## **Treadmill Customer Insights Report**

**Introduction:**

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

**Customer Demographics:**

* **Age:** Majority falls between 20-35 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.

**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.