

# Aerofit

Aerofit, India's premier fitness equipment brand, produces a wide array of residential and commercial fitness machines, such as treadmills, elliptical trainers, exercise bikes, gym equipment, and fitness accessories. With a commitment to serving people from all walks of life, Aerofit offers its products at highly affordable prices, ensuring accessibility without compromising on quality. Moreover, the company is dedicated to providing excellent after-sales service, further enhancing the customer experience and satisfaction.

## Business Case Study

```
In [2]: #Import libraries  
import numpy as np  
import pandas as pd  
import matplotlib.pyplot as plt  
import seaborn as sns
```

```
In [3]: #Loading the data  
aerofit_df = pd.read_csv('aerofit_treadmill.txt')
```

```
In [4]: aerofit_df
```

Out[4]:

	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

In [6]: aerofit\_df.shape

Out[6]: (180, 9)

Dataset contains 180 rows and 9 columns

In [7]: aerofit\_df.head()

Out[7]:

	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

In [8]: aerofit\_df.tail()

Out[8]:

	Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles
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

In [9]: aerofit\_df.dtypes

Out[9]:

```

Product      object
Age          int64
Gender       object
Education    int64
MaritalStatus object
Usage        int64
Fitness      int64
Income       int64
Miles        int64
dtype: object

```

- Product, Gender and Marital Status are object(string)
- Age, Education, Usage, Fitness, Income and Miles are in int64(integer)

```
In [10]: aerofit_df.isnull().any()
```

```
Out[10]: Product      False
Age      False
Gender    False
Education False
MaritalStatus False
Usage     False
Fitness   False
Income    False
Miles     False
dtype: bool
```

Dataset contains no missing/null values

```
In [11]: aerofit_df.describe()
```

```
Out[11]:
```

	Age	Education	Usage	Fitness	Income	Miles
<b>count</b>	180.000000	180.000000	180.000000	180.000000	180.000000	180.000000
<b>mean</b>	28.788889	15.572222	3.455556	3.311111	53719.577778	103.194444
<b>std</b>	6.943498	1.617055	1.084797	0.958869	16506.684226	51.863605
<b>min</b>	18.000000	12.000000	2.000000	1.000000	29562.000000	21.000000
<b>25%</b>	24.000000	14.000000	3.000000	3.000000	44058.750000	66.000000
<b>50%</b>	26.000000	16.000000	3.000000	3.000000	50596.500000	94.000000
<b>75%</b>	33.000000	16.000000	4.000000	4.000000	58668.000000	114.750000
<b>max</b>	50.000000	21.000000	7.000000	5.000000	104581.000000	360.000000

- Average age of the customers are 28
- Average income of the customers are 53k and max is 10K dollars

## Non-Graphical Analysis

```
In [12]: #Non-Graphical Analysis: Value counts and unique attributes
aerofit_df.value_counts()
```

```
Out[12]:
```

Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles	
KP281	18	Male	14	Single	3	4	29562	112	1
KP481	30	Female	13	Single	4	3	46617	106	1
	31	Female	16	Partnered	2	3	51165	64	1
			18	Single	2	1	65220	21	1
		Male	16	Partnered	3	3	52302	95	1
									..
KP281	34	Female	16	Single	2	2	52302	66	1
		Male	16	Single	4	5	51165	169	1
	35	Female	16	Partnered	3	3	60261	94	1
			18	Single	3	3	67083	85	1
KP781	48	Male	18	Partnered	4	5	95508	180	1

Name: count, Length: 180, dtype: int64

```
In [13]: aerofit_df.nunique()
```

```
Out[13]:
```

Product	3
Age	32
Gender	2
Education	8
MaritalStatus	2
Usage	6
Fitness	5
Income	62
Miles	37

dtype: int64

```
In [14]: aerofit_df['Education'].unique()
```

```
Out[14]: array([14, 15, 12, 13, 16, 18, 20, 21], dtype=int64)
```

```
In [15]: aerofit_df['Age'].unique()
```

```
Out[15]: array([18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34,
        35, 36, 37, 38, 39, 40, 41, 43, 44, 46, 47, 50, 45, 48, 42],
        dtype=int64)
```

```
In [16]: aerofit_df['Income'].unique()
```

```
Out[16]: array([ 29562,  31836,  30699,  32973,  35247,  37521,  36384,  38658,
        40932,  34110,  39795,  42069,  44343,  45480,  46617,  48891,
        53439,  43206,  52302,  51165,  50028,  54576,  68220,  55713,
        60261,  67083,  56850,  59124,  61398,  57987,  64809,  47754,
        65220,  62535,  48658,  54781,  48556,  58516,  53536,  61006,
        57271,  52291,  49801,  62251,  64741,  70966,  75946,  74701,
        69721,  83416,  88396,  90886,  92131,  77191,  52290,  85906,
        103336,  99601,  89641,  95866, 104581,  95508], dtype=int64)
```

```
In [17]: aerofit_df['Miles'].unique()
```

```
Out[17]: array([112,  75,  66,  85,  47, 141, 103,  94, 113,  38, 188,  56, 132,
        169,  64,  53, 106,  95, 212,  42, 127,  74, 170,  21, 120, 200,
        140, 100,  80, 160, 180, 240, 150, 300, 280, 260, 360], dtype=int64)
```

## Conversion of Categorical attributes to 'Category'

```
In [18]: # Converting int datatype to object datatype
aerofit_df['Age_Category'] = aerofit_df.Age
aerofit_df['Fitness_Category'] = aerofit_df.Fitness
aerofit_df['Income_Category'] = aerofit_df.Income
aerofit_df['Miles_Category'] = aerofit_df.Miles
aerofit_df.head()
```

```
Out[18]:
```

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

```
In [19]: aerofit_df['Age_Category'] = pd.cut(aerofit_df.Age_Category, bins=[0,21,35,45,60], labels=['Young Adult', 'Adult', 'Middle Age', 'Elderly'])
aerofit_df["Fitness_Category"].replace({1:"Poor Shape",
                                         2:"Bad Shape",
                                         3:"Moderate Shape",
```

```

4: "Good Shape",
5: "Excellent Shape"}, inplace=True)

aerofit_df['Income_Category'] = pd.cut(aerofit_df.Income_Category, bins = [0, 40000, 60000, 80000, float('inf')],
                                      labels = ['Low Income', 'Moderate Income', 'High Income', 'Very High Income'])

aerofit_df['Miles_Category'] = pd.cut(aerofit_df.Miles_Category, bins = [0, 50, 100, 200, float('inf')],
                                      labels = ['Less Workout', 'Moderate Workout', 'Active Lifestyle', 'Fitness Enthusiast'])

aerofit_df.head()

```

Out[19]:

	Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles	Age_Category	Fitness_Category	Income_Category	Miles_Category
0	KP281	18	Male	14	Single	3	4	29562	112	Young Adult	Good Shape	Low Income	Active Lifestyle
1	KP281	19	Male	15	Single	2	3	31836	75	Young Adult	Moderate Shape	Low Income	Moderate Workout
2	KP281	19	Female	14	Partnered	4	3	30699	66	Young Adult	Moderate Shape	Low Income	Moderate Workout
3	KP281	19	Male	12	Single	3	3	32973	85	Young Adult	Moderate Shape	Low Income	Moderate Workout
4	KP281	20	Male	13	Partnered	4	2	35247	47	Young Adult	Bad Shape	Low Income	Less Workout

Created new columns to convert categorical attributes to 'Category'

### Age\_Category

0-21: Young Adult

21-35: Adult

35-45: Middle Age

45-60: Elder Age

### Fitness\_Category

1: Poor Shape

2: Bad Shape

3: Moderate Shape

4: Good Shape

5: Excellent Shape

**Income\_Category**

0-40000: Low Income

40000-60000: Moderate Income

60000-80000: High Income

Above 80000: Very High Income

**Miles\_Category**

0-50: Less Workout

50-100: Moderate Workout

100-200: Active Lifestyle

Above 200: Fitness Enthusiast

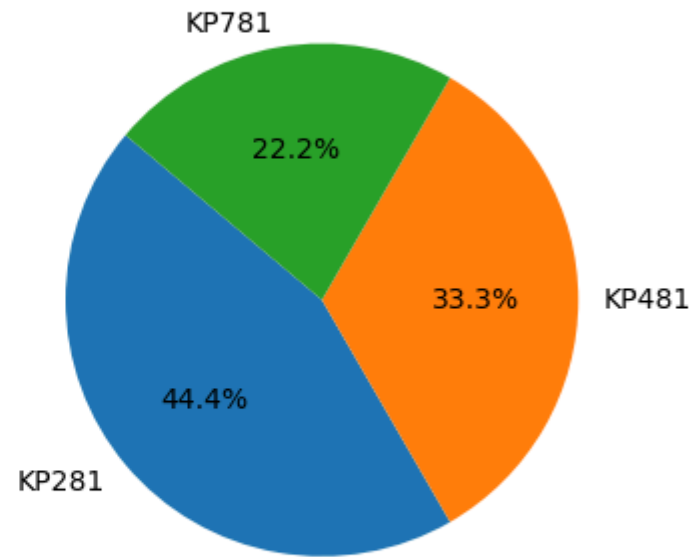
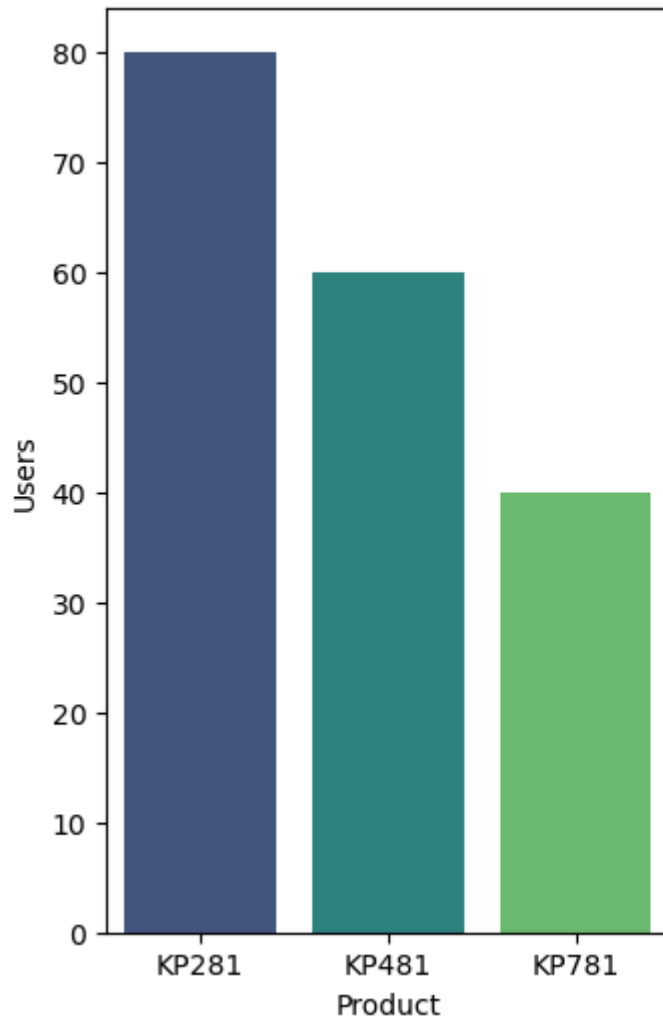
## Visual Analysis – Univariate and Bivariate

**Product Distribution**

```
In [24]: plt.figure(figsize=(8, 6))
plt.subplot(1,2,1)
sns.countplot(data=aerofit_df, x="Product", palette="viridis")
plt.xlabel('Product')
plt.ylabel('Users')

plt.subplot(1,2,2)
product_counts = aerofit_df["Product"].value_counts()
plt.pie(product_counts, labels=product_counts.index, autopct='%1.1f%%', startangle=140)
plt.title("Products Purchased")
plt.axis('equal')
plt.show()
```





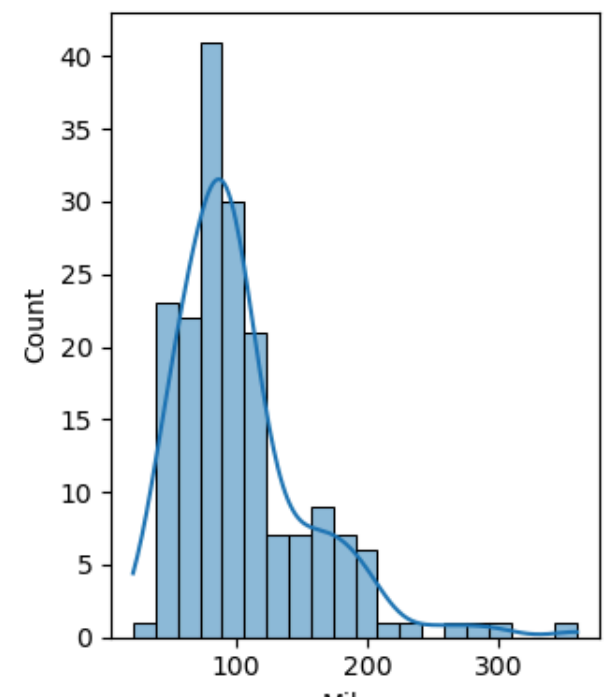
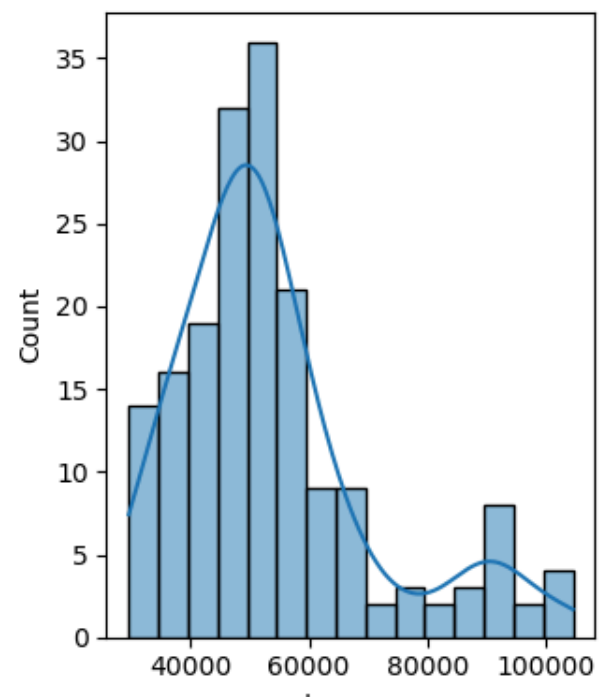
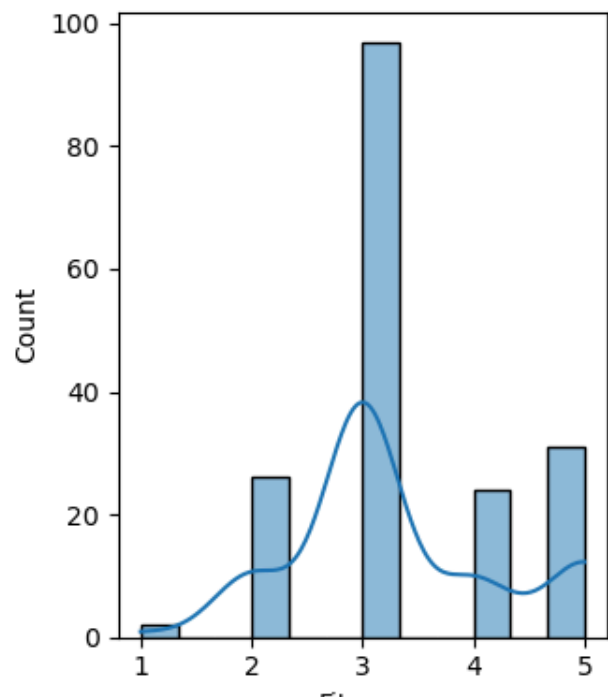
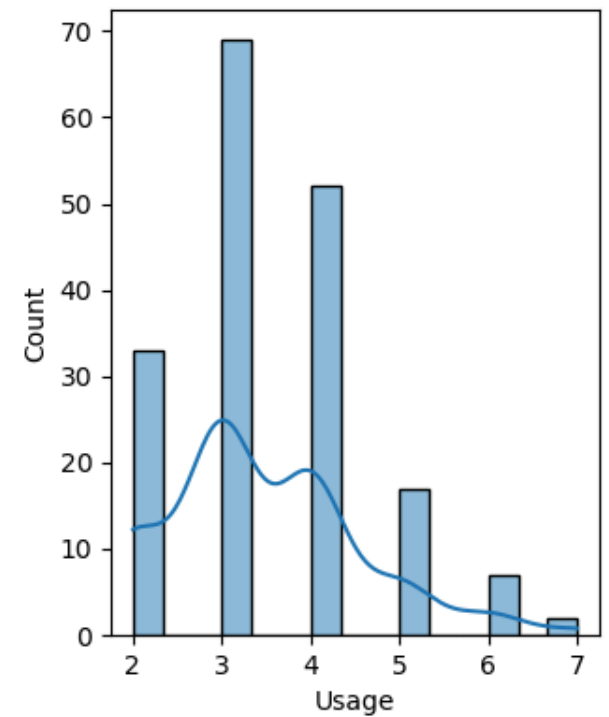
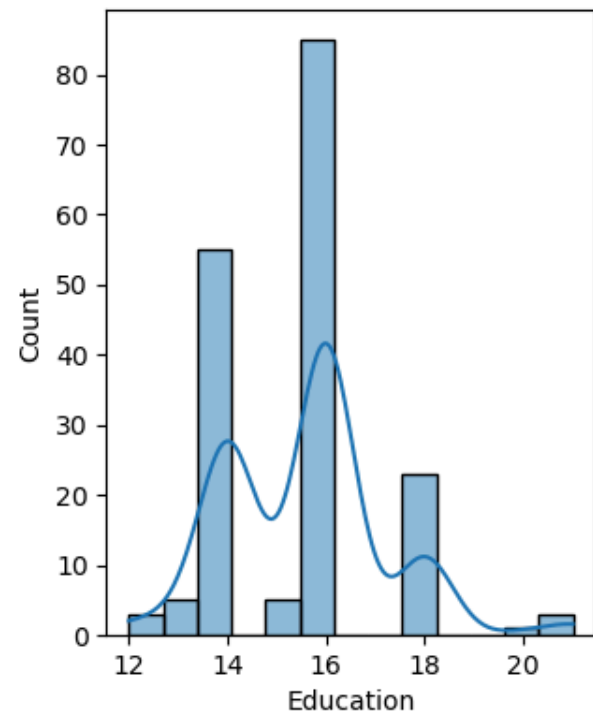
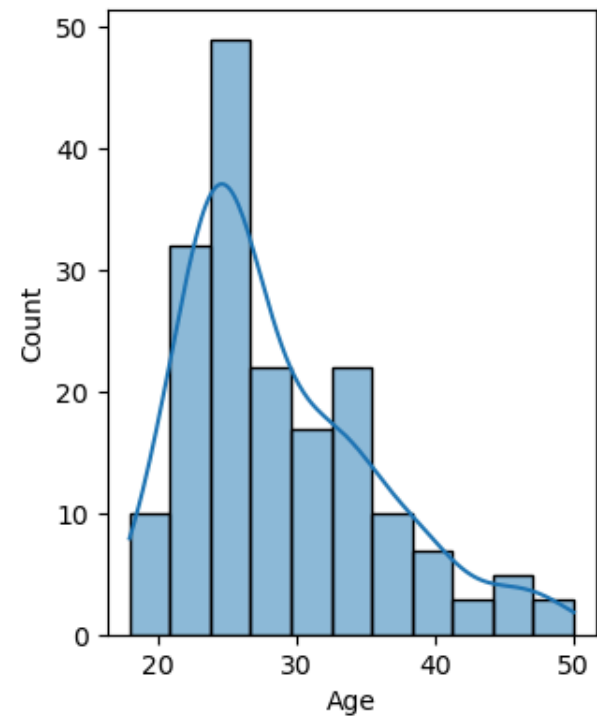
- The most frequently bought Threadmill is KP281, followed by KP481 in second place and lastly KP781

### Distribution of the data for quantitative attributes

```
In [25]: fig, axs = plt.subplots(2, 3, figsize=(10, 8))
sns.histplot(data=aerofit_df, x="Age", kde = True, ax=axs[0, 0])
sns.histplot(data=aerofit_df, x="Education", kde = True, ax=axs[0, 1])
```

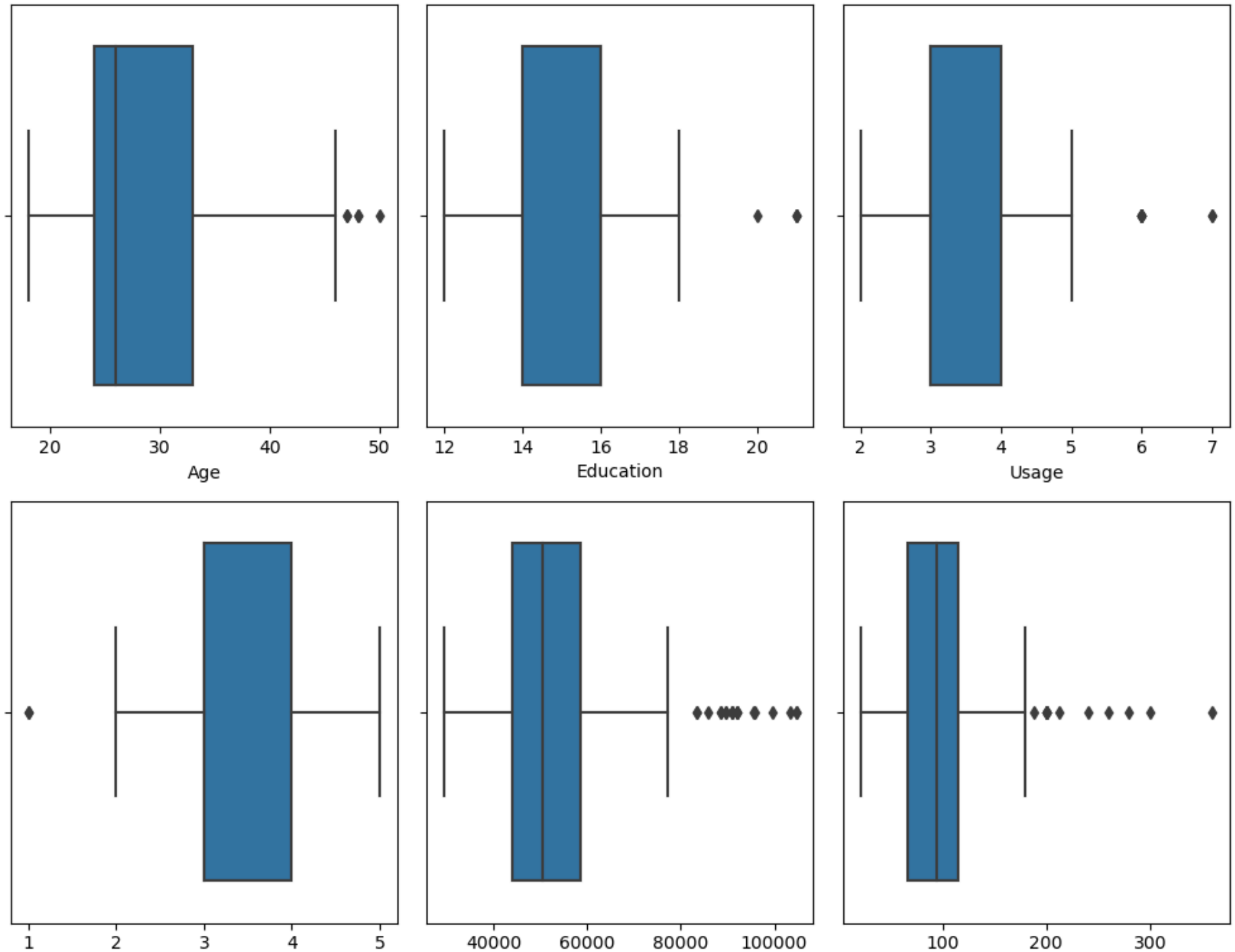
```
sns.histplot(data=aerofit_df, x="Usage", kde = True, ax=axes[0, 2])
sns.histplot(data=aerofit_df, x="Fitness", kde = True, ax=axes[1, 0])
sns.histplot(data=aerofit_df, x="Income", kde = True, ax=axes[1, 1])
sns.histplot(data=aerofit_df, x="Miles", kde = True, ax=axes[1, 2])

plt.tight_layout()
plt.show()
```



```
In [26]: fig, axs = plt.subplots(2, 3, figsize=(10, 8))

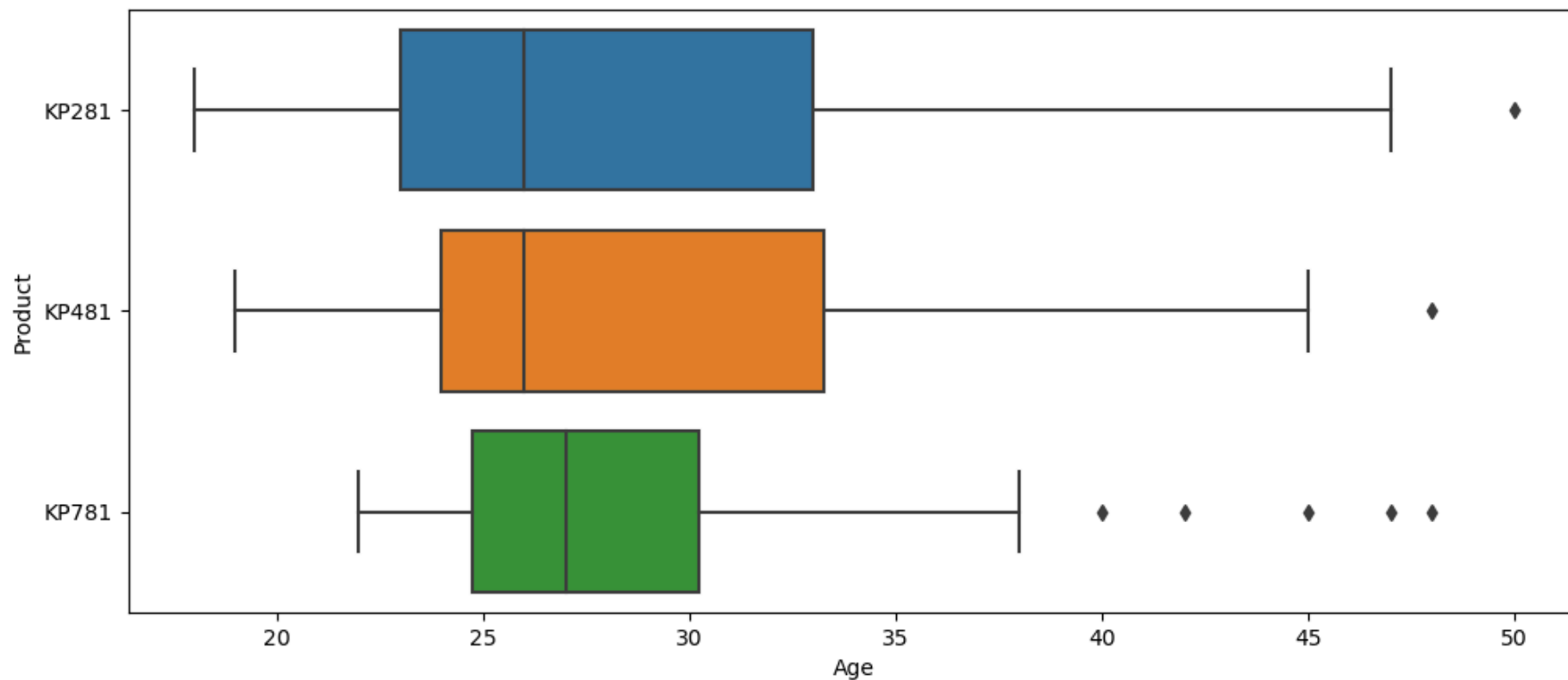
sns.boxplot(data=aerofit_df, x="Age", ax=axs[0, 0])
sns.boxplot(data=aerofit_df, x="Education", ax=axs[0, 1])
sns.boxplot(data=aerofit_df, x="Usage", ax=axs[0, 2])
sns.boxplot(data=aerofit_df, x="Fitness", ax=axs[1, 0])
sns.boxplot(data=aerofit_df, x="Income", ax=axs[1, 1])
sns.boxplot(data=aerofit_df, x="Miles", ax=axs[1, 2])
plt.tight_layout()
plt.show()
```



- Income and Miles have more outliers
- The age group of 22 to 32 years old made the majority of purchases.
- Customers with educational backgrounds ranging from 14 to 16 years were the primary purchasers
- Majority of customers tend to prefer using the product for 3 to 4 days in a week
- Fitness ratings provided by customers fall within the range of 3 to 4
- Most of the customers who bought the product earns between 42K to 59K

### Agewise Product Distribution

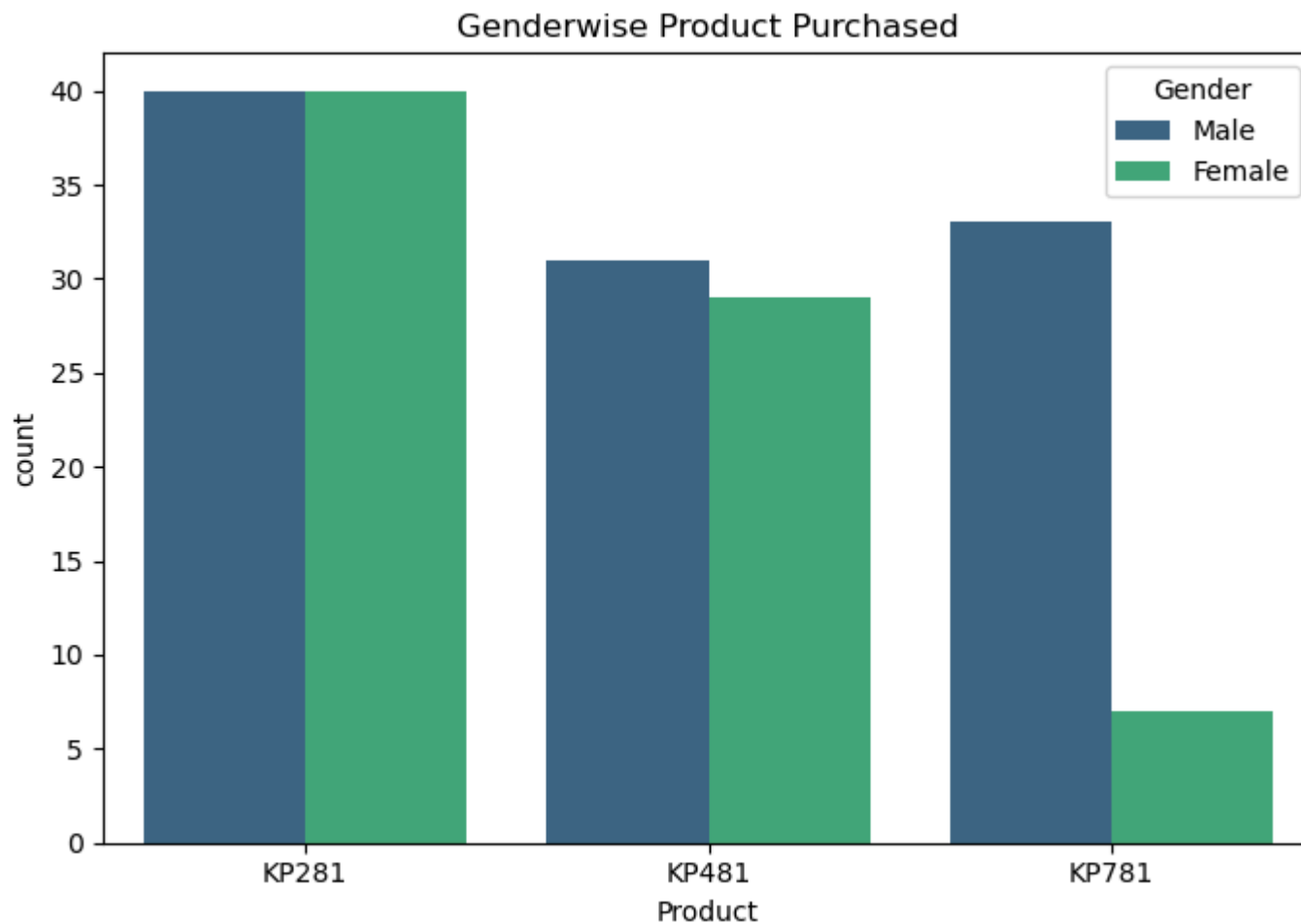
```
In [27]: plt.figure(figsize=(12,5))  
sns.boxplot(x='Age',y='Product',data=aerofit_df)  
plt.show()
```



- The majority of customers across age groups bought KP281
- On average, individuals aged 26 tend to purchase both KP281 and KP481
- Few customers above the age of 38 tend to use KP781.

### Genderwise Products Distribution

```
In [43]: plt.figure(figsize=(7, 5))
sns.countplot(x="Product", hue="Gender", data=aerofit_df, palette="viridis")
plt.title("Genderwise Product Purchased")
plt.tight_layout()
plt.show()
```



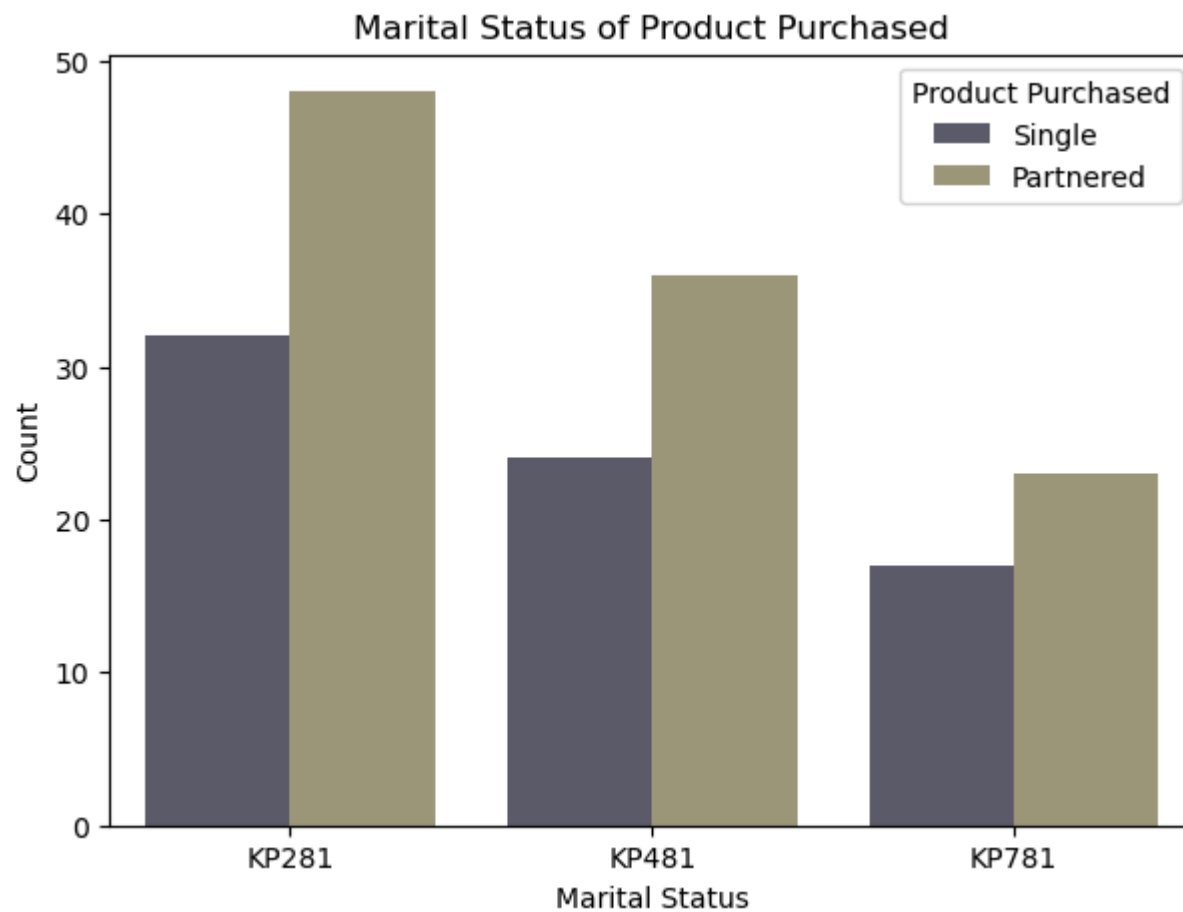
- KP281 was purchased by both males and females in equal measure
- There was a slight preference among males for purchasing KP481
- Mostly males purchased KP781.

### Marital Status of Product Purchased

```
In [44]: plt.figure(figsize=(7, 5))
sns.countplot(data=aerofit_df, x="Product", hue="MaritalStatus", palette="cividis")
plt.title("Marital Status of Product Purchased")
plt.xlabel("Marital Status")
```

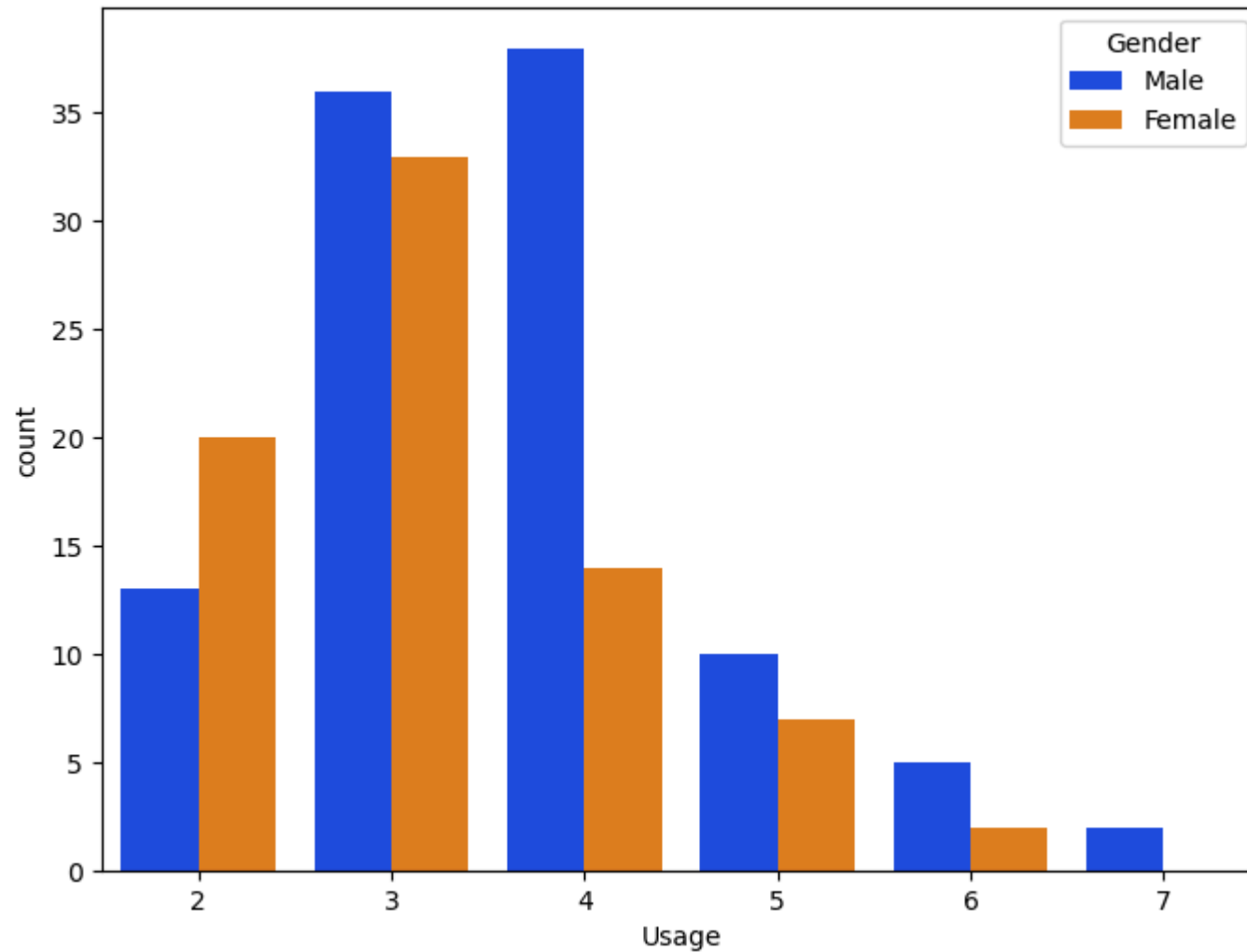


```
plt.ylabel("Count")  
plt.legend(title="Product Purchased")  
plt.show()
```



- Most of the purchases were made by Partnered customer
- KP281 is the most purchased threadmill by both Single and Partnered customer

```
In [45]: plt.figure(figsize=(8,6))  
sns.countplot(data=aerofit_df, x='Usage', hue='Gender', palette='bright')  
plt.show()
```



- Majority of the males use the treadmill 3 to 4 times per week
- Females mostly use it 3 times per week
- Only few males use it 7 times per week

### Income by Gender and Product Purchased

```
In [46]: plt.figure(figsize=(10, 6))  
sns.barplot(data=aerofit_df, x="Gender", y="Income", hue="Product", palette="viridis", errorbar=None)
```

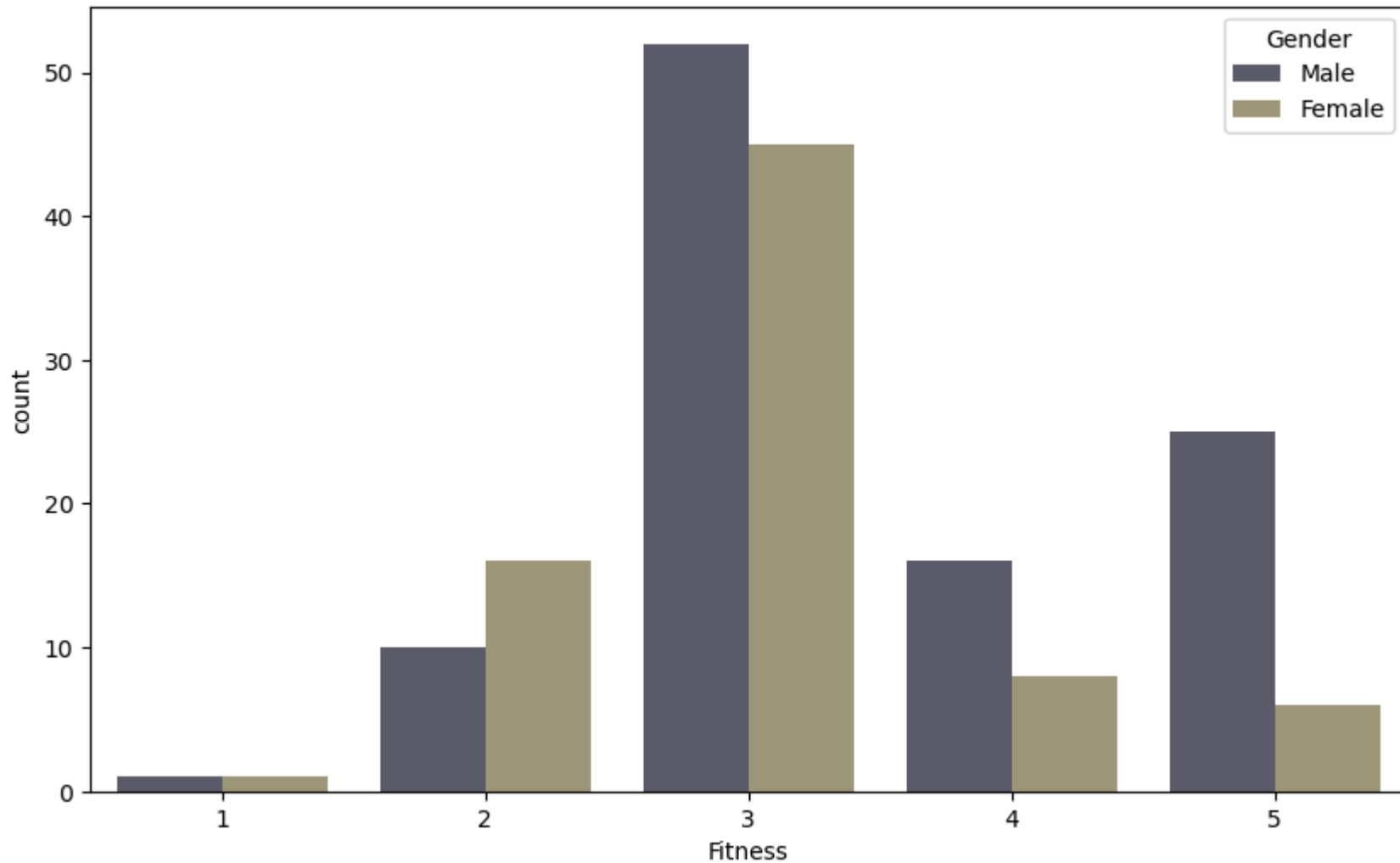
```
plt.title("Income by Gender and Product Purchased")  
plt.xlabel("Gender")  
plt.ylabel("Income ($)")  
plt.legend(title="Product Purchased")  
plt.show()
```



- KP481 and KP281: Purchased by individuals with incomes below 50K
- KP781: Preferred by individuals with incomes above 50K

### Fitness rating by Gender

```
In [47]: plt.figure(figsize=(10,6))  
sns.countplot(data=aerofit_df,x='Fitness',hue='Gender',palette="cividis")  
plt.show()
```

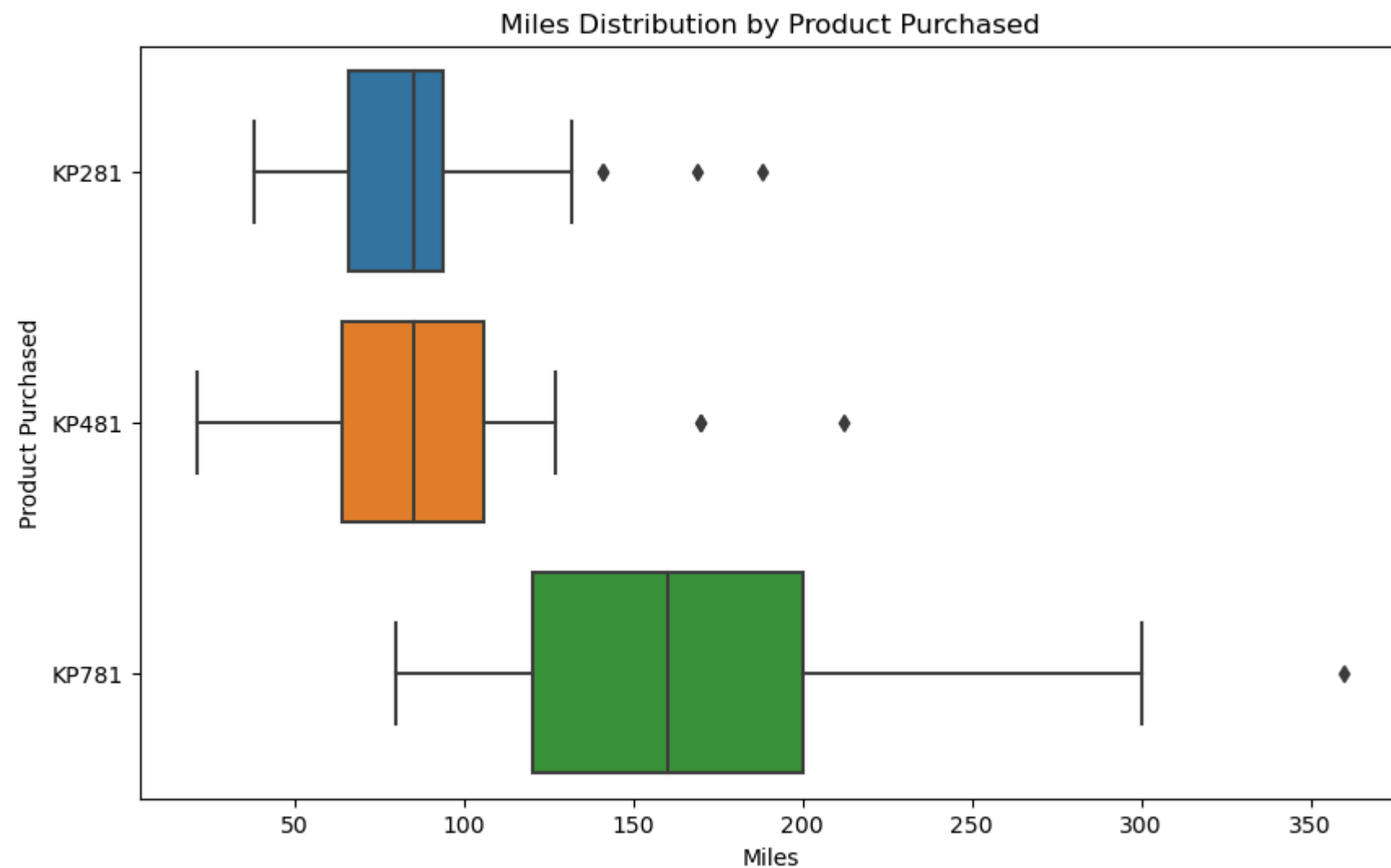


- The majority of both male and female customers have rated their fitness level as 3
- A notable proportion of male customers are in excellent shape
- Only a small minority of customers are in poor shape

### Miles Distribution by Product Purchased

```
In [48]: plt.figure(figsize=(10, 6))  
sns.boxplot(data=aerofit_df, x="Miles", y="Product")
```

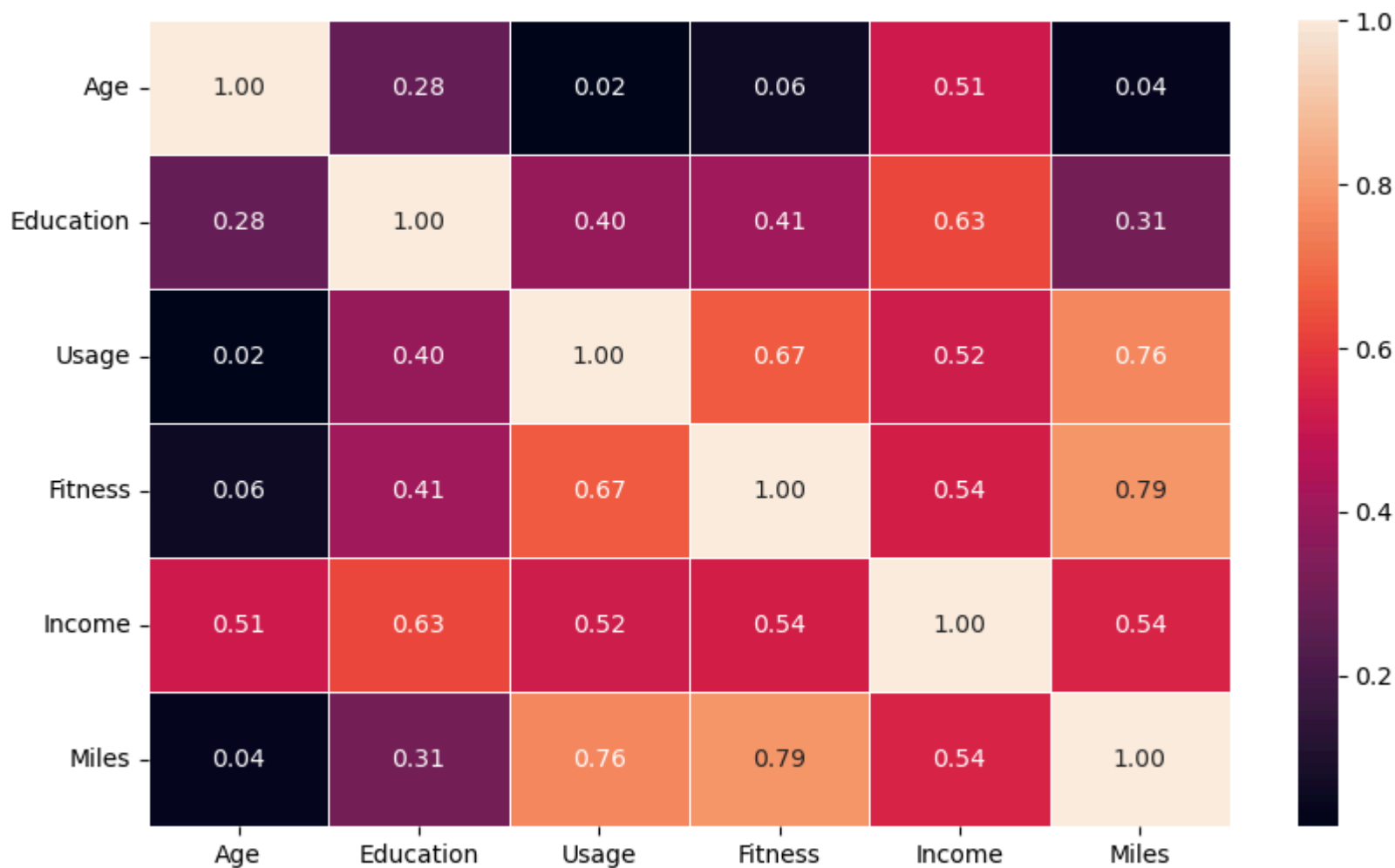
```
plt.title("Miles Distribution by Product Purchased")  
plt.xlabel("Miles")  
plt.ylabel("Product Purchased")  
plt.show()
```



- Customers with KP781 treadmill were able to cover greater miles than users of the other two treadmills
- KP481 treadmill is the second most miles covered
- KP281 treadmill has covered fewer miles compared to the other two treadmills

## Correlation

```
In [49]: numeric_df = aerofit_df.drop(columns=['Product', 'Gender', 'MaritalStatus', 'Income_Category', 'Age_Category', 'Fitness_Category'],  
plt.figure(figsize=(10,6))  
sns.heatmap(numeric_df.corr(), annot=True, fmt='.2f', linewidths=.5)  
plt.yticks(rotation=0)  
plt.show()
```



- Fitness and Miles: A strong positive correlation of 0.79 suggests that customers who rate themselves higher in fitness tend to cover more miles
- Usage and Miles: Another strong positive correlation of 0.76 indicates that individuals who use treadmill more frequently tend to cover more miles
- Age and Income: With a moderate positive correlation of 0.51, indicating that older individuals tend to have higher incomes

### Marginal and Conditional Probability

```
In [50]: aerofit_df['Product'].value_counts(normalize=True).round(2)*100
```

```
Out[50]: Product
KP281    44.0
KP481    33.0
KP781    22.0
Name: proportion, dtype: float64
```

Probability of buying

- KP281 is 44%
- KP481 is 33%
- KP781 is 22%

```
In [51]: pd.crosstab(index= aerofit_df['Product'], columns = aerofit_df['Gender'], margins = True, normalize = True).round(2)*100
```

```
Out[51]: Gender  Female  Male   All
Product
KP281      22.0   22.0  44.0
KP481      16.0   17.0  33.0
KP781       4.0   18.0  22.0
All        42.0   58.0 100.0
```

- Marginal probability of treadmill purchased by female is 42%
- Marginal probability of treadmill purchased by male is 58%



- For the purchased treadmill KP281, the conditional probability of being female and male is 22%
- For the purchased treadmill KP481, the conditional probability of being female is 16% and the conditional probability of being male is 17%
- For the purchased treadmill KP781, the conditional probability of being female is 4% and the conditional probability of being male is 18%

```
In [52]: pd.crosstab(index= aerofit_df['Product'], columns = aerofit_df['Age_Category'], margins = True, normalize = True).round(2)*100
```

```
Out[52]: Age_Category  Young Adult  Adult  Middle Age  Elder Age  All
```

Product					
KP281	6.0	31.0	6.0	2.0	44.0
KP481	4.0	25.0	4.0	1.0	33.0
KP781	0.0	19.0	2.0	1.0	22.0
All	9.0	75.0	12.0	3.0	100.0

- Marginal probability of treadmill purchased by
  - Young Adult is 9%
  - Adult is 75%
  - Middle Age is 12%
  - Elder Age is 3%
- Conditional probability of purchasing the treadmill given that the customer is Adult for
  - KP281 is 31%
  - KP481 is 25%
  - KP781 is 19%
- Conditional probability of purchasing the treadmill given that the customer is Middle Age for
  - KP281 is 6%
  - KP481 is 4%
  - KP781 is 2%

```
In [53]: pd.crosstab(index= aerofit_df['Product'], columns = aerofit_df['MaritalStatus'], margins = True, normalize = True).round(2)*100
```

Out[53]: **MaritalStatus** **Partnered** **Single** **All**

<b>Product</b>			
<b>KP281</b>	27.0	18.0	44.0
<b>KP481</b>	20.0	13.0	33.0
<b>KP781</b>	13.0	9.0	22.0
<b>All</b>	59.0	41.0	100.0

- Marginal probability of treadmill purchased by
  - Partnered customer is 59%
  - Single customer is 41%
- Conditional probability of purchasing the treadmill given that the customer is Partnered for
  - KP281 is 27%
  - KP481 is 20%
  - KP781 is 13%
- Conditional probability of purchasing the treadmill given that the customer is Single for
  - KP281 is 18%
  - KP481 is 13%
  - KP781 is 9%

In [54]: `pd.crosstab(index= aerofit_df['Product'], columns = aerofit_df['Usage'], margins = True, normalize = True).round(2)*100`

Out[54]: **Usage** **2** **3** **4** **5** **6** **7** **All**

<b>Product</b>							
<b>KP281</b>	11.0	21.0	12.0	1.0	0.0	0.0	44.0
<b>KP481</b>	8.0	17.0	7.0	2.0	0.0	0.0	33.0
<b>KP781</b>	0.0	1.0	10.0	7.0	4.0	1.0	22.0
<b>All</b>	18.0	38.0	29.0	9.0	4.0	1.0	100.0

- Marginal probability of treadmill purchased by customers with usage
  - 2 per week is 18%
  - 3 per week is 38%
  - 4 per week is 28%
  - 5 per week is 9%
  - 6 per week is 4%
  - 7 per week is 1%
- Conditional probability of purchasing the treadmill given that the customer used 3 times per week for
  - KP281 is 21%
  - KP481 is 17%
  - KP781 is 1%
- Conditional probability of purchasing the treadmill given that the customer used 4 times per week for
  - KP281 is 12%
  - KP481 is 7%
  - KP781 is 10%

```
In [55]: pd.crosstab(index= aerofit_df['Product'], columns = aerofit_df['Income_Category'], margins = True, normalize = True).round(2)*100
```

```
Out[55]: Income_Category  Low Income  Moderate Income  High Income  Very High Income  All
```

Product					
KP281	13.0	28.0	3.0	0.0	44.0
KP481	5.0	24.0	4.0	0.0	33.0
KP781	0.0	6.0	6.0	11.0	22.0
All	18.0	59.0	13.0	11.0	100.0

- Marginal probability of treadmill purchased by customers with Income by
  - Very Low Income is 18%
  - Moderate Income is 59%
  - High Income is 13%

- Very High Income is 11%
- Conditional probability of purchasing the treadmill given that the customer with low income for
  - KP281 is 13%
  - KP481 is 5%
  - KP781 is 0%
- Conditional probability of purchasing the treadmill given that the customer with moderate income for
  - KP281 is 28%
  - KP481 is 24%
  - KP781 is 6%
- Conditional probability of purchasing the treadmill given that the customer with high income for
  - KP281 is 3%
  - KP481 is 4%
  - KP781 is 6%

```
In [56]: pd.crosstab(index= aerofit_df['Product'], columns = aerofit_df['Fitness'], margins = True, normalize = True).round(2)*100
```

```
Out[56]:
```

	Fitness	1	2	3	4	5	All
Product							
KP281		1.0	8.0	30.0	5.0	1.0	44.0
KP481		1.0	7.0	22.0	4.0	0.0	33.0
KP781		0.0	0.0	2.0	4.0	16.0	22.0
All		1.0	14.0	54.0	13.0	17.0	100.0

- Marginal probability of treadmill purchased by customers with fitness for
  - 1 rating is 1%
  - 2 rating is 14%
  - 3 rating is 54%
  - 4 rating is 13%
  - 5 rating is 17%
- Conditional probability of purchasing the treadmill given that the customers with average fitness rating 3 for

- KP281 is 30%
- KP481 is 22%
- KP781 is 2%

## Customer Profiling

Based on above analysis

- Probability of purchase of KP281 is 44%
- Probability of purchase of KP481 is 33%
- Probability of purchase of KP781 is 22%

### KP281

- KP281 treadmill stands out as the most popular choice among customers.
- The price is also low compared to the other two treadmills.
- Customers between the ages of 22 to 33 purchased the KP281 treadmill.
- Both Female and Male showed equal interest in purchasing this treadmill.
- Partnered customers made most of the purchases.
- The majority of males use it 4 times a week, while females use it 3 times a week.
- Customers with Incomes less than \$50K were able to purchase the treadmill.
- Most of the customers who bought this treadmill rated their fitness level as 3.
- Customers purchased KP281 treadmill were able to cover only 70 to 90 miles per week.

### KP481

- KP481 treadmill ranks as the second most favored option among costumers.
- Its pricing falls in the middle range compared to the other two treadmills.
- The age group purchased the KP481 treadmill ranges between 24 and 34.
- There's a slightly higher proportion of male purchasers compared to females.
- The majority of purchases were made by customers in partnerships.

- Customers mostly use it 3 times per week.
- Customers with incomes below \$50K were able to afford the treadmill.
- The majority of customers who acquired this treadmill rated their fitness level as 3.
- Customers purchased KP281 treadmill were able to cover only 70 to 110 miles per week.

### KP781

- KP781 is an advanced level treadmill with a high price range.
- Due to its price, it is purchased less frequently by customers.
- Customers between the ages of 24 and 31 are the primary purchasers of the KP781 treadmill.
- Mostly males have purchased the KP781 treadmill compared to females.
- Partnered customers make up the majority of purchases.
- Customers typically use it 4 to 5 times a week.
- Customers with incomes of \$50K and above(high income) were able to purchase the treadmill.
- Most customers who bought this treadmill rated their fitness level as 4 or 5 (Excellent shape).
- Customers who purchased the KP781 treadmill were able to cover 120 to 220 miles (Active Lifestyle) in a week.

## Recommendation

- Segregate product recommendations based on customers' income brackets. Recommend the KP281 and KP481 models for individuals earning below 50K, while emphasizing the premium KP781 model for those with higher incomes.
- Introduce flexible installment payment plans to enhance accessibility to the KP781 model for all customers.
- The age group between 20 and 40 shows strong interest in our treadmills. Emphasize the inherent health benefits and fitness advantages to individuals aged 40 and above, customizing messages to address their specific fitness aspirations and concerns.
- Boost marketing efforts towards females. Highlight features that cater to their preferences and needs.
- Consider collaborating with female influencers to amplify traction and engagement around our treadmill offerings.
- Partnered customers have been more receptive. Extend special offers to single customers to encourage their purchases.
- Provide personalized incentives based on customer profiles.
- After 4 weekly uses, treadmill usage tends to decline. Combat this by offering a calories loss chart to motivate consistent workouts.
- Educate customers about the long-term benefits of regular exercise.

- Leverage influencers across different age brackets. Their endorsement can significantly impact sales. Choose influencers who resonate with our target audience.