 'Usage',
       'Fitness', 'Income', 'Miles'],
      dtype='object')
```

First 5 rows

In [9]: `df.head(5)`

	Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles
0	KP281	18	Male	14	Single	3	4	29562	112
1	KP281	19	Male	15	Single	2	3	31836	75
2	KP281	19	Female	14	Partnered	4	3	30699	66
3	KP281	19	Male	12	Single	3	3	32973	85
4	KP281	20	Male	13	Partnered	4	2	35247	47

Data-type of all attributes(columns)

In [10]: `df.info()`

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 180 entries, 0 to 179
Data columns (total 9 columns):
 #   Column      Non-Null Count  Dtype  
--- 
 0   Product     180 non-null    object 
 1   Age         180 non-null    int64  
 2   Gender      180 non-null    object 
 3   Education   180 non-null    int64  
 4   MaritalStatus 180 non-null    object 
 5   Usage        180 non-null    int64  
 6   Fitness     180 non-null    int64  
 7   Income       180 non-null    int64  
 8   Miles        180 non-null    int64  
dtypes: int64(6), object(3)
memory usage: 12.8+ KB
```

Analysis:

1. There are no missing values in a given dataframe
2. Most of the columns are numeric except Product,Gender and MaritalStatus

Statistical Summary

Statistical Summary of Numeric Columns

In [11]: `df.describe().T`

	count	mean	std	min	25%	50%	75%	max
Age	180.0	28.788889	6.943498	18.0	24.00	26.0	33.00	50.0
Education	180.0	15.572222	1.617055	12.0	14.00	16.0	16.00	21.0
Usage	180.0	3.455556	1.084797	2.0	3.00	3.0	4.00	7.0

	count	mean	std	min	25%	50%	75%	max
Fitness	180.0	3.311111	0.958869	1.0	3.00	3.0	4.00	5.0
Income	180.0	53719.577778	16506.684226	29562.0	44058.75	50596.5	58668.00	104581.0
Miles	180.0	103.194444	51.863605	21.0	66.00	94.0	114.75	360.0

Statistical Summary of Object Columns

In [12]:

```
df.describe(include='object').T
```

Out[12]:

	count	unique	top	freq
Product	180	3	KP281	80
Gender	180	2	Male	104
MaritalStatus	180	2	Partnered	107

Non-Graphical Analysis: Value counts and unique attributes

Product column

Unique

In [13]:

```
df['Product'].unique()
```

Out[13]:

```
array(['KP281', 'KP481', 'KP781'], dtype=object)
```

Analysis: Aerofit produces three treadmill models: KP281, KP481, and KP78

In [14]:

```
df['Product'].nunique()
```

Out[14]:

```
3
```

Value counts

In [15]:

```
Product_count=df['Product'].value_counts(normalize=True)*100
Product_count.round(2)
```

Out[15]:

```
KP281    44.44
KP481    33.33
KP781    22.22
Name: Product, dtype: float64
```

Insight:

Among the users, 44.44% prefer using the KP281 treadmill, while 33.33% opt for the KP481 treadmill, and only 22.22% of users favor the KP781 treadmill.

In [16]: `df.head()`

Out[16]:

	Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles
0	KP281	18	Male	14	Single	3	4	29562	112
1	KP281	19	Male	15	Single	2	3	31836	75
2	KP281	19	Female	14	Partnered	4	3	30699	66
3	KP281	19	Male	12	Single	3	3	32973	85
4	KP281	20	Male	13	Partnered	4	2	35247	47

Age Column

Unique

In [17]: `df['Age'].unique()`

Out[17]: `array([18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 43, 44, 46, 47, 50, 45, 48, 42])`

In [18]: `df['Age'].nunique()`

Out[18]: 32

Value Counts

In [19]: `age_count=df['Age'].value_counts(normalize=True)*100
age_count.round(2)`

Out[19]:

25	13.89
23	10.00
24	6.67
26	6.67
28	5.00
35	4.44
33	4.44
30	3.89
38	3.89
21	3.89
22	3.89
27	3.89
31	3.33
34	3.33
29	3.33
20	2.78
40	2.78
32	2.22
19	2.22
48	1.11
37	1.11
45	1.11

```

47    1.11
46    0.56
50    0.56
18    0.56
44    0.56
43    0.56
41    0.56
39    0.56
36    0.56
42    0.56
Name: Age, dtype: float64

```

In [20]: `age_count[(age_count.index>=20)&(age_count.index<=30)].sum().round(2)`

Out[20]: 63.89

Insight

Approximately 64% of Aerofit Treadmill users belong to the age group of 20-30.

Gender Column

Unique

In [21]: `df['Gender'].unique()`

Out[21]: `array(['Male', 'Female'], dtype=object)`

In [22]: `df['Gender'].nunique()`

Out[22]: 2

Value counts

In [23]: `gender_count=df['Gender'].value_counts(normalize=True)*100
gender_count.round(2)`

Out[23]: `Male 57.78
Female 42.22
Name: Gender, dtype: float64`

Insight:

Aerofit has 57.78% male customers and 42.22% female customers.

MaritalStatus Column

Unique

In [24]: `df['MaritalStatus'].unique()`

Out[24]: `array(['Single', 'Partnered'], dtype=object)`

In [25]: `df['MaritalStatus'].nunique()`

Out[25]: 2

Value counts

In [26]: `df['MaritalStatus'].value_counts(normalize=True)*100`

Out[26]:

Partnered	59.444444
Single	40.555556

Name: MaritalStatus, dtype: float64

Insight:

59.44% of Aerofit customers are married, while the remaining 40.5% are single.

Data Preprocessing

Missing Values and Outliers Detection

Handling Missing Values

In [27]: `df.isnull().sum()`

Out[27]:

Product	0
Age	0
Gender	0
Education	0
MaritalStatus	0
Usage	0
Fitness	0
Income	0
Miles	0

dtype: int64

Inference:

There are no missing values in a given dataframe.

Handling Outliers

Income Column

In [27]:

In [28]: `df['Income'].describe()`

Out[28]:

count	180.000000
mean	53719.577778
std	16506.684226

```

min      29562.000000
25%     44058.750000
50%     50596.500000
75%     58668.000000
max     104581.000000
Name: Income, dtype: float64

```

To find outliers in Income column we need to use box plot here. But before using the box plot we need find these 5 points:

1. q3 - upper Quartile
2. q1 - Lower Quartile
3. Median
4. Upper Bound
5. Lower Bound

```
In [29]: q1=np.percentile(df['Income'],25)
q3=np.percentile(df['Income'],75)
print('q1=',q1)
print('q3=',q3)
```

```
q1= 44058.75
q3= 58668.0
```

Analysis:

q1=44058.75

q3= 58668.0

```
In [30]: # To find upper bound and lower bound we need to find IQR ( inter quartile range)
IQR=q3-q1
IQR
```

```
Out[30]: 14609.25
```

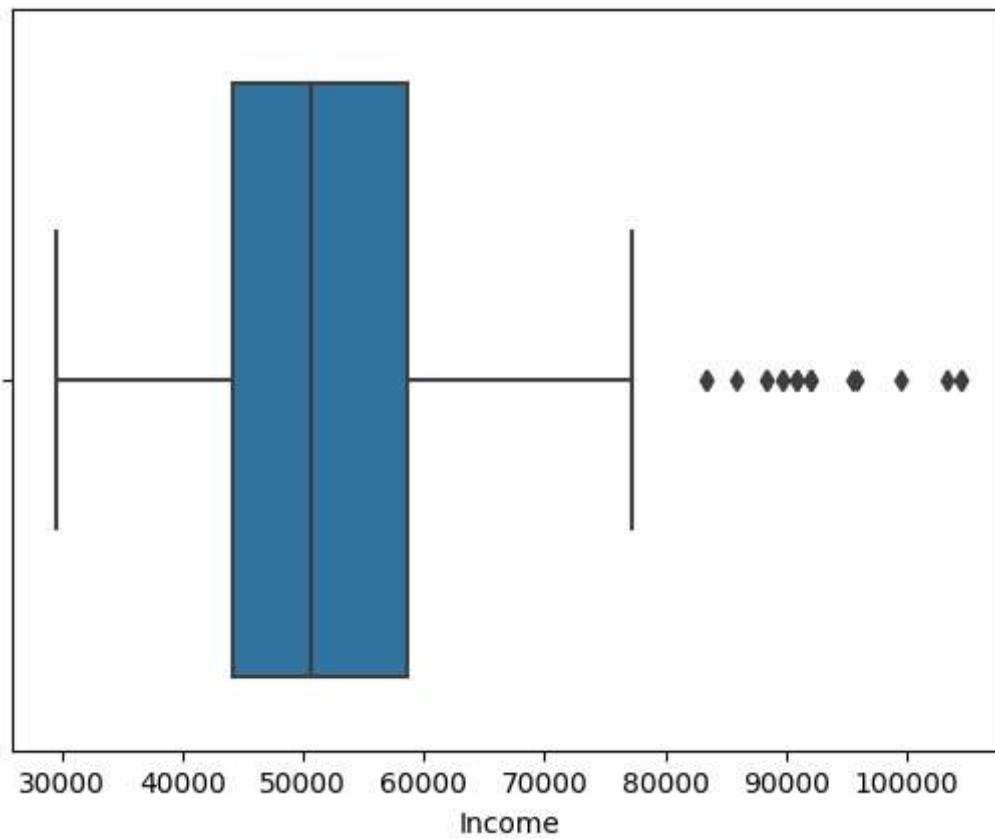
Analysis:

IQR= 14609.75

```
In [31]: upper_bound=q3+1.5*IQR
lower_bound=q1-1.5*IQR
print("Upper Bound=",upper_bound)
print('Lower Bound=',lower_bound)
print('Median=',df['Income'].median())
```

```
Upper Bound= 80581.875
Lower Bound= 22144.875
Median= 50596.5
```

```
In [32]: sns.boxplot(data=df,x='Income')
plt.show()
```



- As we see there are outliers in the 'Income' column.
- all values > 80581.75 (upper bound) are outliers in the 'Income' column

```
In [33]: (len(df.loc[df['Income']>upper_bound])/len(df))*100
```

```
Out[33]: 10.555555555555555
```

Analysis:

10.5 % values in Income column are outliers but we choose not to drop them as these values may required to draw some valuable insights and it may be useful for customer profiling.

Miles Column

Like 'Income' we can perform same steps to find outliers in 'Miles' column

```
In [34]: df['Miles'].describe()
```

```
Out[34]: count    180.000000
mean     103.194444
std      51.863605
min     21.000000
25%     66.000000
50%     94.000000
75%    114.750000
max    360.000000
Name: Miles, dtype: float64
```

In [35]:

```
q1=np.percentile(df['Miles'],25)
q3=np.percentile(df['Miles'],75)
IQR=q3-q1
print('q1 =',q1)
print('q3 =',q3)
print('IQR =',IQR)
```

```
q1 = 66.0
q3 = 114.75
IQR = 48.75
```

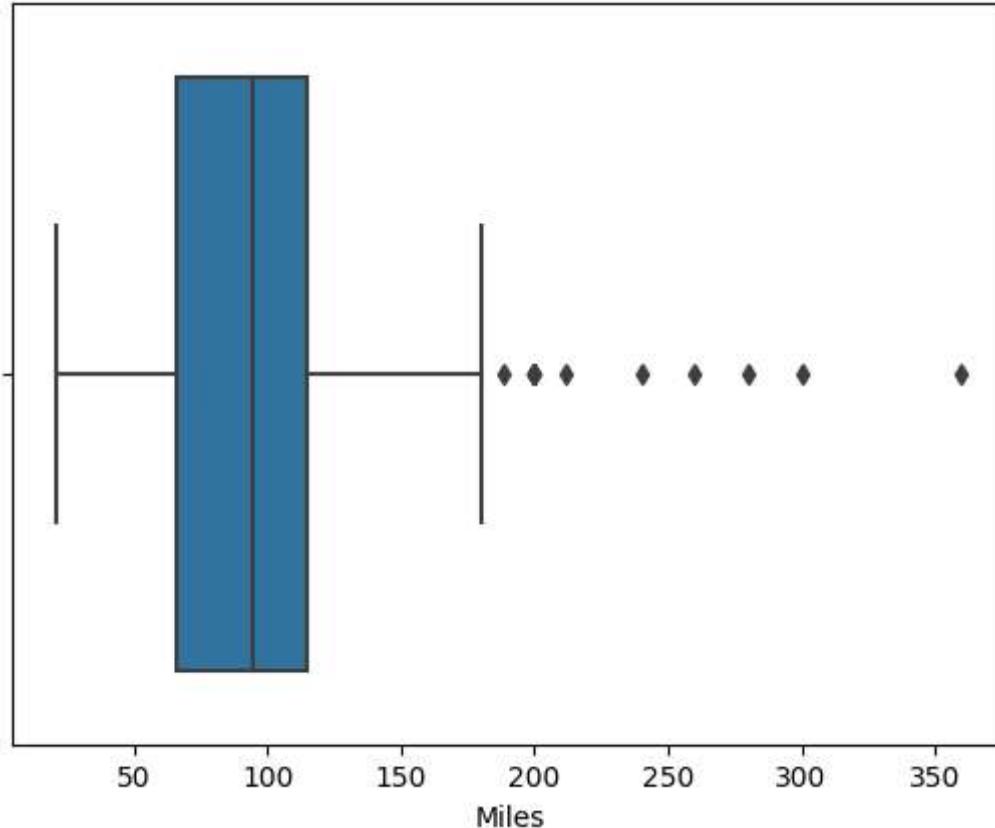
In [36]:

```
upper_bound = q3+1.5*IQR
lower_bound = q1-1.5*IQR
print('Upper bound = ',upper_bound)
print('Lower bound = ',lower_bound)
```

```
Upper bound = 187.875
Lower bound = -7.125
```

In [37]:

```
sns.boxplot(data=df,x='Miles')
plt.show()
```



- As we see there are outliers in the 'Miles' column.
- all values > 187.875 (upper bound) are outliers in the 'Miles' column

In [38]:

```
(len(df.loc[df['Miles']>upper_bound])/len(df))*100
```

Out[38]: 7.222222222222221

Analysis:

7.22 % values in 'Miles' column are outliers but we choose not to drop them as these values may required to draw some valuable insights and it may be useful for customer profiling.

Outlier detection using the z-score:

- We can detect outliers in numeric column using the z-score.
- If the z score of a data point is more than 3, it indicates that the data point is quite different from the other data points. Such a data point can be an outlier.
- $z \text{ score} = (x - \text{mean})/\text{std.deviation}$.

In [39]:

```
outliers={}
for col in df.select_dtypes(include=np.number):

    #finding z-score for each value in a column
    z_score= np.abs((df[col]-df[col].mean()))/df[col].std()

    # if the z score of a value is greater than 3 than the value is outlier
    column_outliers=df[z_score > 3][col]

    outliers[col]=column_outliers

for col,outlier_values in outliers.items():
    print(f"Outliers for {col} column")
    print(outlier_values)
    print()
```

Outliers for Age column

79 50

Name: Age, dtype: int64

Outliers for Education column

157 21

161 21

175 21

Name: Education, dtype: int64

Outliers for Usage column

163 7

166 7

Name: Usage, dtype: int64

Outliers for Fitness column

Series([], Name: Fitness, dtype: int64)

Outliers for Income column

168 103336

174 104581

178 104581

Name: Income, dtype: int64

Outliers for Miles column

166 300

```
167    280
170    260
173    360
Name: Miles, dtype: int64
```

INSIGHTS:

- The absence of outliers in the 'Fitness' column suggests that all customers fall within a reasonable range of self-rated fitness levels.
- The outliers in the 'Income' column indicate that a few customers have much higher incomes compared to the rest.
- The outliers in the 'Miles' column suggest that some customers expect to walk or run significantly more miles per week than others.

Adding New columns - Income group and Age group

Age group

To gain valuable insights, it is essential to categorize the age column into distinct groups, such as young, middle-aged, and old. It will allow us to understand the customer purchase behaviour.

```
In [40]: df['Age'].describe()
```

```
Out[40]: count    180.000000
mean      28.788889
std       6.943498
min      18.000000
25%      24.000000
50%      26.000000
75%      33.000000
max      50.000000
Name: Age, dtype: float64
```

```
In [41]: df['Age group']=pd.cut(df['Age'],bins=[17,29,39,50],labels=['Young','Middle-aged','Old'])
```

Age-groups:

18-29:Young

30-39:Middle-aged

40-50: Old

```
In [42]: df['Age group'].value_counts()
```

```
Out[42]: Young        113
Middle-aged     50
Old            17
Name: Age group, dtype: int64
```

Income group

Similarly we will categorize 'Income' values into 3 groups 'Low', 'Medium', 'High'. It will not only allow us to gain valuable insight but also help in customer profiling.

In [43]: `df['Income'].describe()`

```
Out[43]: count    180.000000
mean     53719.577778
std      16506.684226
min      29562.000000
25%     44058.750000
50%     50596.500000
75%     58668.000000
max     104581.000000
Name: Income, dtype: float64
```

In [44]: `df['Income group']=pd.cut(df['Income'],bins=[29000,50000,75000,105000],labels=['Low','M...]`

Income groups:

1. 29000-50000: Low
2. 51000-75000: Medium
3. 76000-105000: High

In [45]: `df['Income group'].isnull().sum()`

```
Out[45]: 0
```

In [46]: `df['Income group'].value_counts()`

```
Out[46]: Low      83
Medium    76
High      21
Name: Income group, dtype: int64
```

In [47]: `df.head()`

	Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles	Age group	Income group
0	KP281	18	Male	14	Single	3	4	29562	112	Young	Low
1	KP281	19	Male	15	Single	2	3	31836	75	Young	Low
2	KP281	19	Female	14	Partnered	4	3	30699	66	Young	Low
3	KP281	19	Male	12	Single	3	3	32973	85	Young	Low
4	KP281	20	Male	13	Partnered	4	2	35247	47	Young	Low

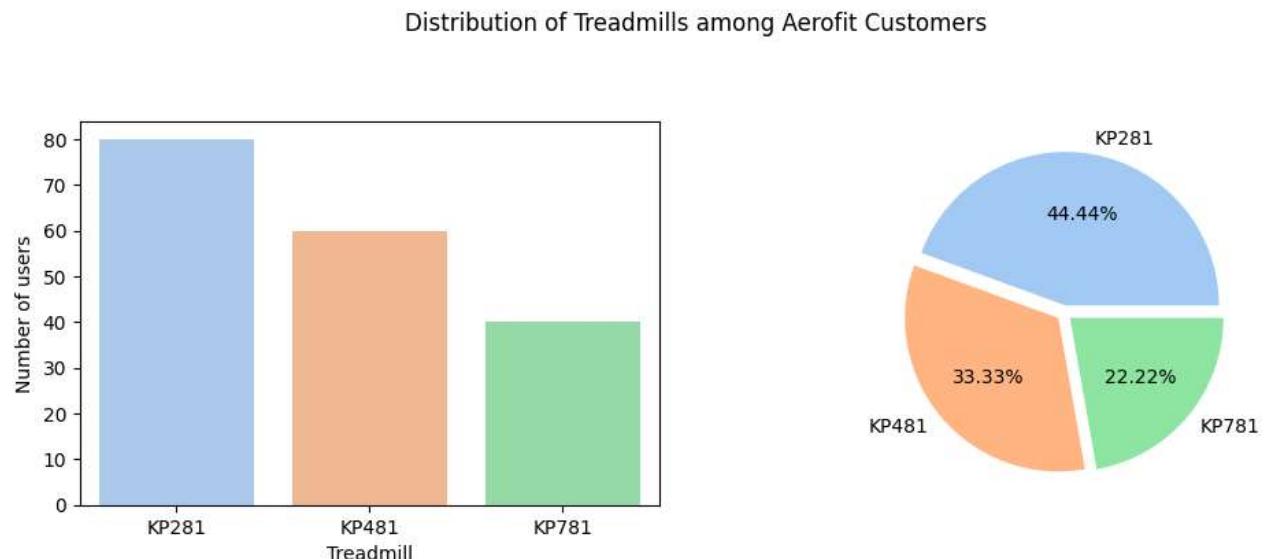
Univariate Analysis

Categorical columns

Distribution of Treadmills among Aerofit customers

In [48]:

```
plt.figure(figsize=(12,8))
plt.subplot(2,2,1)
sns.countplot(data=df,x=df['Product'],palette='pastel')
plt.xlabel('Treadmill')
plt.ylabel('Number of users')
plt.subplot(2,2,2)
plt.pie(df['Product'].value_counts(), labels=df['Product'].unique(), explode= (0.05,0.05
plt.suptitle('Distribution of Treadmills among Aerofit Customers')
plt.show()
```



Insight:

1. Among the users, 44.44% prefer using the KP281 treadmill, while 33.33% opt for the KP481 treadmill, and only 22.22% of users favor the KP781 treadmill.
2. KP281, being an entry-level and more affordable treadmill compared to the others, is the preferred choice among the majority of customers.
3. 33.3% of customers favor the KP481 treadmill, drawn by its ideal fit for mid-level runners and its excellent value-for-money offering.
4. KP781 treadmill, being more advanced and costlier than the other two options, is chosen by only 22.2% of customers.

Recommendations:

1. Emphasize the budget-friendly nature of the KP281 treadmill to attract more customers.
2. Highlight the key features of the KP281 that make it a great entry-level option for fitness enthusiasts.
3. Provide special offers or discounts to further entice customers looking for a cost-effective option.
4. Engage with fitness communities online to showcase the KP281's appeal to beginners.

5. Focus marketing efforts on reaching out to mid-level runners, emphasizing how the KP481 is tailored to meet their specific fitness needs and goals.
6. Showcase the competitive pricing and the outstanding features of the KP481 that make it a cost-effective choice for customers.
7. Launch targeted marketing campaigns to increase awareness and interest in the KP781 among potential customers who may value its advanced capabilities. Utilize various channels such as social media, fitness forums, and influencer collaborations.
8. Emphasize the unique features and benefits of the KP781 to justify its higher price. Highlight its advanced functionalities and how they enhance the workout experience, making it worth the investment.

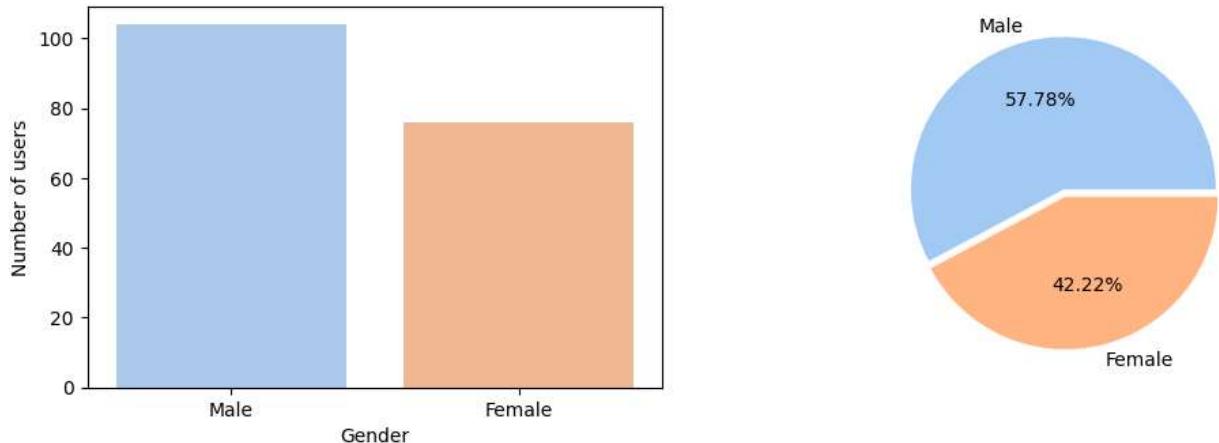
Distribution of gender among Aerofit customers

In [49]:

```
plt.figure(figsize=(12,8))
plt.subplot(2,2,1)
sns.countplot(data=df,x=df['Gender'],palette='pastel')
plt.xlabel('Gender')
plt.ylabel('Number of users')

plt.subplot(2,2,2)
plt.pie(df['Gender'].value_counts(), labels=df['Gender'].unique(), explode= (0.05,0), col
plt.suptitle('Distribution of Gender among Aerofit Customers')
plt.show()
```

Distribution of Gender among Aerofit Customers



Insight:

Aerofit has 57.78% male customers and 42.22% female customers.

Recommendations:

1. Create targeted advertisements and promotions that appeal to women, showcasing how fitness can positively impact their lives.
2. Showcase the female-friendly features and benefits of Aerofit treadmills to attract more female customers.

3. Offer a diverse selection of treadmill models that cater to various fitness levels and preferences.

Distribution of Martial status of among Aerofit customers

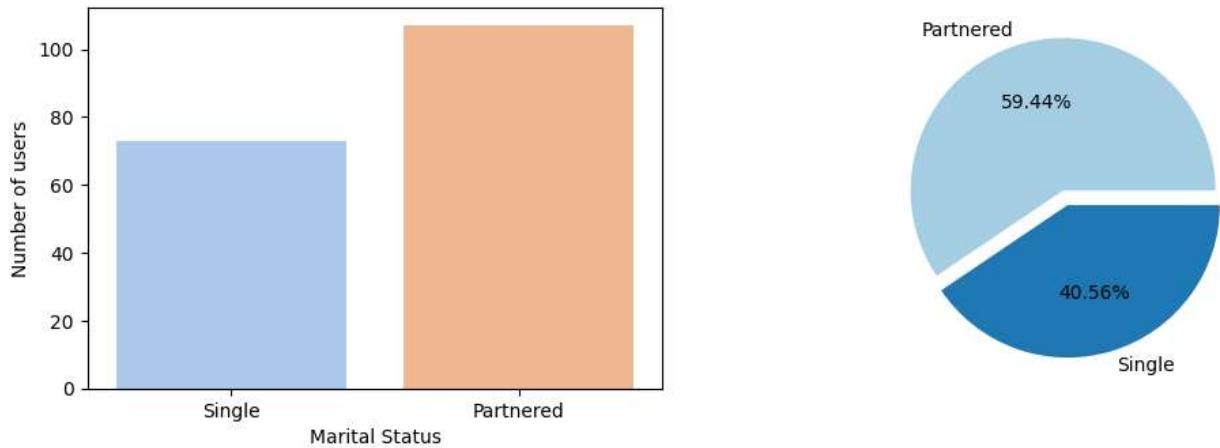
In [50]:

```
plt.figure(figsize=(12,8))

plt.subplot(2,2,1)
sns.countplot(data=df,x='MaritalStatus',palette='pastel')
plt.xlabel('Marital Status')
plt.ylabel('Number of users')

plt.subplot(2,2,2)
plt.pie(df['MaritalStatus'].value_counts(), labels=['Partnered','Single'],explode= (0.0
plt.suptitle('Distribution of Marital Status')
plt.show()
```

Distribution of Marital Status



Insight:

59.4% of Aerofit customers are married, while remaining 40.56% are single.

Distribution of Age-group across Aerofit customers

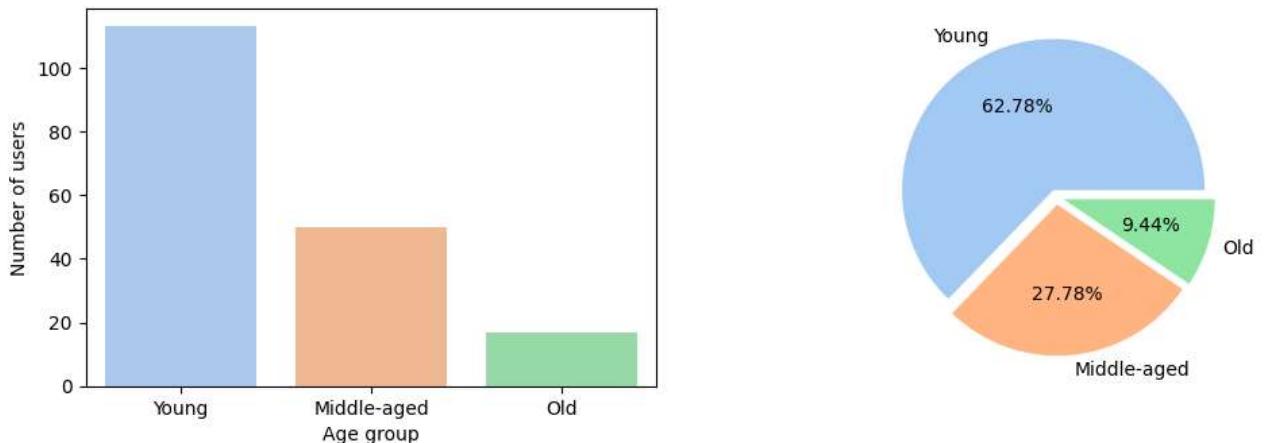
In [51]:

```
plt.figure(figsize=(12,8))

plt.subplot(2,2,1)
sns.countplot(data=df,x='Age group',palette='pastel')
plt.xlabel('Age group')
plt.ylabel('Number of users')

plt.subplot(2,2,2)
plt.pie(df['Age group'].value_counts(), labels=df['Age group'].unique(),explode= (0.05,
plt.suptitle('Age group distribution')
plt.show()
```

Age group distribution

**Insight:**

1. Most of the Aerofit customer falls under young age-group (18-29).
2. 27.78 % of middle-aged(30-39) users prefer to use the Aerofit Treadmills.
3. 9.4% of users in the old (40-50) age group prefer purchasing Aerofit treadmills.

Recommendations:

Offer personalized assistance to help customers aged 40-50 select the ideal treadmill model, providing them with the tools to maintain an active and healthy lifestyle. With Aerofit's expert guidance, customers can feel confident and motivated to make the most of their treadmills effectively.

Distribution of Income group

In [52]:

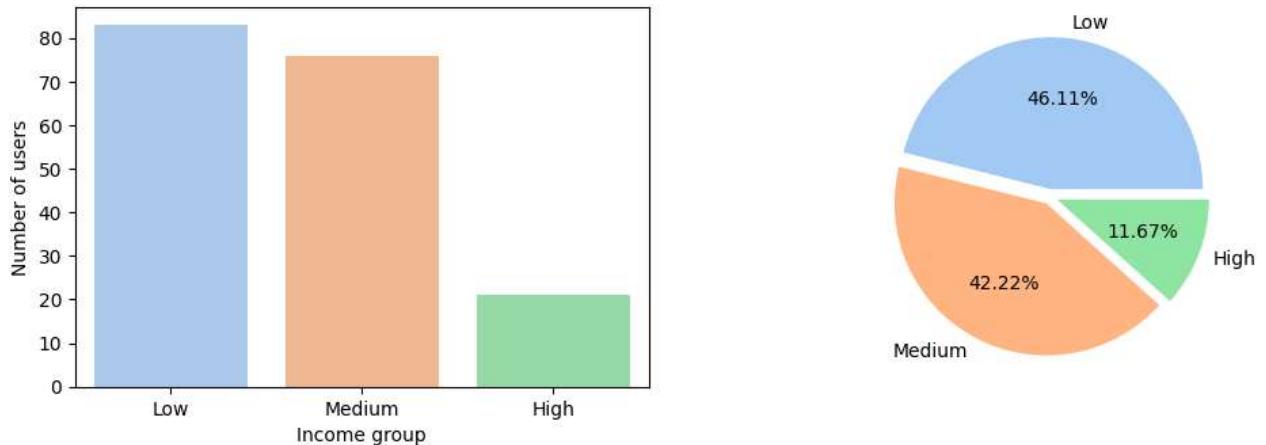
```
plt.figure(figsize=(12,8))

plt.subplot(2,2,1)
sns.countplot(data=df,x='Income group',palette='pastel')
plt.xlabel('Income group')
plt.ylabel('Number of users')

plt.subplot(2,2,2)
plt.pie(df['Income group'].value_counts(), labels=df['Income group'].unique(), explode=)

plt.suptitle('Income group distribution')
plt.show()
```

Income group distribution

**Insight:**

1. Approximately 88% of Aerofit customers belong to the low-income (29000-50000 USD) and medium-income (51000-75000 USD) groups.
2. Remaining 11.67% belongs to High income group (above 75000 usd).

Recommendations:

1. Showcase the advanced features and premium quality of the KP781 treadmill, catering to the discerning needs of high-income customers.
2. Highlight how the KP781 enhances their fitness experience with cutting-edge technology and superior performance.
3. Offer exclusive incentives, such as personalized consultations and extended warranties, to attract and reward this income group for choosing the top-of-the-line KP781 treadmill.

Numeric columns

Distribution of Age

In [53]:

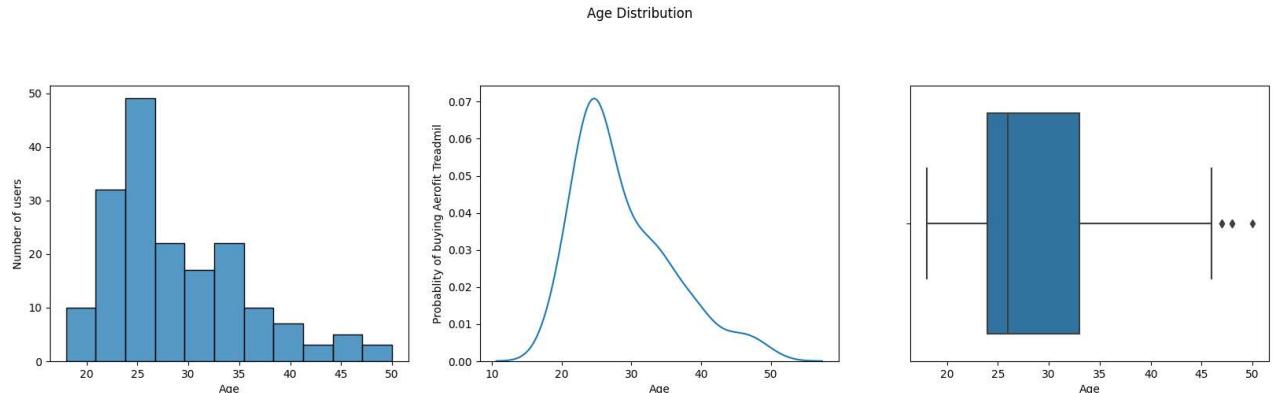
```
plt.figure(figsize=(20,10))

# Histogram
plt.subplot(2,3,1)
sns.histplot(data=df,x='Age')
plt.xlabel('Age')
plt.ylabel('Number of users')

# KDE plot
plt.subplot(2,3,2)
sns.kdeplot(data=df,x='Age')
plt.xlabel('Age')
plt.ylabel('Probability of buying Aerofit Treadmil')

#Boxplot
plt.subplot(2,3,3)
sns.boxplot(data=df,x='Age')
```

```
plt.suptitle('Age Distribution')
plt.show()
```



Insight:

1. The majority of Aerofit customers belong to the age group of 18-30, and there is a high probability of them purchasing Aerofit treadmills.
2. There are very few users in the age group of 40-50, and the probability of them buying Aerofit treadmills is significantly low.

Distribution of Income

In [54]:

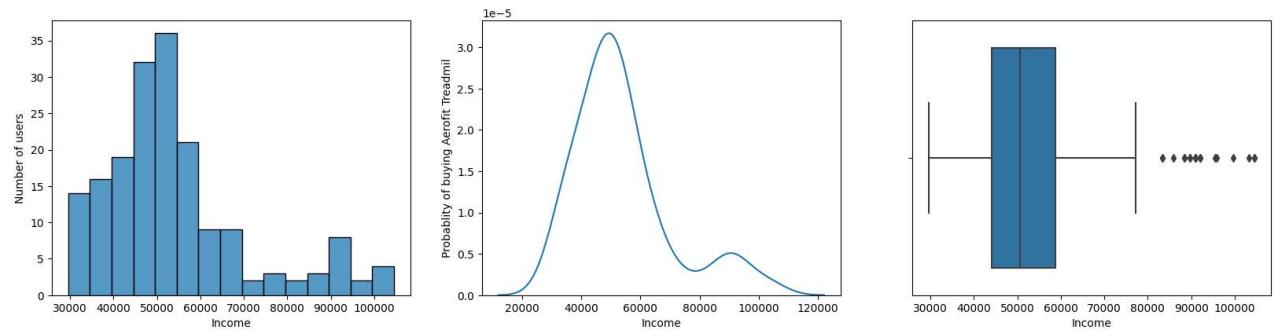
```
plt.figure(figsize=(20,10))

# Histogram
plt.subplot(2,3,1)
sns.histplot(data=df,x='Income')
plt.xlabel('Income')
plt.ylabel('Number of users')

# KDE plot
plt.subplot(2,3,2)
sns.kdeplot(data=df,x='Income')
plt.xlabel('Income')
plt.ylabel('Probability of buying Aerofit Treadmil')

#Boxplot
plt.subplot(2,3,3)
sns.boxplot(data=df,x='Income')

plt.suptitle('Income Distribution')
plt.show()
```

**Insight:**

1. The majority of Aerofit customers fall within the income range of 40000-60000, and there is a high probability of them purchasing Aerofit treadmills.
2. Surprisingly, customers with an income greater than 80000 have a significantly lower likelihood of buying Aerofit treadmills.

Distribution of Education

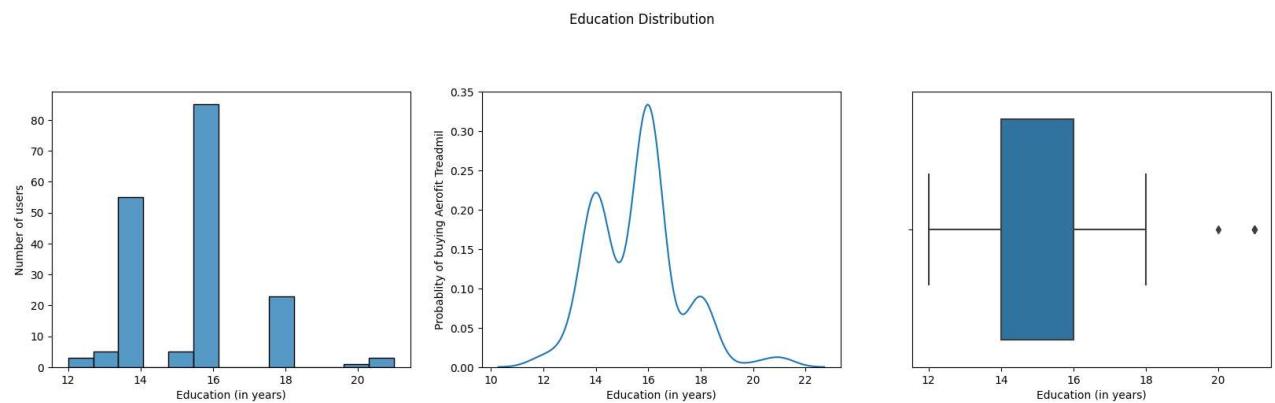
In [55]:

```
plt.figure(figsize=(20,10))

# Histogram
plt.subplot(2,3,1)
sns.histplot(data=df,x='Education')
plt.xlabel('Education (in years)')
plt.ylabel('Number of users')

# KDE plot
plt.subplot(2,3,2)
sns.kdeplot(data=df,x='Education')
plt.xlabel('Education (in years)')
plt.ylabel('Probability of buying Aerofit Treadmil')

#Boxplot
plt.subplot(2,3,3)
sns.boxplot(data=df,x='Education')
plt.xlabel('Education (in years)')
plt.suptitle('Education Distribution')
plt.show()
```

**Insight:**

1. Customers with 16 years of education are the primary purchasers of Aerofit treadmills.
2. Customers with education greater than 18 years have a significantly lower probability of purchasing the Aerofit treadmills.

Distribution of Fitness Levels

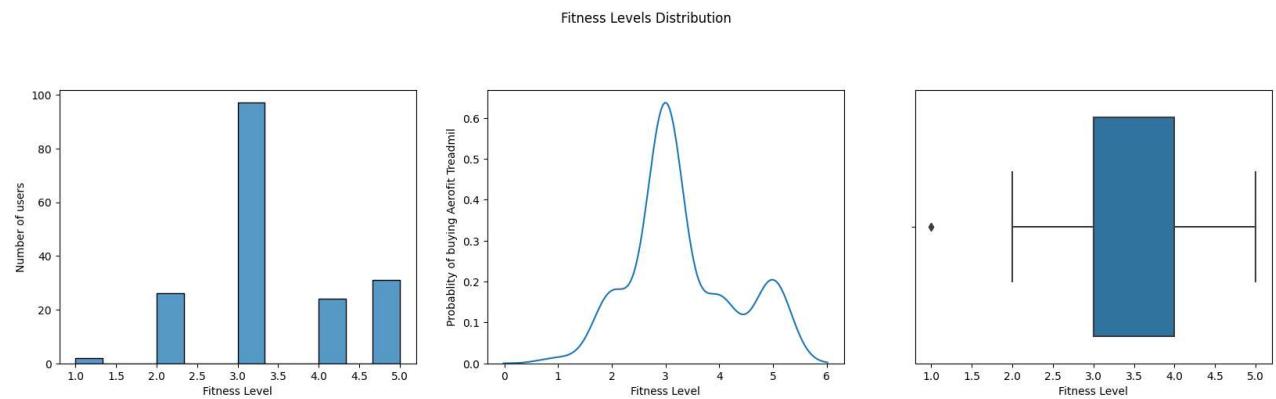
In [56]:

```
plt.figure(figsize=(20,10))

# Histogram
plt.subplot(2,3,1)
sns.histplot(data=df,x='Fitness')
plt.xlabel('Fitness Level')
plt.ylabel('Number of users')

# KDE plot
plt.subplot(2,3,2)
sns.kdeplot(data=df,x='Fitness')
plt.xlabel('Fitness Level')
plt.ylabel('Probability of buying Aerofit Treadmil')

#Boxplot
plt.subplot(2,3,3)
sns.boxplot(data=df,x='Fitness')
plt.xlabel('Fitness Level')
plt.suptitle('Fitness Levels Distribution')
plt.show()
```



Insight:

The majority of Aerofit customers possess fitness level 3, which aligns with a high likelihood of them purchasing treadmills.

Distribution of Usage

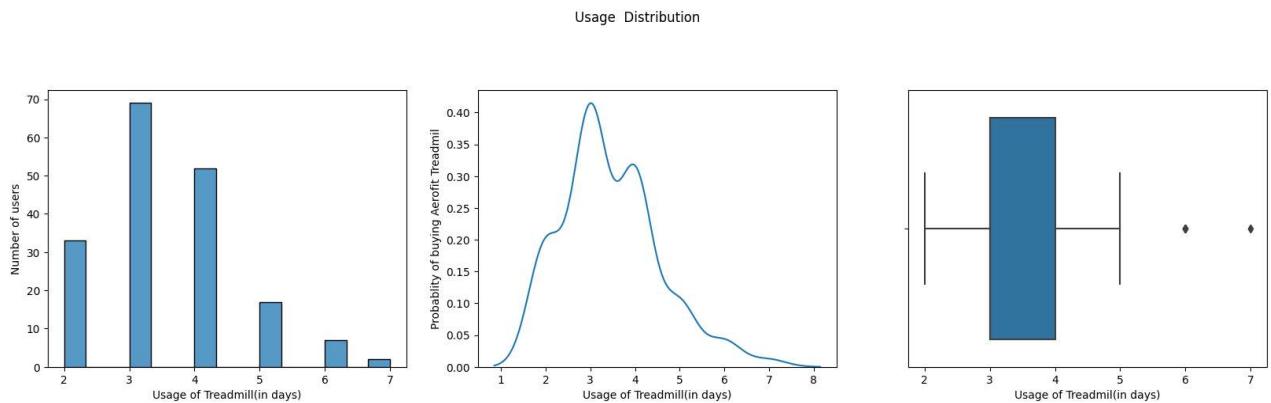
In [57]:

```
plt.figure(figsize=(20,10))

# Histogram
plt.subplot(2,3,1)
sns.histplot(data=df,x='Usage')
plt.xlabel('Usage of Treadmill(in days)')
plt.ylabel('Number of users')
```

```
# KDE plot
plt.subplot(2,3,2)
sns.kdeplot(data=df,x='Usage')
plt.xlabel('Usage of Treadmill(in days)')
plt.ylabel('Probability of buying Aerofit Treadmil')

#Boxplot
plt.subplot(2,3,3)
sns.boxplot(data=df,x='Usage')
plt.xlabel('Usage of Treadmill(in days)')
plt.suptitle('Usage Distribution')
plt.show()
```



Insight: The majority of customers use treadmills three times a week, indicating a higher probability of them purchasing a treadmill from Aerofit.

Distribution of Miles

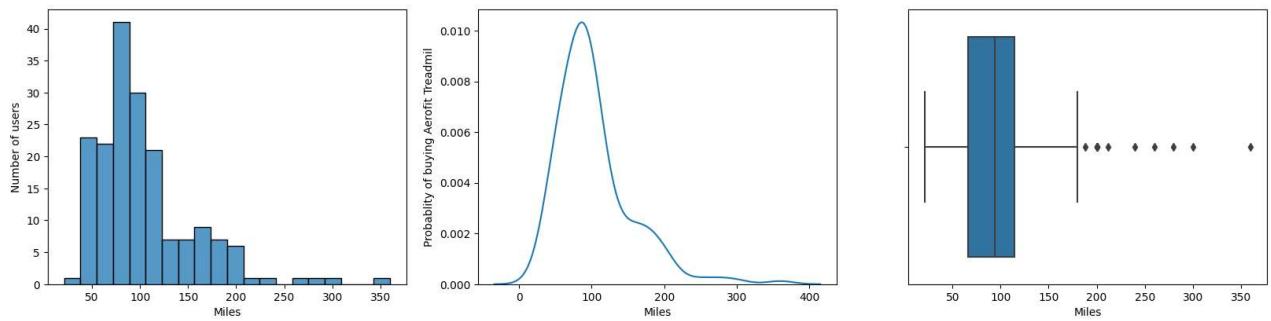
```
In [58]: plt.figure(figsize=(20,10))

# Histogram
plt.subplot(2,3,1)
sns.histplot(data=df,x='Miles')
plt.xlabel('Miles')
plt.ylabel('Number of users')

# KDE plot
plt.subplot(2,3,2)
sns.kdeplot(data=df,x='Miles')
plt.xlabel('Miles')
plt.ylabel('Probability of buying Aerofit Treadmil')

#Boxplot
plt.subplot(2,3,3)
sns.boxplot(data=df,x='Miles')
plt.xlabel('Miles')
plt.suptitle('Miles Distribution')
plt.show()
```

Miles Distribution

**Insight:**

1. Customers who run 90-100 miles per week show a preference for using Aerofit treadmills.
2. Hardcore runners, averaging 200-250 miles per week, tend to prefer jogging over using Aerofit treadmills.

Descriptive statistics of numeric columns

In [59]:

```
for col in df.select_dtypes(np.number):
    mean=df[col].mean().round(2)
    standard_deviation=df[col].std().round(2)
    median=df[col].median().round(2)
    minimum=df[col].min()
    maximum=df[col].max()
    q1=np.percentile(df[col],25)
    q3=np.percentile(df[col],75)
    IQR=q3-q1
    upper_bound=q3+1.5*IQR
    lower_bound=q1-1.5*IQR
    print(f'--- Descriptive Statistics of {col} column ---')
    print(f'Mean : {mean}')
    print(f'Standard Deviation : {standard_deviation}')
    print(f'Median : {median}')
    print(f'Minimum : {minimum}')
    print(f'Maximum : {maximum}')
    print(f'25th Percentile : {q1}')
    print(f'75th Percentile : {q3}')
    print(f'Inter Quartile Range : {IQR}')
    print(f'Upper bound:{upper_bound}')
    print(f'Lower bound: {lower_bound}')
    print()
```

```
--- Descriptive Statistics of Age column ---
Mean : 28.79
Standard Deviation : 6.94
Median : 26.0
Minimum : 18
Maximum : 50
25th Percentile : 24.0
75th Percentile : 33.0
Inter Quartile Range : 9.0
Upper bound:46.5
Lower bound: 10.5
```

--- Descriptive Statistics of Education column ---

Mean : 15.57
Standard Deviation : 1.62
Median : 16.0
Minimum : 12
Maximum : 21
25th Percentile : 14.0
75th Percentile : 16.0
Inter Quartile Range : 2.0
Upper bound:19.0
Lower bound: 11.0

--- Descriptive Statistics of Usage column ---

Mean : 3.46
Standard Deviation : 1.08
Median : 3.0
Minimum : 2
Maximum : 7
25th Percentile : 3.0
75th Percentile : 4.0
Inter Quartile Range : 1.0
Upper bound:5.5
Lower bound: 1.5

--- Descriptive Statistics of Fitness column ---

Mean : 3.31
Standard Deviation : 0.96
Median : 3.0
Minimum : 1
Maximum : 5
25th Percentile : 3.0
75th Percentile : 4.0
Inter Quartile Range : 1.0
Upper bound:5.5
Lower bound: 1.5

--- Descriptive Statistics of Income column ---

Mean : 53719.58
Standard Deviation : 16506.68
Median : 50596.5
Minimum : 29562
Maximum : 104581
25th Percentile : 44058.75
75th Percentile : 58668.0
Inter Quartile Range : 14609.25
Upper bound:80581.875
Lower bound: 22144.875

--- Descriptive Statistics of Miles column ---

Mean : 103.19
Standard Deviation : 51.86
Median : 94.0
Minimum : 21
Maximum : 360
25th Percentile : 66.0
75th Percentile : 114.75
Inter Quartile Range : 48.75
Upper bound:187.875
Lower bound: -7.125

Bivariate Analysis

Distribution of gender across each Treadmill

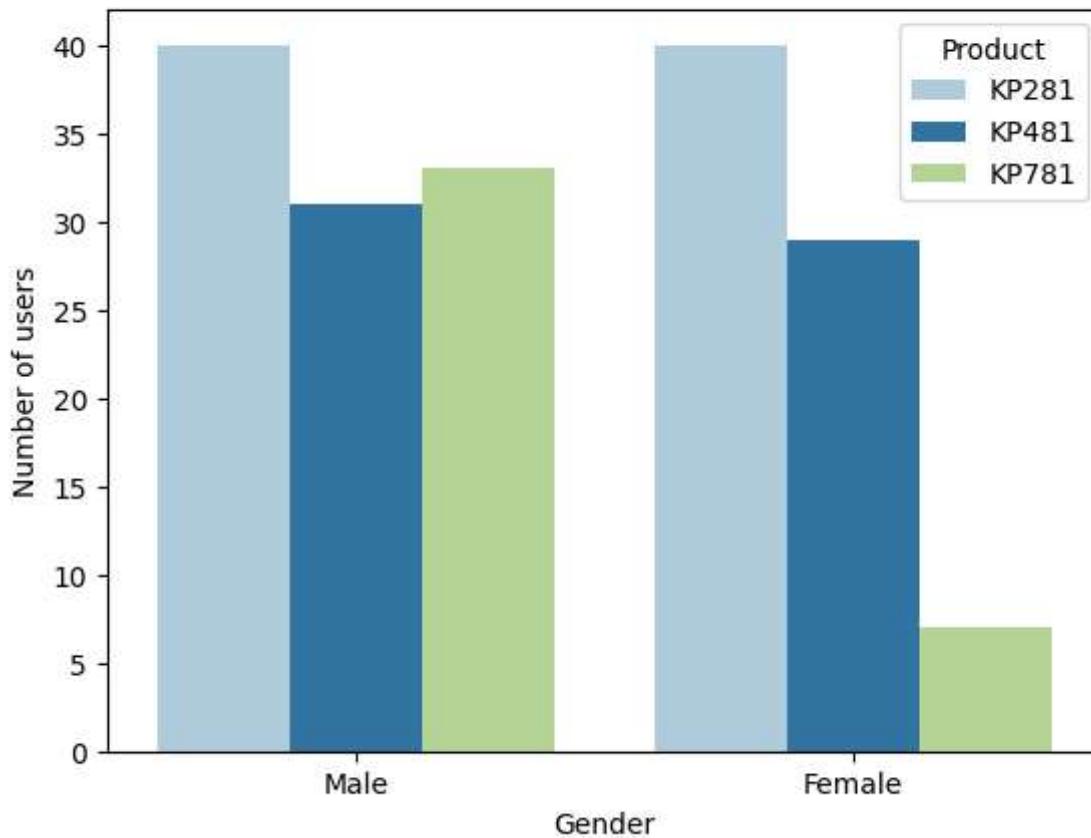
```
In [60]: # Counting the number of customers for each gender in each product group
gender_df = df.groupby(['Product', 'Gender']).size().unstack()
gender_df
```

Out[60]:

Gender	Female	Male
Product		
KP281	40	40
KP481	29	31
KP781	7	33

```
In [61]: sns.countplot(data=df,x='Gender',hue='Product',palette='Paired')
plt.suptitle('Gender Distribution by Treadmill Product', fontsize=14)
plt.xlabel('Gender')
plt.ylabel('Number of users')
plt.show()
```

Gender Distribution by Treadmill Product



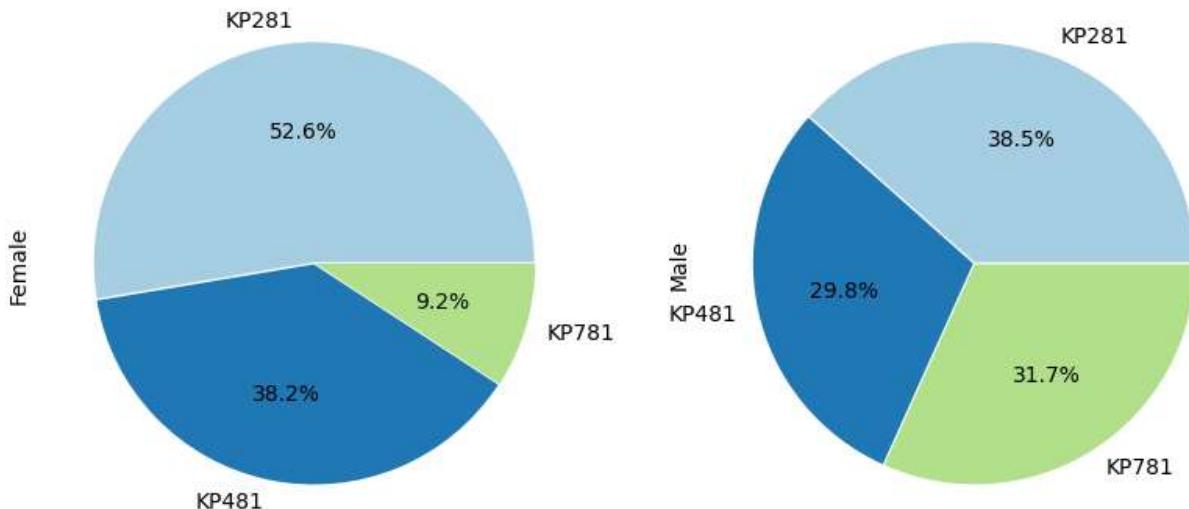
Insight:

- Both male and female customers prefer using the KP281 treadmill due to its entry-level status and cost-effectiveness compared to the other two options.
- Both male and female customers equally prefer the KP481 treadmill as it offers the best value for money among the other two options.
- Among male customers, the KP781 treadmill is the most preferred due to its advanced features following the KP281. However, the number of female customers using the KP781 treadmill is very low, possibly due to its higher cost compared to the other options.

In [62]:

```
gender_df.plot(kind='pie', subplots=True, figsize=(10,5), explode=(0.005,0.005,0.005), au
plt.suptitle('Gender Distribution by Treadmill Product', fontsize=14)
plt.show()
```

Gender Distribution by Treadmill Product

**Insight:**

- Among male customers, 38.5% prefer KP281 as an entry-level and cost-effective option. Meanwhile, 29.8% opt for KP481 due to its value for money proposition, and 31.7% favor KP781 for its advanced features.
- Among female customers, 52.6% prefer KP281 as an entry-level and cost-effective option. Additionally, 38.2% opt for KP481 due to its value for money proposition, while only 9.2% favor KP781 due to its higher cost compared to the other two options.

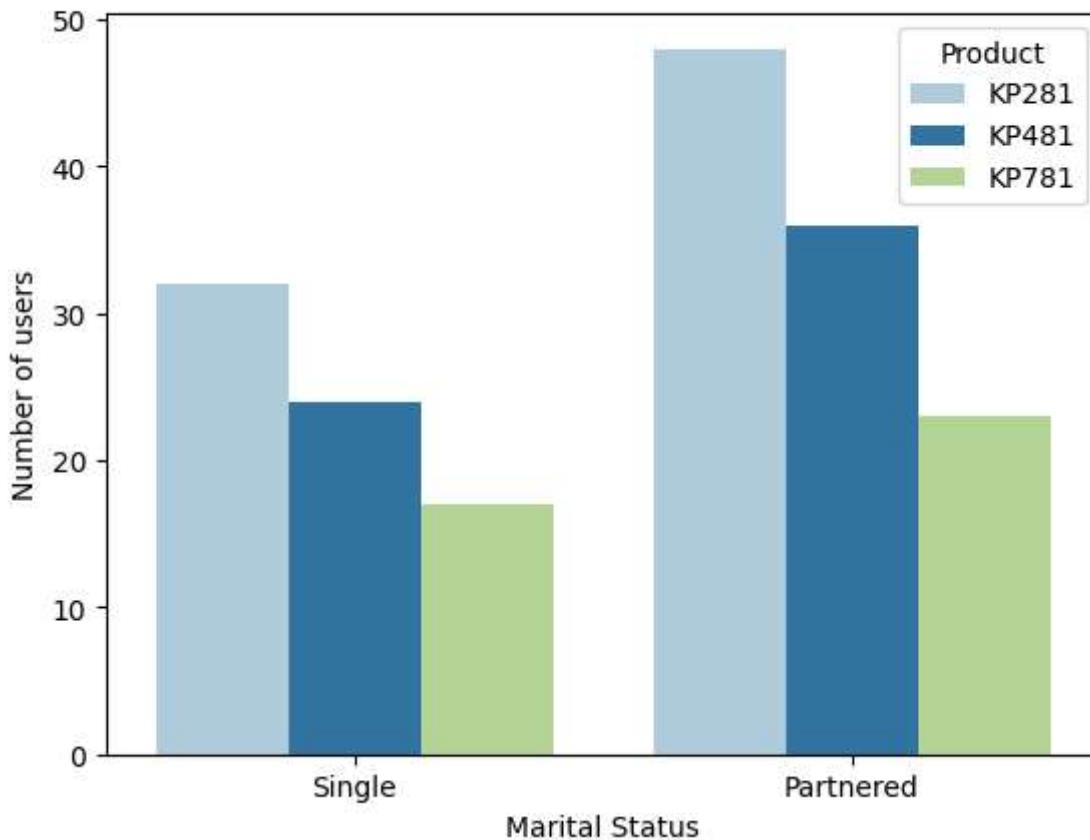
Distribution of Martial Status among customers who purchased each treadmill

In [63]:

```
sns.countplot(data=df, x='MaritalStatus', hue='Product', palette='Paired')
plt.suptitle(' Distribution of Marital Status across each Treadmill', fontsize=14)
plt.xlabel('Marital Status')
```

```
plt.ylabel('Number of users')
plt.show()
```

Distribution of Marital Status across each Treadmill



Insight:

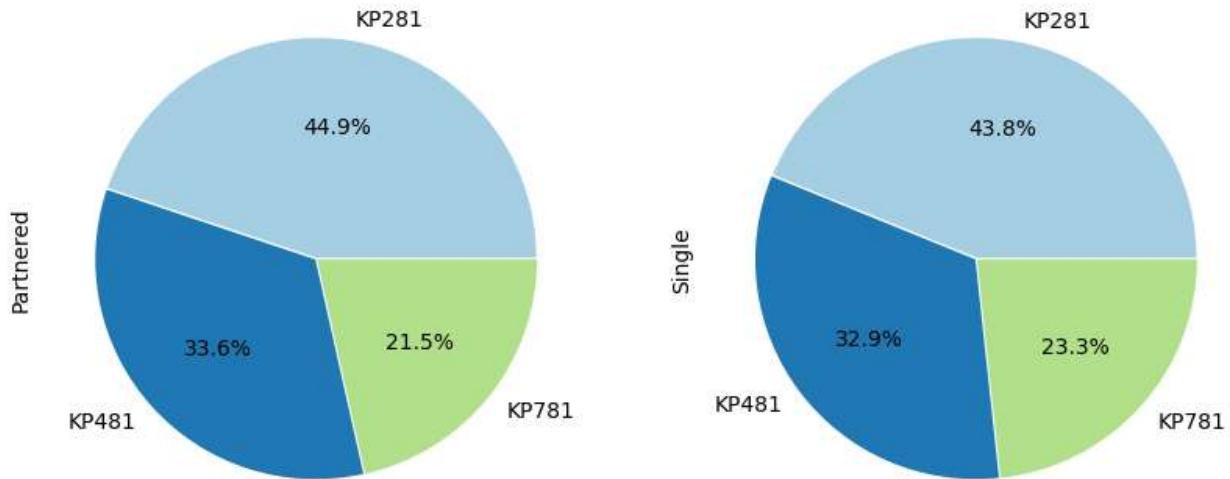
1. Married customers have a higher frequency of purchasing all treadmills compared to single customers.
2. The trend observed among both married and single customers reflects that KP281, being an entry-level treadmill, is the most frequently purchased option, while KP781, due to its higher cost, remains the least popular choice for both customer groups.
3. The purchase frequency for both married and single customers follows the trend of KP281 > KP481 > KP781, with KP281 being the most frequently purchased treadmill and KP781 being the least frequently purchased one.

In [64]:

```
# Counting the number of customers for each marital status in each product group
MaritalStatus_df = df.groupby(['Product', 'MaritalStatus']).size().unstack()

#pie charts indicating the distribution
MaritalStatus_df.plot(kind='pie', subplots=True, figsize=(10,5), explode=(0.005,0.005,0.0
plt.suptitle('Marital Status Distribution by Treadmill Product', fontsize=14)
plt.show()
```

Marital Status Distribution by Treadmill Product



Insight:

1. Among married customers, the purchase distribution for Aerofit treadmills is as follows: 44.9% prefer KP281, 33.6% prefer KP481, and the remaining 21.7% prefer KP781.
2. Among single customers , the purchase distribution for Aerofit treadmills is as follows: 43.8 % prefer KP281, 32.9% prefer KP481, and the remaining 23.3% prefer KP781.

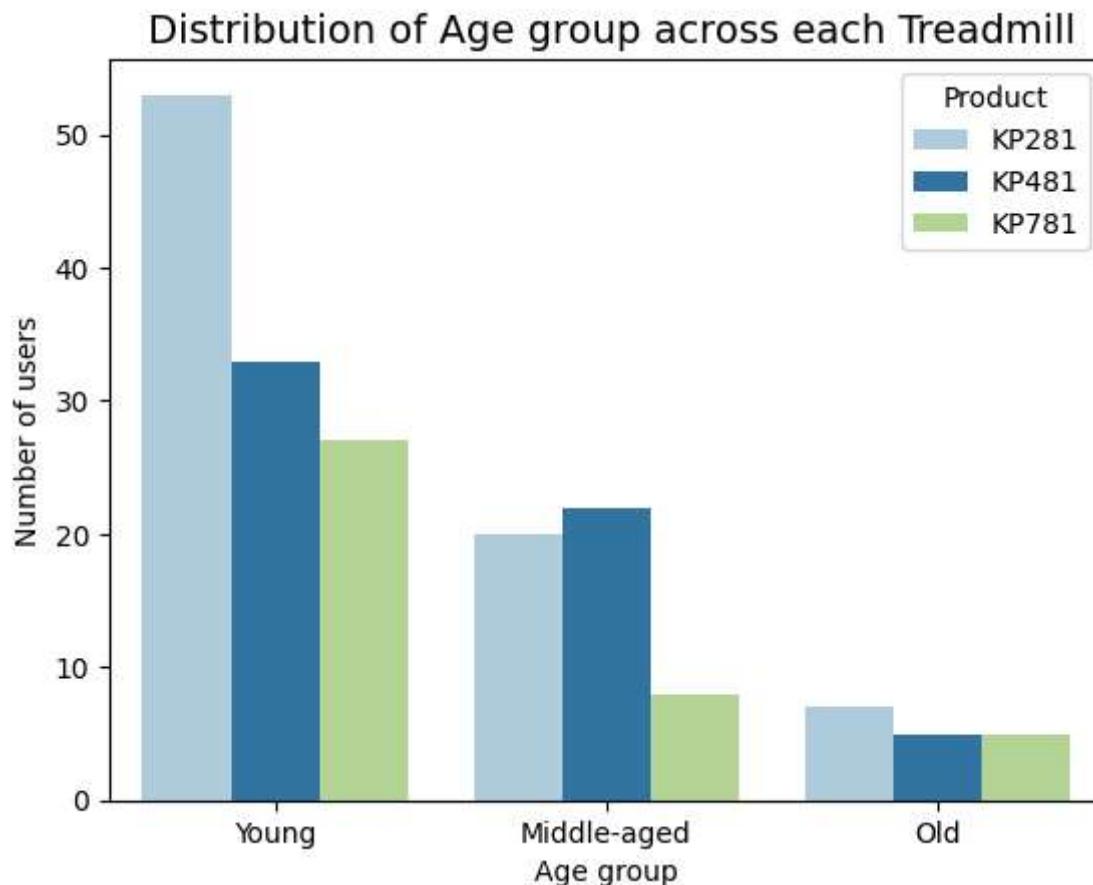
Distribution of Age group for each Treadmill

In [65]:

```

sns.countplot(data=df,x='Age group',hue='Product',palette='Paired')
plt.title(' Distribution of Age group across each Treadmill', fontsize=14)
plt.xlabel('Age group')
plt.ylabel('Number of users')
plt.show()
print()
print('---- Age groups ----')
print('18-29: Young')
print('30-39: Middle-aged')
print('40-50: Old')

```



---- Age groups ----

18-29: Young
30-39: Middle-aged
40-50: Old

Insight:

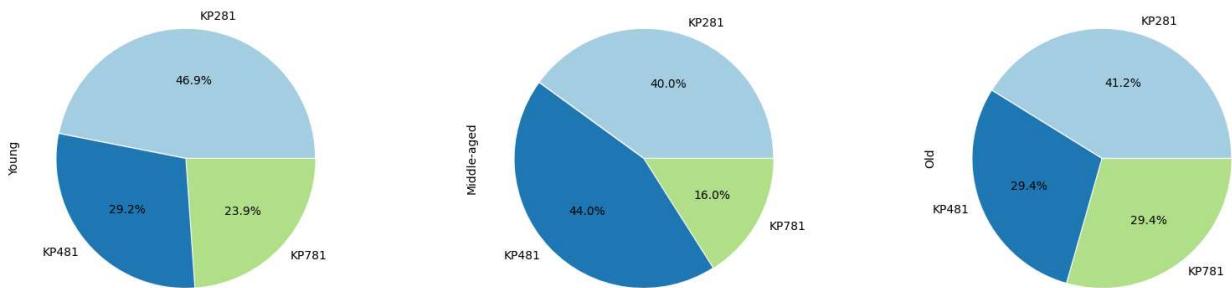
1. The majority of young users prefer the KP281 treadmill over the other two options. However, there is a significant number of young people using the KP781 treadmill, likely drawn to its advanced features.
2. Surprisingly, among middle-aged customers, KP481 is the most popular compared to KP281, possibly due to its appeal to mid runners. However, only a few middle-aged customers prefer using the KP781 treadmill.
3. Among old customers, KP281 remains the best choice for them, while KP481 and KP781 are equally preferred. It is important to note that the number of old customers is significantly less compared to the other two age groups.

In [66]:

```
# Counting the number of customers for each marital status in each product group
AgeGroup_df = df.groupby(['Product', 'Age group']).size().unstack()

#pie charts indicating the distribution
AgeGroup_df.plot(kind='pie', subplots=True, figsize=(20,5), explode=(0.005,0.005,0.005),
plt.suptitle('Age group Distribution by Treadmill Product', fontsize=14)
plt.show()
```

Age group Distribution by Treadmill Product

**Insight:**

1. Among young customers, the purchase distribution for Aerofit treadmills is as follows: 46.9% prefer KP281, 29.2% prefer KP481, and the remaining 23.9% prefer KP781.
2. Surprisingly, 44% of middle-aged customers prefer KP481 over the other two treadmills, while 40.0% prefer KP281, and only 16% prefer the KP781.
3. Among old customers, 41.2% prefer KP281, while 29.4% prefer both KP481 and KP781.

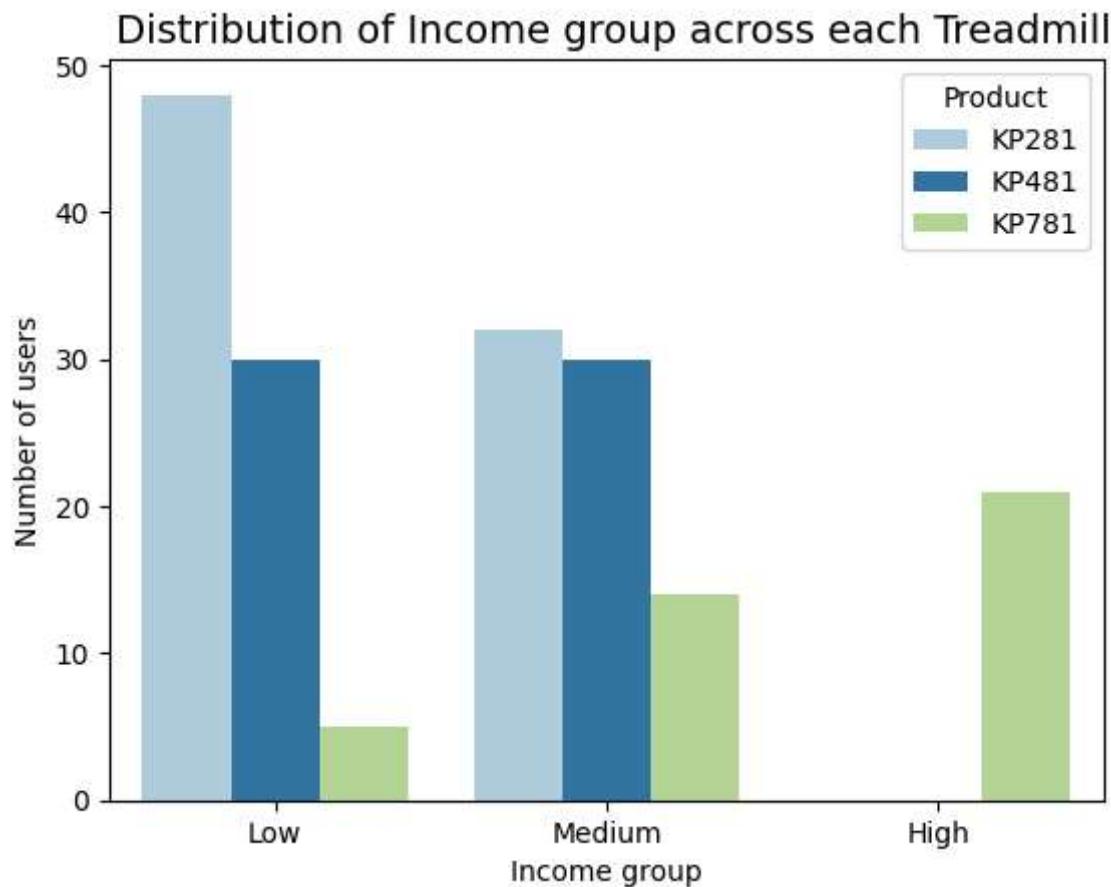
Distribution of Income-group across Treadmills

In [67]:

```

sns.countplot(data=df,x='Income group',hue='Product',palette='Paired')
plt.title(' Distribution of Income group across each Treadmill', fontsize=14)
plt.xlabel('Income group')
plt.ylabel('Number of users')
plt.show()
print()
print('---- Income groups ----')
print('29000-50000: Low')
print('51000-75000: Middle')
print('Above 76000: High')

```



---- Income groups ----

29000-50000: Low
 51000-75000: Middle
 Above 76000: High

Insight:

1. Customers belonging to the low-income group prefer KP281 due to its affordability compared to the other two treadmills. Additionally, around 30 customers from this income group have purchased KP481. However, only a few customers in this income group have chosen to purchase the more expensive KP781 treadmill.
2. Customers belonging to the middle-income group exhibit similar preference for both KP281 and KP481 treadmills, with a marginal difference in frequency. Additionally, approximately 15-20 customers from this group have also purchased the more expensive KP781 treadmill.
3. Customers belonging to the high-income group exclusively prefer KP781 due to its advanced features and higher cost compared to the other two treadmills.

Distribution Miles and Education for each Treadmill

In [68]:

```
df.head()
```

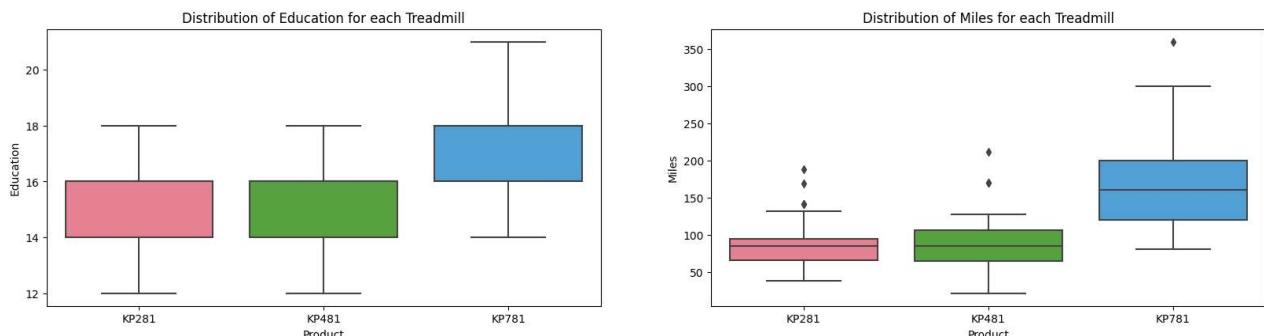
Out[68]:

	Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles	Age group	Income group
0	KP281	18	Male	14	Single	3	4	29562	112	Young	Low
1	KP281	19	Male	15	Single	2	3	31836	75	Young	Low

	Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles	Age group	Income group
2	KP281	19	Female	14	Partnered	4	3	30699	66	Young	Low
3	KP281	19	Male	12	Single	3	3	32973	85	Young	Low
4	KP281	20	Male	13	Partnered	4	2	35247	47	Young	Low

In [69]:

```
columns=['Education','Miles']
plt.figure(figsize=(20,10))
for i,col in enumerate(columns,1):
    plt.subplot(2,2,i)
    sns.boxplot(data=df,x='Product',y=col,palette='husl')
    plt.title(f'Distribution of {col} for each Treadmill')
plt.show()
```

**Insight:**

1. Customers with 14-16 years of education prefer the KP281 and KP481 treadmills. However, among all treadmills, the majority of customers with 16-18 years of education prefer the KP781 treadmill.
2. Customers who run 60-100 miles per week prefer the KP281 treadmill, while mid runners who run 60-120 miles per week opt for the KP481. On the other hand, hardcore runners who run 120-200 miles per week prefer the KP781 treadmill due to its advanced features.

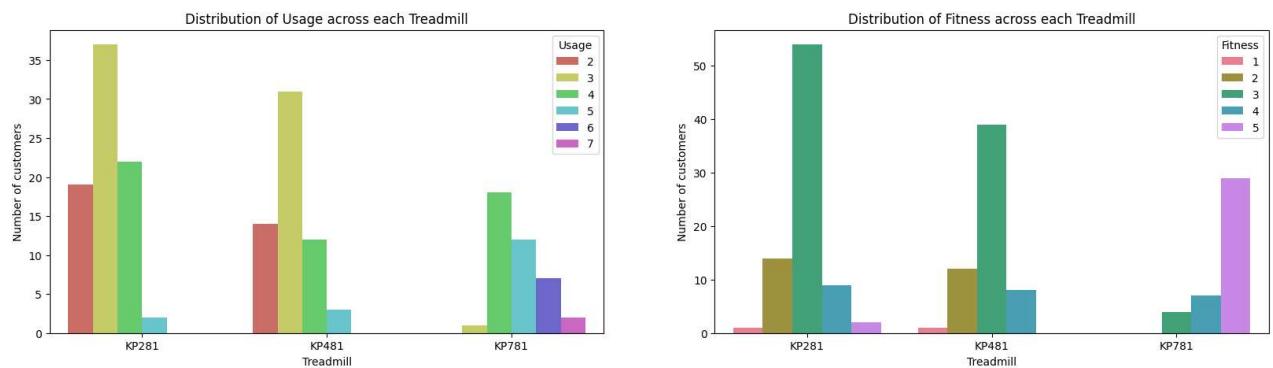
Distribution of Usage and Fitness across each Treadmill

In [70]:

```
plt.figure(figsize=(20,5))
# Usage column
plt.subplot(1,2,1)
sns.countplot(data=df,x='Product',hue='Usage',palette='hls')
plt.xlabel('Treadmill')
plt.ylabel('Number of customers')
plt.title('Distribution of Usage across each Treadmill')

# Fitness column
plt.subplot(1,2,2)
sns.countplot(data=df,x='Product',hue='Fitness',palette='husl')
plt.xlabel('Treadmill')
plt.ylabel('Number of customers')
plt.title('Distribution of Fitness across each Treadmill')
```

```
plt.show()
```



Insight:

1. Customers who use treadmills 3 times a week prefer both KP281 and KP481. However, customers who use treadmills 4-5 times a week favor the KP781 treadmill.
2. Customers with fitness level 3 prefer both KP281 and KP481 treadmills, while customers with fitness level 5 predominantly use the most advanced KP781 treadmill.

Heatmap

In [71]:

```
plt.figure(figsize=(10,6))
sns.heatmap(df.corr(), annot=True, cmap='viridis', fmt='.2f')
plt.show()
```

<ipython-input-71-34cb935a882e>:2: FutureWarning: The default value of numeric_only in DataFrame.corr is deprecated. In a future version, it will default to False. Select only valid columns or specify the value of numeric_only to silence this warning.
 sns.heatmap(df.corr(), annot=True, cmap='viridis', fmt='.2f')



Analysis

1. Age and Education: There is a positive correlation of approximately 0.28 between Age and Education. This indicates that as the customers' age increases, their education level tends to be higher.
2. Age and Income: There is a moderate positive correlation of approximately 0.51 between Age and Income. This suggests that as the customers' age increases, their income tends to be higher.
3. Education and Income: There is a relatively strong positive correlation of approximately 0.63 between Education and Income. This suggests that customers with higher levels of education tend to have higher incomes.
4. Usage and Fitness: There is a strong positive correlation of approximately 0.67 between Usage and Fitness. This indicates that customers who plan to use the treadmill more frequently tend to have higher fitness levels.
5. Fitness and Miles: There is a strong positive correlation of approximately 0.79 between Fitness and Miles. This indicates that customers with higher fitness levels also expect to walk/run more miles per week.
6. Age and Fitness: There is a weak positive correlation of approximately 0.06 between Age and Fitness. Similar correlation can be observed with Age and Usage as well as Age and Miles.

Conditional and Marginal Probabilities

Impact of gender on purchasing the treadmill

In [72]: `pd.crosstab(index=df['Product'], columns=df['Gender'], margins=True, margins_name='Total',`

Out[72]: **Gender Female Male Total**

Product			
	Female	Male	Total
KP281	0.22	0.22	0.44
KP481	0.16	0.17	0.33
KP781	0.04	0.18	0.22
Total	0.42	0.58	1.00

Marginal Probabilities

- $P(KP281) = 0.44$
- $P(KP481) = 0.33$
- $P(KP781) = 0.22$
- $P(Male) = 0.58$
- $P(Female) = 0.42$

Conditional Probabilities

- $P(KP281|Male) = 0.22$
- $P(KP281|Female) = 0.22$
- $P(KP481|Male) = 0.17$
- $P(KP481|Female) = 0.16$
- $P(KP781|Male) = 0.18$
- $P(KP781|Female) = 0.04$

Impact of marital status on purchasing the Treadmill

In [73]: `pd.crosstab(index=df['Product'], columns=df['MaritalStatus'], margins=True, margins_name='`

Out[73]: **MaritalStatus Partnered Single Total**

Product			
	Partnered	Single	Total
KP281	0.27	0.18	0.44
KP481	0.20	0.13	0.33
KP781	0.13	0.09	0.22
Total	0.59	0.41	1.00

Marginal Probabilities

- $P(KP281) = 0.44$
- $P(KP481) = 0.33$
- $P(KP781) = 0.22$

- $P(\text{Partnered}) = 0.59$
- $P(\text{Single}) = 0.41$

Conditional Probabilities:

- $P(\text{KP281}|\text{Partnered}) = 0.27$
- $P(\text{KP281}|\text{Single}) = 0.18$
- $P(\text{KP481}|\text{Partnered}) = 0.20$
- $P(\text{KP481}|\text{Single}) = 0.13$
- $P(\text{KP781}|\text{Partnered}) = 0.13$
- $P(\text{KP781}|\text{Single}) = 0.09$

Impact of Age groups on purchasing the treadmill

In [74]:

```
pd.crosstab(index=df['Product'], columns=df['Age group'], margins=True, margins_name='Total')
```

Out[74]:

Product	Age group	Young	Middle-aged	Old	Total
					Young
KP281	0.29	0.11	0.04	0.44	0.63
KP481	0.18	0.12	0.03	0.33	0.44
KP781	0.15	0.04	0.03	0.22	0.22
Total	0.63	0.28	0.09	1.00	

Age-groups:

- 18-29 : Young
- 30-39 : Middle-aged
- 40-50 : Old

Marginal Probabilities

- $P(\text{KP281}) = 0.44$
- $P(\text{KP481}) = 0.33$
- $P(\text{KP781}) = 0.22$
- $P(\text{Young}) = 0.63$
- $P(\text{Middle-aged}) = 0.28$
- $P(\text{Old}) = 0.09$

Conditional Probabilities:

- $P(\text{KP281}|\text{Young}) = 0.29$
- $P(\text{KP281}|\text{Middle-aged}) = 0.11$
- $P(\text{KP281}|\text{Old}) = 0.04$
- $P(\text{KP481}|\text{Young}) = 0.18$
- $P(\text{KP481}|\text{Middle-aged}) = 0.12$

- $P(KP481|Old) = 0.03$
- $P(KP781|Young) = 0.15$
- $P(KP781|Middle-aged) = 0.04$
- $P(KP781|Old) = 0.03$

Impact of Income groups on purchasing the treadmill

In [75]: `pd.crosstab(index=df['Product'], columns=df['Income group'], margins=True, margins_name='T')`

Out[75]:

Income group	Low	Medium	High	Total
Product				
KP281	0.27	0.18	0.00	0.44
KP481	0.17	0.17	0.00	0.33
KP781	0.03	0.08	0.12	0.22
Total	0.46	0.42	0.12	1.00

Income-groups:

- 29000-50000 : Low
- 51000-75000 : Medium
- 76000-105000 : High

Marginal Probabilities

- $P(KP281) = 0.44$
- $P(KP481) = 0.33$
- $P(KP781) = 0.22$
- $P(Low) = 0.46$
- $P(Medium) = 0.42$
- $P(High) = 0.12$

Conditional Probabilities:

- $P(KP281|Low) = 0.27$
- $P(KP281|Medium) = 0.18$
- $P(KP281|High) = 0.00$
- $P(KP481|Low) = 0.17$
- $P(KP481|Medium) = 0.17$
- $P(KP481|High) = 0.00$
- $P(KP781|Low) = 0.03$
- $P(KP781|Medium) = 0.08$
- $P(KP781|High) = 0.12$

Additional Questions on conditional Probability

What is the probability that a customer has a specific fitness level (e.g., fitness = 4) given that they purchased a particular treadmill product (KP281, KP481, KP781)?

In [76]:

```
# Total number of customers
total=len(df)
products=['KP281','KP481','KP781']
fitness_level=4

#calculating the probability for each product and fitness level
probabilities={}

for product in products:
    #calculating the number of customers who purchased the specific product

    total_product=len(df.loc[df['Product']==product])

    #calculating the number of customers who purchased the specific product and has fit
    total_product_fitness=len(df.loc[(df['Product']==product)&(df['Fitness']==fitness_l
    #calculating the conditional probability

    conditional_probabilty=total_product_fitness/total_product

    #storing the conditional probability in the dictionary

    probabilities[product]=conditional_probabilty

for product,probabilty in probabilities.items():
    print(f'Probability of customer having a fitness level {fitness_level} given that th
```

Probablity of customer having a fitness level 4 given that they have purchased a KP281:
0.11

Probablity of customer having a fitness level 4 given that they have purchased a KP481:
0.13

Probablity of customer having a fitness level 4 given that they have purchased a KP781:
0.17

What is the probability that a customer purchased a particular treadmill product (KP281, KP481, KP781) given that they runs 80 miles per week?

In [77]:

```
# Total number of customers
total=len(df)
products=['KP281','KP481','KP781']
miles=80

#calculating the probability for each product and fitness level
probabilities={}

for product in products:
    #calculating the number of customers who purchased the specific product

    total_miles=len(df.loc[df['Miles']==miles])

    #calculating the number of customers who purchased the specific product and runs 80

    total_product_miles=len(df.loc[(df['Product']==product)&(df['Miles']==miles)])
```

```

#calculating the conditional probability

conditional_probablity=total_product_miles/total_miles

#storing the conditional probablity in the dictionary

probablities[product]=conditional_probablity

for product,probablity in probablities.items():
    print(f'Probability of customer purchased a {product} given that they runs a {miles}

```

Probablity of customer purchased a KP281 given that they runs a 80 miles per week:0.0
 Probablity of customer purchased a KP481 given that they runs a 80 miles per week:0.0
 Probablity of customer purchased a KP781 given that they runs a 80 miles per week:1.0

What is the probability that a customer purchased a particular treadmill product (KP281, KP481, KP781) given that they use treadmill 3 times in a week?

In [78]:

```

# Total number of customers
total=len(df)
products=['KP281','KP481','KP781']
usage=3

#calculating the probablity for each product and fitness level
probablities={}

for product in products:
    #calculating the number of customers who purchased the specific product

    total_usage=len(df.loc[df['Usage']==usage])

    #calculating the number of customers who purchased the specific product and uses tr
    total_product_miles=len(df.loc[(df['Product']==product)&(df['Usage']==usage)])

    #calculating the conditional probablity

    conditional_probablity=total_product_miles/total_usage

    #storing the conditional probablity in the dictionary

    probablities[product]=conditional_probablity

for product,probablity in probablities.items():
    print(f'Probability of customer purchased a {product} given that they uses treadmil

```

Probablity of customer purchased a KP281 given that they uses treadmill 3 times in a week:0.54
 Probablity of customer purchased a KP481 given that they uses treadmill 3 times in a week:0.45
 Probablity of customer purchased a KP781 given that they uses treadmill 3 times in a week:0.01

Customer Profiling

Potential Buyers for KP281 Treadmill

1. Gender : Male and Female
2. Marital status: Both Partnered or single
3. Age:18-29 as probability of old customers purchasing the KP281 is low
4. Income:29000-50000 USD as probability of customers belonging to high income group purchasing the KP281 treadmill is 0.
5. Education:14-16 years
6. Fitness level':3
7. Usage: use treadmill 3 times in a week
8. Miles: Runs 60-100 miles per week

Potential Buyers for KP481 Treadmill

1. Gender : Both Male and Female
2. Marital status: Both Partnered or single
3. Age:18-39 years
4. Income:29000-75000 USD as probability of customers belonging to high income group purchasing the KP481 treadmill is 0.
5. Education:14-16 years
6. Fitness level':3
7. Usage: use treadmill 3 times in a week
8. Miles: Runs 80-120 miles per week --> Mostly midrunners.

Potential Buyers for KP781 Treadmill

1. Gender : **Only male customers** as probability of female customers buying KP781 is very low.
2. Marital status: **Only married customers** as probability of single customers buying KP781 is also low.
3. Age:18-39 years
4. Income:**75000-105000 USD** as probability of customers belonging to low and middle-income groups purchasing the KP781 treadmill is very low.
5. Education:16-18 years
6. Fitness level':5
7. Usage: use treadmill 3 times in a week
8. Miles: Runs 120 200 miles per week --> Mostly hardcore runners.

Insights

1. Among the users, 44.44% prefer using the KP281 treadmill, while 33.33% opt for the KP481 treadmill, and only 22.22% of users favor the KP781 treadmill.
2. KP281, being an entry-level and more affordable treadmill compared to the others, is the preferred choice among the majority of customers.
3. 33.3% of customers favor the KP481 treadmill, drawn by its ideal fit for mid-level runners and its excellent value-for-money offering.

4. KP781 treadmill, being more advanced and costlier than the other two options, is chosen by only 22.2% of customers.
5. Aerofit has 57.78% male customers and 42.22% female customers.
6. Among male customers, 38.5% prefer KP281 as an entry-level and cost-effective option. Meanwhile, 29.8% opt for KP481 due to its value for money proposition, and 31.7% favor KP781 for its advanced features.
7. Among female customers, 52.6% prefer KP281 as an entry-level and cost-effective option. Additionally, 38.2% opt for KP481 due to its value for money proposition, while only 9.2% favor KP781 due to its higher cost compared to the other two options.
8. Probability of female customers buying KP781 is 4% which is very low.
9. Both female and male customers equally prefers KP281 with probability 22.2%.
10. Probability of male customers buying KP481 is 17%
11. Probability of female customers buying KP481 is 16% which is also good.
12. 59.4% of Aerofit customers are married, while remaining 40.56% are single.
13. Married customers have a higher frequency of purchasing all treadmills compared to single customers.
14. The trend observed among both married and single customers reflects that KP281, being an entry-level treadmill, is the most frequently purchased option, while KP781, due to its higher cost, remains the least popular choice for both customer groups.
15. The purchase frequency for both married and single customers follows the trend of KP281 > KP481 > KP781, with KP281 being the most frequently purchased treadmill and KP781 being the least frequently purchased one.
16. The probability of single customers purchasing each of the treadmills is lower compared to that of married customers.
17. Most of the Aerofit customer falls under young age-group (18-29).
18. 27.78 % of middle-aged(30-39) users prefer to use the Aerofit Treadmills.
19. 9.4% of users in the old (40-50) age group prefer purchasing Aerofit treadmills.
20. Among young customers, the purchase distribution for Aerofit treadmills is as follows: 46.9% prefer KP281, 29.2% prefer KP481, and the remaining 23.9% prefer KP781.
21. Among middle-aged customers, surprisingly 44% prefer KP481 over the other two treadmills, while 40.0% prefer KP281, and only 16% prefer the KP781.
22. Among old customers, 41.2% prefer KP281, while 29.4% prefer both KP481 and KP781.
23. The probability of young customers buying the KP281 treadmill is 29%, while the probability of buying the KP481 treadmill is 18%, and the probability of buying the KP781 treadmill is 15%.
24. The probability of middle-aged customers buying the KP281 treadmill is 11%, while the probability of buying the KP481 treadmill is 12%, and the probability of buying the KP781 treadmill is 4%.
25. The probability of old customers buying the KP281 treadmill is 4%, while the probability of buying the KP481 treadmill is 3%, and the probability of buying the KP781 treadmill is 3%.
26. The probability of old customers purchasing each of the treadmills is lower compared to that of other age-group customers.
27. Approximately 88% of Aerofit customers belong to the low-income (29000-50000 USD) and medium-income (51000-75000 USD) groups. Remaining 11.67% belongs to High income group

- (above 75000 usd).
28. Due to its price of 2500 USD, the probability of customers belonging to the low-income and middle-income groups buying the KP781 treadmill is low compared to customers in the high-income group who can afford this higher-priced treadmill.
 29. Customers belonging to the high-income group exclusively prefer KP781 due to its advanced features and higher cost compared to the other two treadmills.
 30. Customers with 14-16 years of education prefer the KP281 and KP481 treadmills. However, among all treadmills, the majority of customers with 16-18 years of education prefer the KP781 treadmill.
 31. Customers who run 60-100 miles per week prefer the KP281 treadmill, while mid runners who run 60-120 miles per week opt for the KP481. On the other hand, hardcore runners who run 120-200 miles per week prefer the KP781 treadmill due to its advanced features.
 32. Customers who use treadmills 3 times a week prefer both KP281 and KP481. However, customers who use treadmills 4-5 times a week favor the KP781 treadmill.
 33. Customers with fitness level 3 prefer both KP281 and KP481 treadmills, while customers with fitness level 5 predominantly use the most advanced KP781 treadmill.

Recommendations

Actionable Insight: Among the users, 44.44% prefer using the KP281 treadmill, while 33.33% opt for the KP481 treadmill, and only 22.22% of users favor the KP781 treadmill.

1. Emphasize the budget-friendly nature of the KP281 treadmill to attract more customers.
2. Highlight the key features of the KP281 that make it a great entry-level option for fitness enthusiasts.
3. Provide special offers or discounts to further entice customers looking for a cost-effective option.
4. Engage with fitness communities online to showcase the KP281's appeal to beginners.
5. Focus marketing efforts on reaching out to mid-level runners, emphasizing how the KP481 is tailored to meet their specific fitness needs and goals.
6. Showcase the competitive pricing and the outstanding features of the KP481 that make it a cost-effective choice for customers.
7. Launch targeted marketing campaigns to increase awareness and interest in the KP781 among potential customers who may value its advanced capabilities. Utilize various channels such as social media, fitness forums, and influencer collaborations.
8. Emphasize the unique features and benefits of the KP781 to justify its higher price. Highlight its advanced functionalities and how they enhance the workout experience, making it worth the investment.

Actionable Insight: The probability of female customers buying each of the treadmills compared to male customers is 42%:

1. Create targeted advertisements and promotions that appeal to women, showcasing how fitness can positively impact their lives.

2. Showcase the female-friendly features and benefits of Aerofit treadmills to attract more female customers.
3. Offer a diverse selection of treadmill models that cater to various fitness levels and preferences.

Actionable Insight: The probability of female customers buying the KP781 treadmill is 4%, which is significantly lower compared to that of male customers :

Offer special incentives and discounts exclusively for female customers interested in purchasing the KP781 treadmill. This could include limited-time promotions, personalized offers, or package deals to make the treadmill more appealing and accessible to this customer segment. By providing targeted incentives, it can encourage more female customers to consider and invest in the KP781.

Actionable Insight: The probability of single customers purchasing each of the treadmills is lower compared to that of married customers:

1. Appoint Virat Kohli as the brand ambassador for Aerofit, promoting the brand's values of fitness, health, and well-being. Virat's association with Aerofit will resonate with single customers, inspiring them to prioritize their fitness goals and consider Aerofit treadmills as a valuable addition to their fitness routines.
2. Introduce exclusive offers and discounts for single customers as part of the collaboration with Virat Kohli. This can include special bundles, personalized packages, or limited-time promotions, providing added incentives for single customers to choose Aerofit treadmills.
3. Organize virtual fitness challenges or competitions, endorsed by Virat Kohli, to engage single customers and encourage them to participate in fitness activities with Aerofit treadmills. Prizes and recognition for participants can further boost motivation and engagement.

Actionable Insight: The probability of old customers purchasing each of the treadmills is lower compared to that of other age-group customers:

Offer personalized assistance to help customers aged 40-50 select the ideal treadmill model, providing them with the tools to maintain an active and healthy lifestyle. With Aerofit's expert guidance, customers can feel confident and motivated to make the most of their treadmills effectively.

Actionable Insight: Due to its price of 2500 USD, the probability of customers belonging to the low-income and middle-income groups buying the KP781 treadmill is low compared to customers in the high-income group.

1. Introduce tailored discounts and incentives exclusively for customers belonging to the low and middle-income groups. These offers can include limited-time promotions, cashback rewards, or bundle deals, making the KP781 treadmill more affordable and enticing for this target audience.
2. Provide convenient EMI (Equated Monthly Installment) payment options for the KP781 treadmill. This will allow low and middle-income customers to spread the cost over several months, easing their financial burden and making the purchase more manageable.