

Executive Summary

This case study analyzes customer purchasing behavior for AeroFit treadmills. The analysis shows that **income**, **fitness level**, and **usage intensity** are the primary drivers of product selection, while age has minimal influence.

KP781 serves a distinct premium segment consisting of high-income, high-fitness, and high-usage customers, whereas KP281 and KP481 cater to mass-market and mid-tier users with similar behavioral patterns.

