<div align="center">**Treadmill Customer Insights Report**</div>

Introduction:

This report analyses customer demographics and buying habits to gain insights for treadmill marketing strategies.

Objective:

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 new customers. The team decides to investigate whether there are differences across the product with respect to customer characteristics.
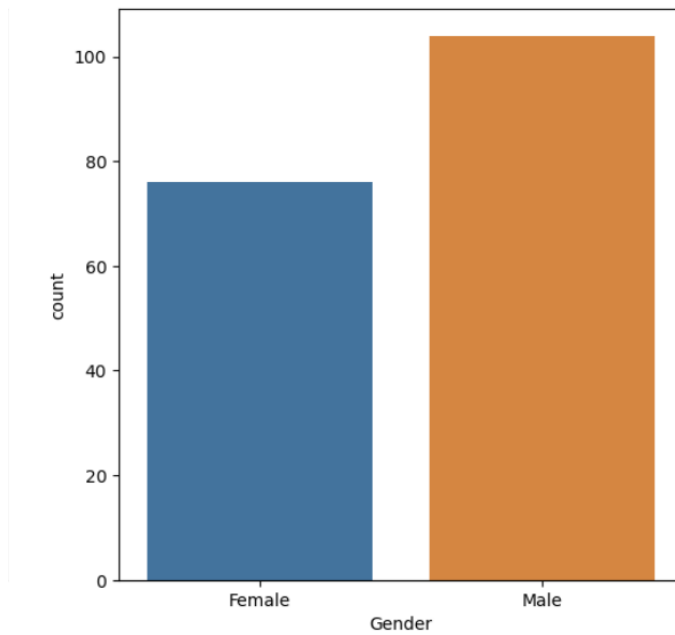
Customer Demographics:

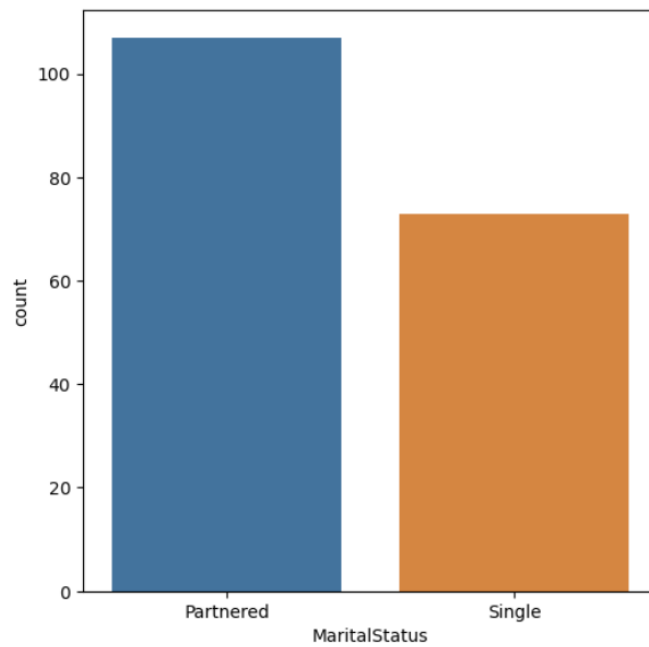- **Age:** Majority falls between 21-35 years old. Customers at 25 are most health conscious.
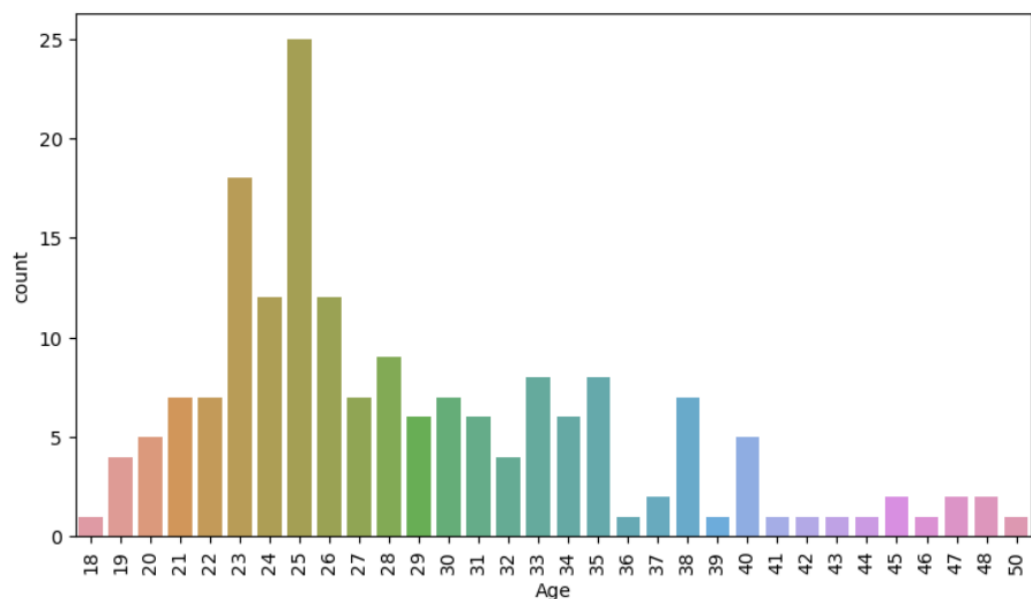
- **Income:** Mostly between $40k - $65k. High-income customers tend to buy the KP781 model.

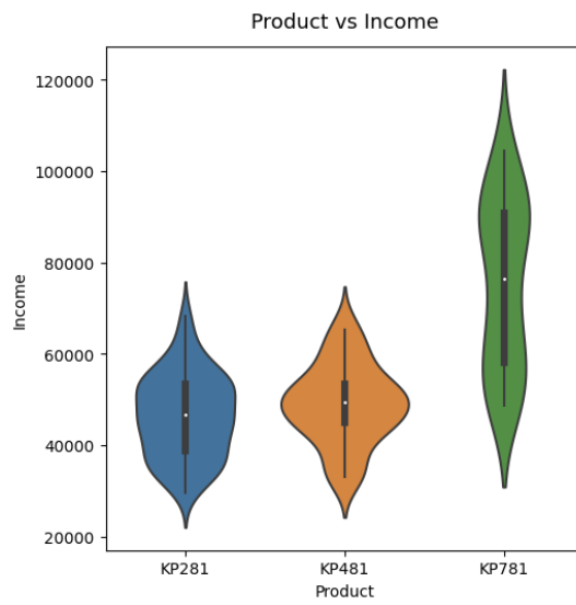● **Gender:** Males have a higher purchase frequency than females.

● **Marital Status:** Couples are more health-conscious than singles.

Analysis:

1. Product vs Income:
   - The higher the Income of the customer `(Income >= 60000)`, the higher the chances of the customer purchasing the `KP781` product.
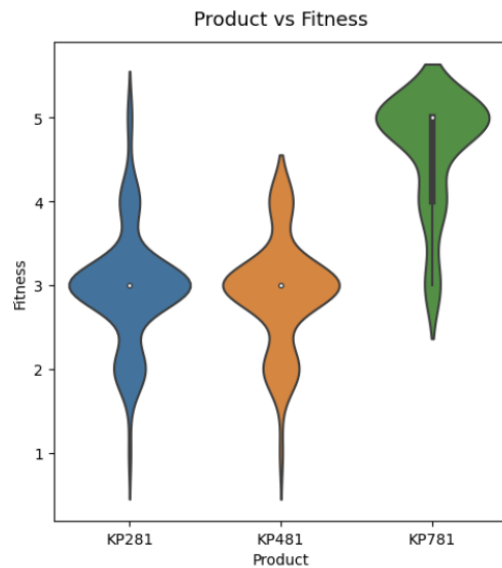
Product vs Income

2. Product vs Education:

   - Customer having education equal to or more than `16` prefers to buy `KP781`

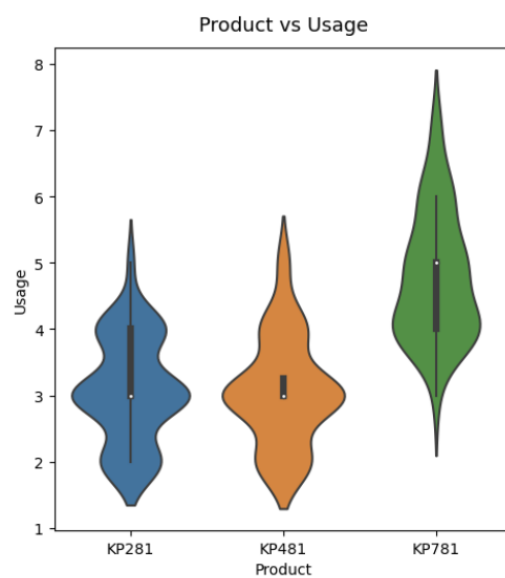   - Other customers prefer `KP281` and `KP481`

Product vs Education
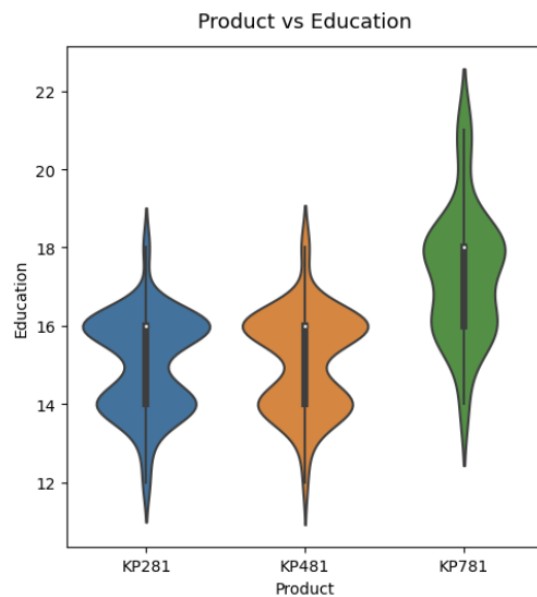
3. Product vs Fitness:

- Customers who have ranked themselves more than 3, more likely to buy `KP781`


Product vs Fitness

4. Product vs Usage:

- Customers who are planning to use the treadmill greater than 4 times a week prefers to buy `KP781`
- Rest of the customers prefer `KP281` and `KP481`

Product vs Usage

Further Analysis:

- **Product**
    - 44.44% of the customers have purchased KP281 product.
    - 33.33% of the customers have purchased KP481 product.
    - 22.22% of the customers have purchased KP781 product.

- **Gender**
    - 57.78% of the customers are Male.

- **Marital Status**
    - 59.44% of the customers are Partnered.

Correlation Analysis:
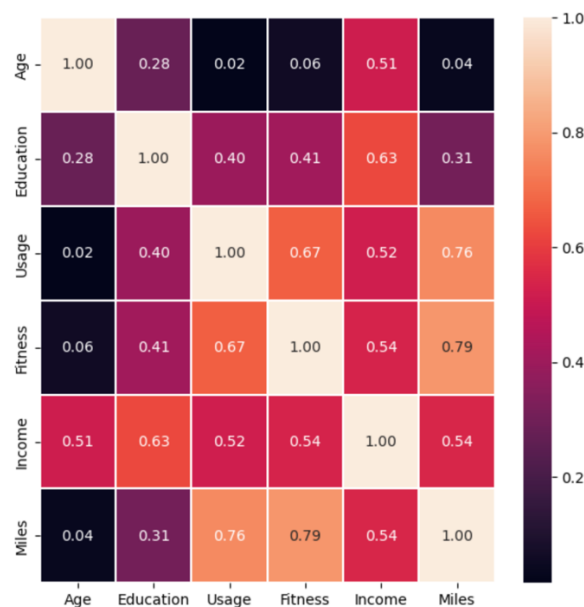
Observations:

- (Miles & Fitness) and (Miles & Usage) attributes are highly correlated, which means if a customer's fitness level is high, they use more treadmills.

- Income and Education shows a strong correlation. High-income and highly educated people prefer the KP781 treadmill which is having advanced features.

- There is no correlation between (Usage & Age) or (Fitness & Age) attributes, which mean Age should not be a barrier to using treadmills or specific model of treadmills.

Model Preferences:

- **KP281:** Best-selling product, likely due to affordability (target 20-40 year olds, income range). Females have a higher probability of buying this model.
- **KP481:** More likely to be purchased by couples. (Market as a good option for shared fitness goals)
- **KP781:** Considered a premium model.
    - **Buyers:** Primarily high-income customers, aged 25-30, with high education (16+ years) and high fitness level (5). Likely to run more than 120 miles per year.
    - **Gender:** 82% of buyers are male.

Recommendations:

- **KP781:**
    - Market as a premium model targeting high-income groups (>$65k) and well-educated individuals (over 20 years).
    - Highlight features suited for sporty users with high weekly mileage.
- **General Strategies:**
    - Develop strategies to attract customers with lower incomes.
    - Consider offering financing options for premium models.
    - Position both KP281 and KP481 as affordable options for budget-conscious buyers.

Additional Notes:

- Teens are unlikely to buy treadmills.

- People who rated their fitness level as 5 tend to buy KP781.

Future Considerations:

- Investigate reasons behind the gender buying preference for KP281.

- Analyse the impact of marketing efforts on different customer segments.