**Description**

**Objective** - Preliminary Data Analysis. Explore the dataset and practice extracting basic observations about the data. The idea is for you to get comfortable working in R.

You are expected to do the following:

1. Come up with a customer profile (characteristics of a customer) of the different products
2. Perform univariate and bivariate analyses
3. Generate a set of insights and recommendations that will help the company in targeting new customers

**Context** - The data is for customers of the treadmill product(s) of a retail store called Cardio Good Fitness. It contains the following variable

1. Product - the model no. of the treadmill
2. Age - in no of years, of the customer
3. Gender - of the customer
4. Education - in no. of years, of the customer
5. Marital Status - of the customer
6. Usage - Avg. # times the customer wants to use the treadmill every week
7. Fitness - Self rated fitness score of the customer (5 - very fit, 1 - very unfit)
8. Income - of the customer
9. Miles- expected to run

Explore the dataset to identify differences between customers of each product. You can also explore relationships between the different attributes of customers. You can approach it from any other line of questioning that you feel could be relevant for business.

**Minimum Steps for exploration:**

1. Importing the dataset into R & understanding the structure of a dataset
2. Basic summary of data and graphical exploration
3. Observations from the dataset

**Submission Guidelines:**

Please note the following:

1. There are two parts to the submission:
   1. The output/report in any file format - the key part of the output is the set of observations and insights from the exploration and analysis
   2. Commented R code in .R or .Rmd
2. Please don’t share your R code and/or outputs only, we expect some verbiage/story too - a meaningful output that you can share in a business environment
3. Any assignment found copied/ plagiarized with other groups will not be graded and awarded zero marks
4. Please ensure timely submission as post-deadline assignment will not be accepted.

