

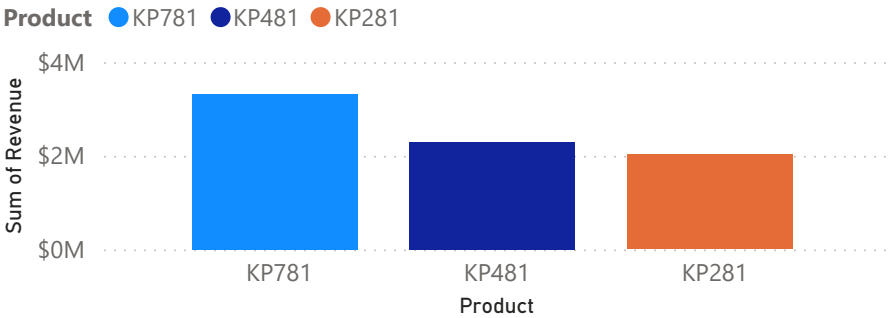
\$7.64M

Total Revenue

3,988

Total Customers

Sum of Revenue by Product and Product



Customer Profile for KP281 Treadmill

- Age of customer mainly between 18 to 35 years with few between 35 to 50 years
- Mostly college educated
- Mostly low income
- Weekly Usage - 2 to 3 times
- Fitness Scale - 3 to 4
- Weekly Running/Walking Mileage - 100 to 200 miles
- Mostly Partnered Females

Customer Profile for KP481 Treadmill

- Age of customer mainly between 18 to 25 years
- High school Education
- Middle class Income
- Weekly Usage - 5 to 7 times
- Low fitness level
- Low Weekly Running Milage
- Mostly partnered males although singles are also close

Customer Profile for KP781 Treadmill

- Older Age of customers
- Education level of customer is postgraduate
- Annual Income of customer 80k USD and above
- Weekly Usage - 4 to 7 times
- Fitness Scale - 3 to 5
- Weekly Running/walking Mileage is 100 miles and above
- Single Female bought KP781 treadmill compared
- This product is preferred by the customer where the correlation between Education and Income is High

Customer Insights (50th Percentile)

3
Fitness

16
Education

40
Age

\$66,284
Income

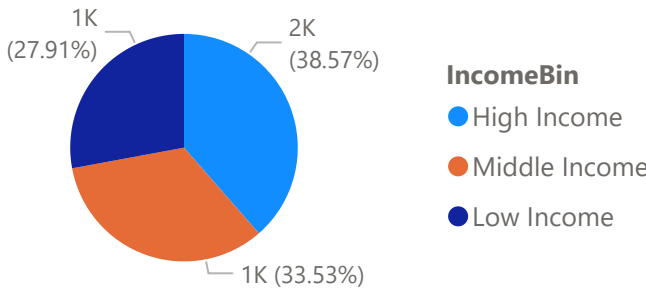
184
Miles

4
Usage

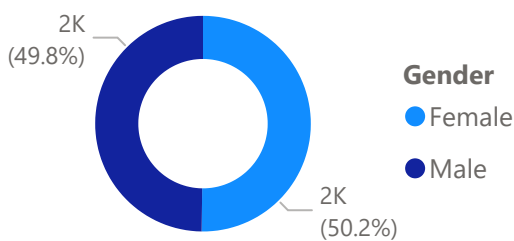
Female
Gender

Single
MaritalStatus

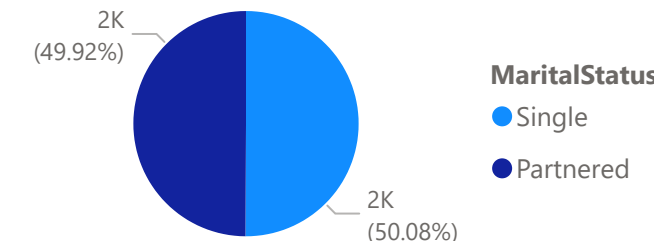
Total Customers by IncomeBin



Total Customers by Gender



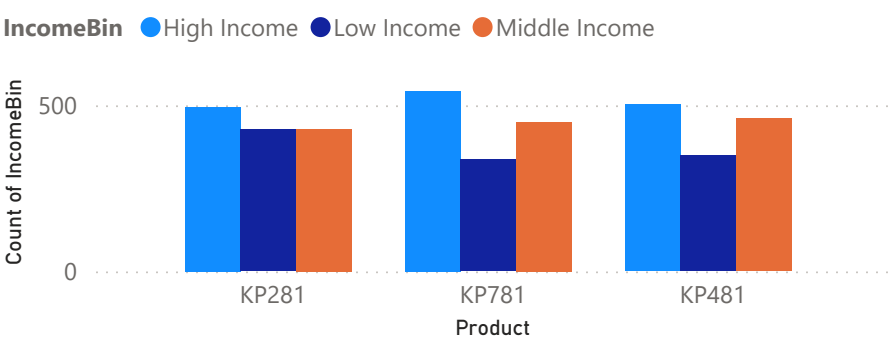
Total Customers by MaritalStatus



Customer Insights (50th Percentile)

Product	Fitness	Education	Age	Income	Miles	Usage	Gender	MaritalStatus
KP281	3	16	40	\$64,183	184	4	Female	Single
KP481	3	16	40	\$66,626	179	5	Male	Single
KP781	3	16	41	\$67,554	188	5	Female	Single
Total	3	16	40	\$66,284	184	4	Female	Single

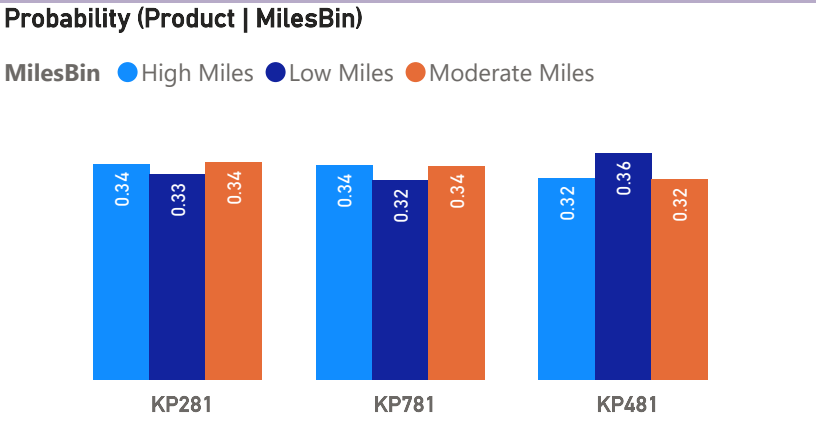
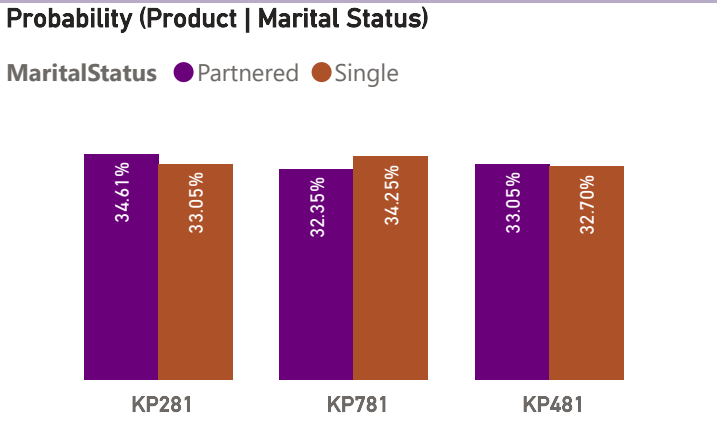
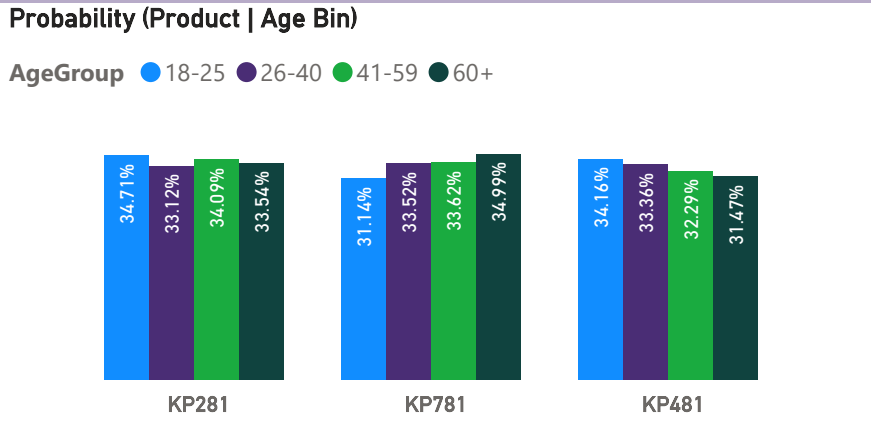
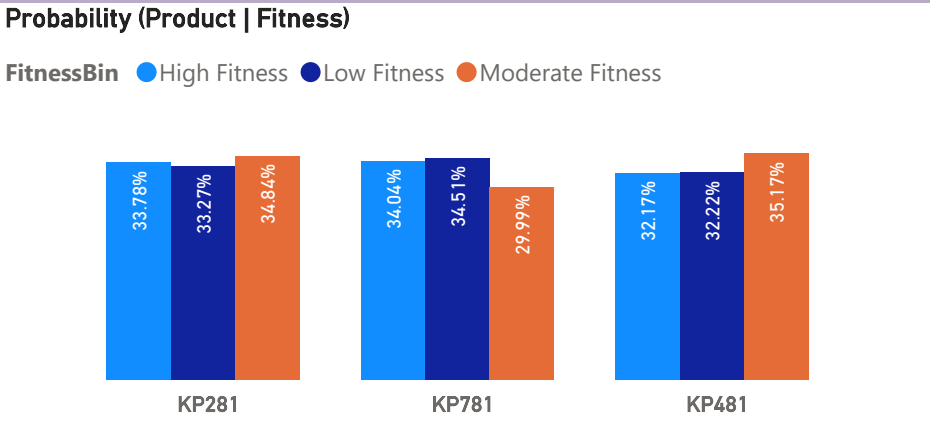
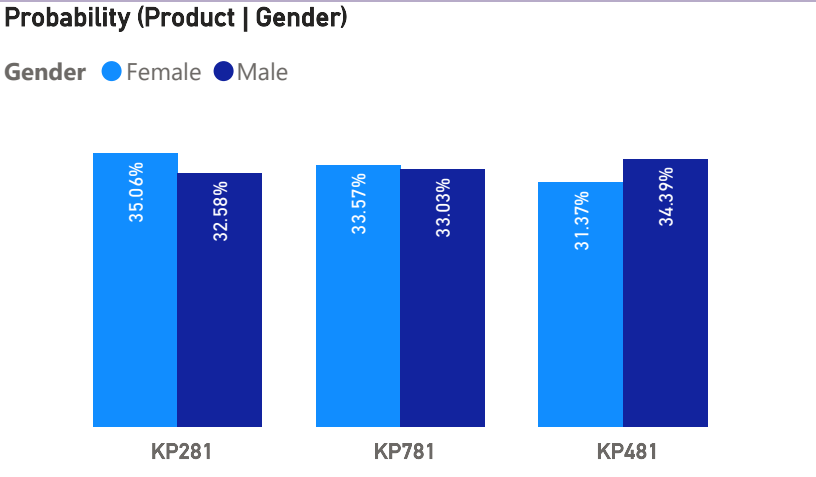
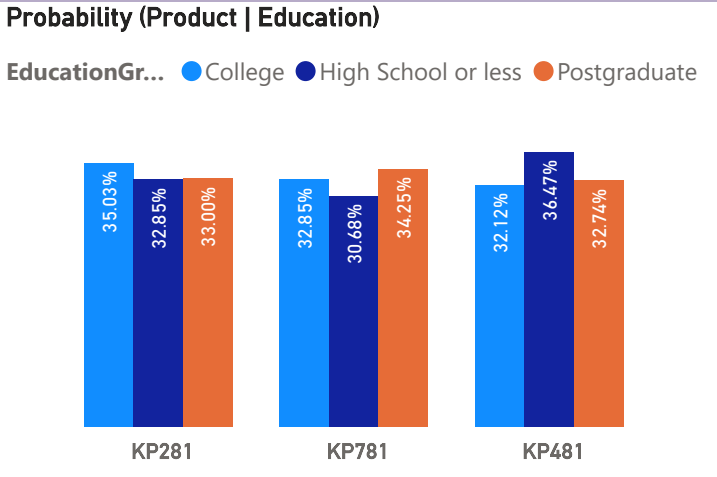
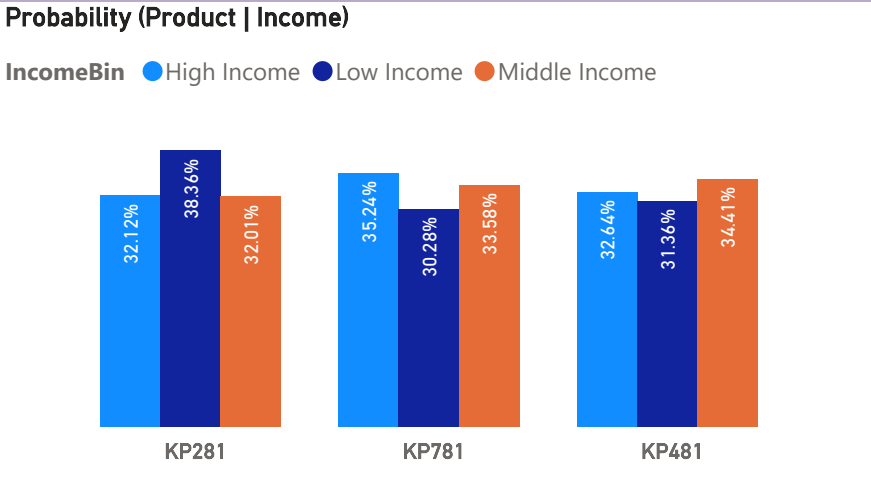
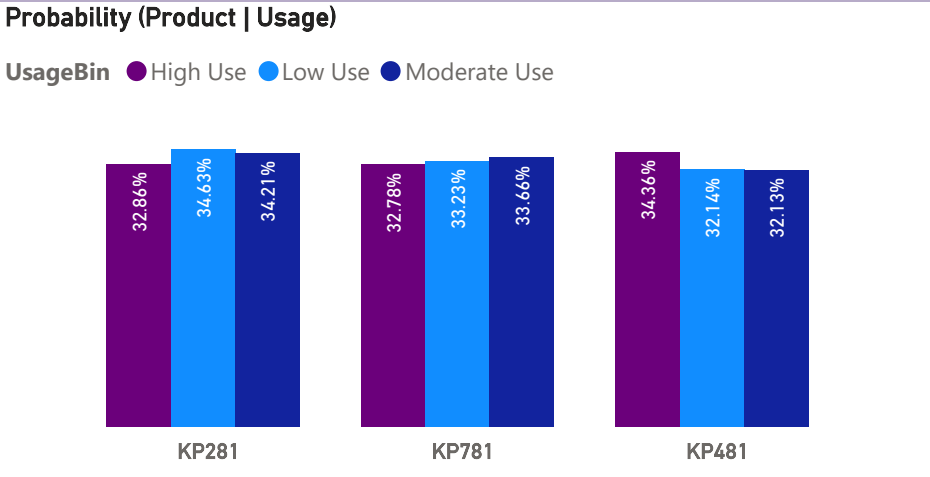
Income Distribution



SUMMARY RECOMENDATION

To optimize sales and customer engagement, Brightfire should implement several targeted strategies across its product range based on the customer profiles we've identified. For the KP781, targeting older, affluent women will be key; launching campaigns that focus on health maintenance, fitness longevity, and the treadmill's advanced features will enhance its appeal. The KP281 and KP481 should be positioned as affordable options, with KP281 attracting younger females who are budget-conscious, while KP481 appeals to younger males with moderate incomes. Offering flexible payment plans, such as no-cost EMI options, can make these models more accessible to these segments. Marketing campaigns should emphasize targeted age groups, focusing on younger demographics for the KP281 and KP481, while promoting fitness longevity for customers aged 60 and above with KP781. Additionally, promoting features that align with moderate-to-low fitness levels can encourage greater engagement from all segments. Expanding these efforts with inclusive messaging, particularly around female fitness and health, will strengthen Brightfire's market presence and customer loyalty across the board.

Conditional Probabilities



Marginal Probabilities

