**Observations :**

We see a strong correlation between the following attributes:

* Fitness and miles.
* Usage and miles.
* Usage and fitness.
* Education and income.
* Income and Fitness

**Customer Profiling:**

Gender:

* KP281 is more preferred by females.
* KP481 and KP781 have more balanced preferences between the genders.

Marital Status:

It is observed that there is no significant difference in product preferences between partnered and single customers.

Fitness Level:

* KP281 is preferred across all fitness levels but tends to decrease in preference as fitness levels increase.
* KP481 maintains a consistent preference across different fitness levels.
* KP781 becomes increasingly preferred as fitness levels rise, especially among customers at higher fitness levels.

Usage Level:

* Customers at different usage levels also exhibit varying product preferences.
* Usage level 3 seems to have the highest preference for all products, with KP481 being slightly more preferred.

Income Range:

* There are varying preferences for different product categories.
* Among customers with an income around 30K, KP281 is the preferred product.
* As income levels increase, the preference for KP781 seems to increase, especially among customers with incomes around 80K and above.

**Recommendations**

For Customers with different Income Ranges:

* Emphasize affordability and value for money for KP281 to attract customers across all income levels.

For Female Customers:

* Since there is higher preference for KP281 among female customers, targeted marketing highlighting the features and benefits of KP281 could be effective in attracting more female customers.