

Cardio Good Fitness Business Presentation

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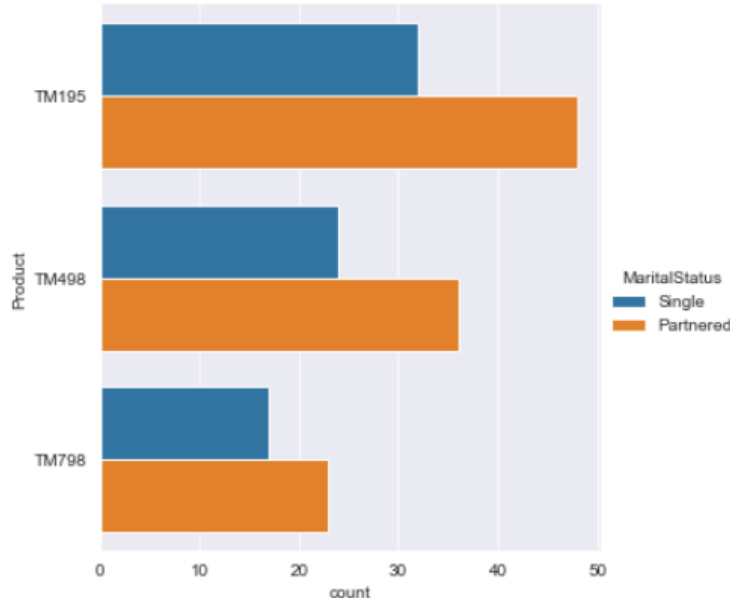
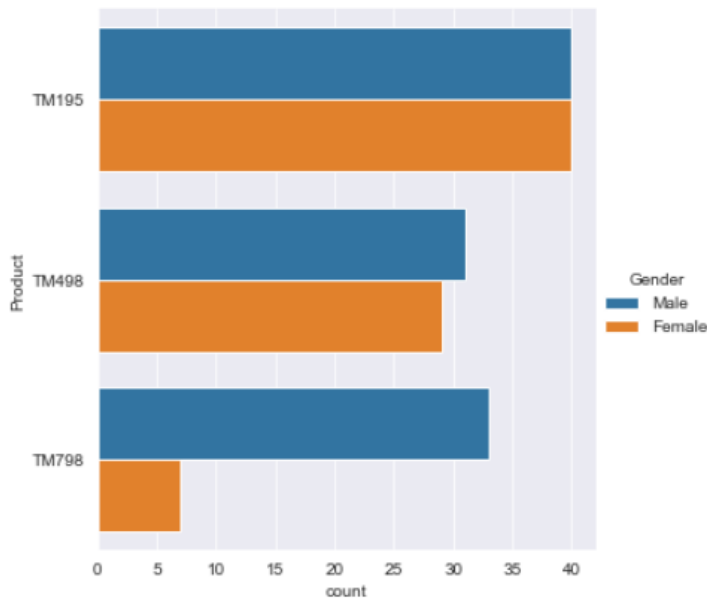
Business Problem Overview and Solution Approach

- Customer data can be leveraged to create a more targeted marketing approach toward selling three different treadmills.
- Gain a better understanding of customer data in order to develop customer profiles to better market and advertise each treadmill.
- Gaining greater insight into customer profiles can lead to greater returns on marketing expenses and the ability to upsell and cross sell customers fitness products.

Data Overview

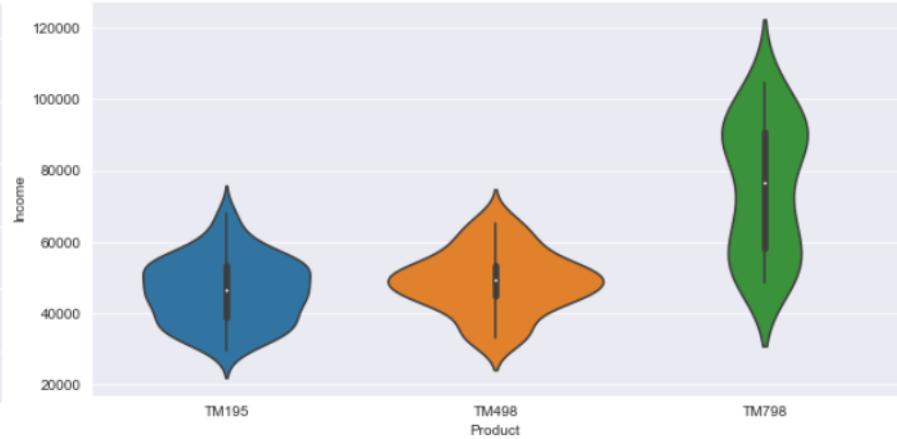
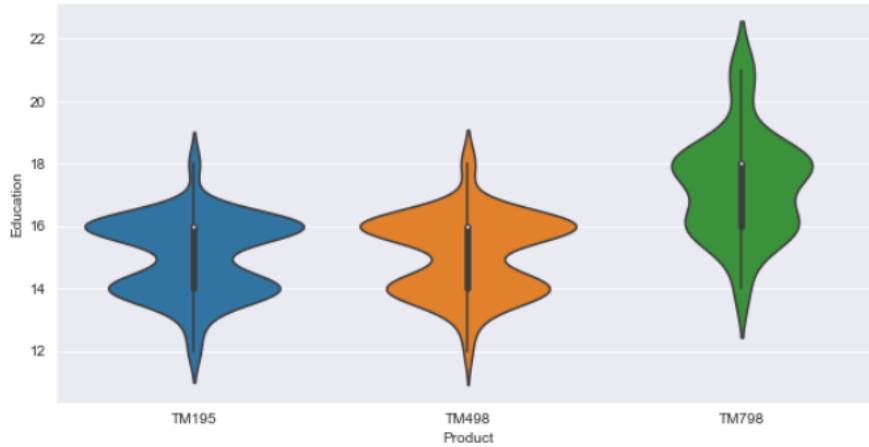
- The data provided was 180 rows and 9 columns. The columns were 4 categorical and 5 numeric variables. None of the columns included any null values.
- The 180 rows represented 180 customers with varying treadmill purchases, ages, genders, education levels, marital statuses, and incomes. Additional insight into customer profiles such as expected usage, fitness level, and expected miles were also provided.
- The customers represented 18-50 year olds with education levels ranging between high school to multiple years of graduate school.
- Due to the completeness of the data set, the need for manipulations made to the raw data was minimal. A count function was applied to categorical data to provide quantitative values for visualizations.

Exploratory Data Analysis – Gender and Marital Status



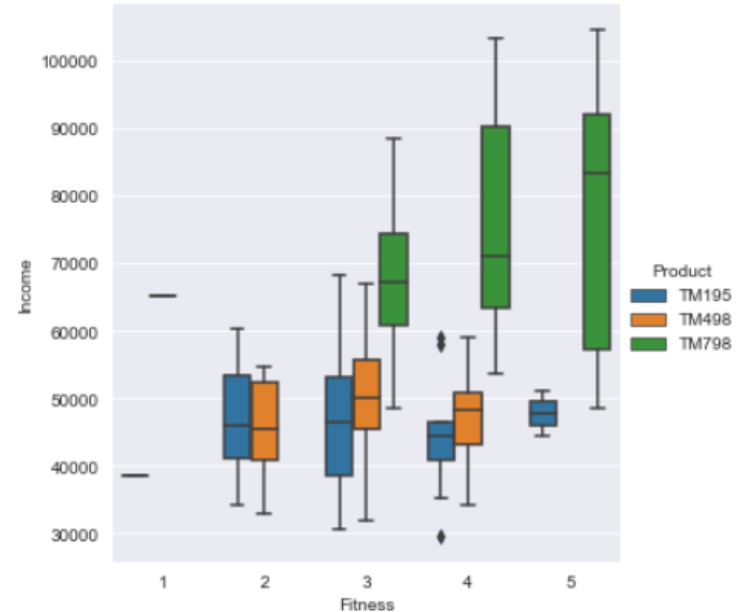
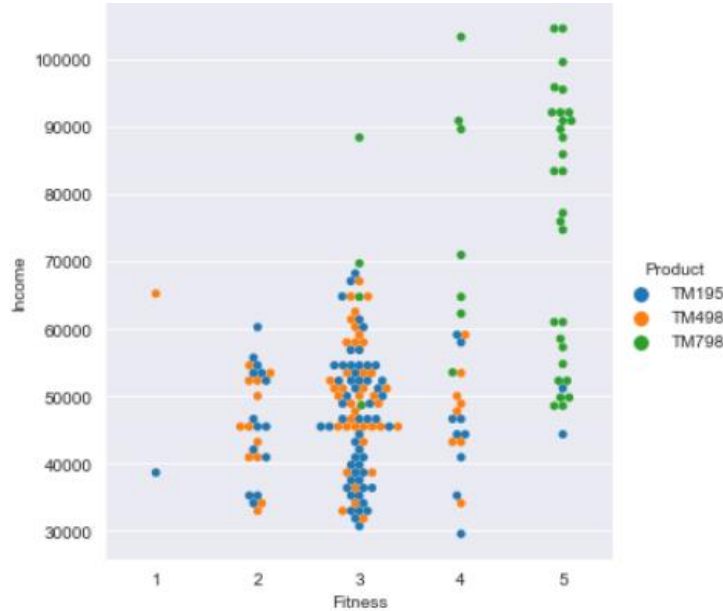
- Gender only appears to affect sales for the TM798 Treadmill
- A partnered marriage status carries significant weight toward a customer purchasing a treadmill.

Exploratory Data Analysis – Education and Income



- Increased education and income are correlated to customers purchasing the TM798 Treadmill.
- Education and income do not appear to distinguish a different customer profile for TM195 and TM498 Treadmills customers.

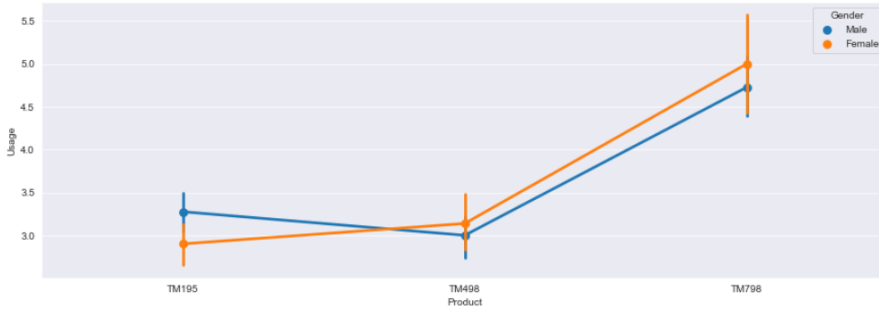
Exploratory Data Analysis – Fitness and Income



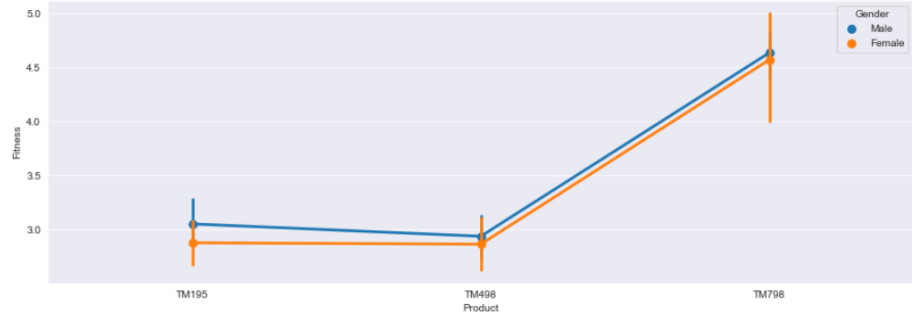
- The fitness and income levels are noticeably higher for the TM798.
- The fitness and income levels do not appear to significantly differentiate for the TM498 and TM195 purchasers.

Exploratory Data Analysis – Usage, Fitness, and Miles

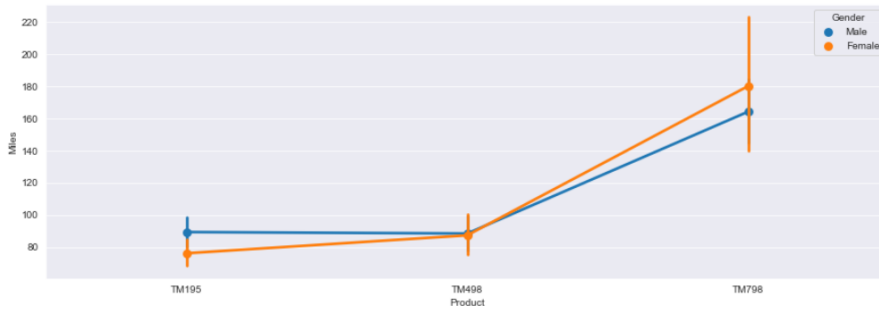
Usage



Fitness



Miles



- There is a significant difference in the expected usage, miles, and fitness levels for the TM798, but the TM195 and TM498 do little to differentiate on another.

Business Insights and Recommendations

- The Cardio Good Fitness retail store should train its associates on how to identify affluent customers and direct them toward the TM798 Treadmill. Additionally, the store can refine their marketing and advertisement campaigns to promote the TM798 Treadmill in more luxury oriented, higher income locations.
- The Cardio Good Fitness retail store needs to incorporate more attributes into this analysis to gain a better understanding of the differing customer profiles for purchasers of the TM195 and TM498 treadmills. Currently they appear to be very similar customers without significant differing characteristics.
- Additional analytics should be conducted on pricing, profit margins, and inventory costs to identify the advantages between upsell and cross sell strategies for treadmills and other athletic products once a customer profile is developed for all three treadmills.

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