


Aerofit Case Study

PDF drive link of collab file:

 Aerofit_Case_Study.pdf

<https://drive.google.com/file/d/1v-rzG4iN8ktHZxqnKE2AWfrG3jTr8D4n/view?usp=sharing>

Segmentation by Key Dimensions

Age Group

- **KP281** → Popular among **20s–29s** (61%) → young entry users.
- **KP481** → Spread across **20s–39s**.
- **KP781** → Smaller base, but notable among **20s** and **40+** → professional/affluent.

Education Level

- **KP281 & KP481** → Heavily Bachelor's degree holders → **mass educated market**.
- **KP781** → Mix of **Master's & Doctorate** → more advanced, professional customers.

Marital Status

- **KP781** → Higher % of **partnered customers** → affluent households investing in premium fitness.
- **KP281 & KP481** → Balanced split between single and partnered.

Usage Category

- **KP281 & KP481** → Skewed to **light and moderate users**.
- **KP781** → Heavy + moderate, **dominant in serious usage**.

Fitness Category

- **KP281 & KP481** → Mostly **moderate fitness**.
- **KP781** → **High fitness** dominates (90%).

Income Category

- **KP281** → Budget & Mid → **entry-level affordability**.
- **KP481** → Mostly Mid → **value-for-money product**.
- **KP781** → Strong in **affluent group** → premium positioning.

Miles Group (Distance Run)

- **KP281** → Light/Average users.
- **KP481** → Average users, some super users.
- **KP781** → Dominated by **super heavy users** (57%).

Business Insights

1. Market Segmentation is clear-cut:
 - KP281 = mass/entry product
 - KP481 = mid-tier balance
 - KP781 = elite/professional
2. Cross-dimensional consistency:
 - KP281 always aligns with young, budget, light usage.
 - KP481 consistently shows a balanced, moderate, mid-income profile.
 - KP781 strongly correlates with affluent, high fitness, heavy users.
3. Strategy Recommendations:
 - KP281 → Position as “Affordable starter treadmill for young professionals.”
 - KP481 → Market as “Dependable everyday treadmill for active households.”
 - KP781 → Premium branding: “Performance treadmill for athletes and serious fitness enthusiasts.”

Product Positioning Summary

Product	Price Segment	Customer Profile	Usage & Fitness	Strategic Role
KP281	Budget–Mid	Young (20s), Bachelor's, Mixed marital status	Light–Moderate usage, Average miles, Moderate fitness	Entry-level treadmill → attract first-time buyers & casual users
KP481	Mid	20s–30s, Bachelor's, balanced single/partnered	Moderate usage, Average miles, Mid fitness	Core mid-market treadmill → stable revenue driver
KP781	Premium	Affluent, Master's/Doctorate, Partnered households	Heavy/Super usage, High fitness, High miles	Elite treadmill → target serious athletes, professionals, gyms

Business Actions

1. Target Younger Segments

- Teens and 20s are the largest age groups.
- Launch youth-focused campaigns, influencer tie-ups, and fitness challenges to attract and retain them.

2. Leverage Education Levels

- Most buyers are well-educated (Bachelor's, Master's).
- Use **fact-driven messaging** (scientific benefits, performance metrics) in marketing.

3. Marital Status Targeting

- KP781 has a higher proportion of partnered customers.
- Create **family bundle offers** or **couples' discounts**.

4. Usage Categories

- KP781 customers are heavy users.
- Offer **premium loyalty programs** for heavy users and **introductory plans** for light users to increase usage.

5. Fitness Segments

- KP781 attracts high-fitness customers.
- Market it as a **performance-focused premium product**.
- KP281 and KP481 attract moderate fitness users → position as **everyday fitness companions**.

6. Income Groups

- KP781 is strongest among affluent customers.
- Bundle KP781 with **exclusive perks (free training, priority support, premium accessories)**.
- KP281 and KP481 serve mid-income → **affordable pricing, EMI options, discounts** can boost uptake.

7. Miles (Usage Distance)

- KP781 is used heavily (Super/Heavy miles).
- Promote **durability, long-lasting performance**.
- KP281 and KP481 are used moderately → highlight **daily convenience and comfort**.

8. Product-Level Action

- **KP281** = Mass product (budget, wide age reach).
→ Push through retail promotions, volume discounts.

- **KP481** = Mid-segment (balanced profile).
→ Highlight as the **best value for money**.
- **KP781** = Premium product (affluent, fitness-focused, heavy use).
→ Position as a **luxury lifestyle upgrade** with exclusive experiences.

Product Strategy Table

Product	Target Group	Positioning	Channels
KP281	Teens, budget buyers, light users	Entry-level, affordable	Student promos, social media
KP481	20s–30s, mid-income, moderate users	Balanced value & performance	Fitness apps, retail chains
KP781	30s+, affluent, high fitness, heavy users	Premium & exclusive	Gyms, clubs, influencer tie-ups