The market research team at AdRight is assigned the task to identify the profile of the typical customer for each treadmill product offered by CardioGood Fitness. The market research team decides to investigate whether there are differences across the product lines with respect to customer characteristics. The team decides to collect data on individuals who purchased a treadmill at a CardioGood Fitness retail store during the prior three months. The data is stored in the CardioGoodFitness.csv file. The team identifies the following customer variables to study:



**CardioGood Fitness – Customer Profile**

* Product
* Age
* Gender
* Education in Years
* Marital Status
* Estimated Weekly Usage (in days)
* Fitness Score (1-5)
* Income
* Estimated Weekly Usage (in Miles)

The products focused on TM195, TM498, TM798. The customer profile is generated with respect to two metrics - Customer demographics and Estimated Usage Metrics.

|  |  |
| --- | --- |
| **Product** | **Customer Profile** |
| TM195 | Users from age group 21-30 and 31-40 mostly use the product. Users belonging to income group of 0-50k majorly use the product although there are a significant number of users belonging to 101-150k. There is not much trend observed in the factor of gender. Married/Partnered mostly buy the product. A la A large number of users belong to the group where they have 14-16 years of education. Considering the usage metrics, majority of the users are in fitness score of 3, which points to a moderate shape. Users estimate a weekly usage of 2-4 days per week with 0-150 miles dominating. |
| TM498 | Users from age group 21-30 and 31-40 mostly use the product. The factor of income does not have any observable trend here. Although a small deviation, males prefer this product more than female users. Married/Partnered mostly buy the product. A la A large number of users belong to the group where they have 14-16 years of education. Considering the usage metrics, majority of the users are in fitness score of 3, which points to a moderate shape. Users estimate a weekly usage of 2-4 days per week with 51-150 miles dominating. |
| TM798 | Users from age group 21-30 use the product. Users belonging to income group of 51-150k majorly use the product. Males prefer this product more than female users. Married/Partnered mostly buy the product. A la A large number of users belong to the group where they have 16-18 years of education. Considering the usage metrics, majority of the users are in fitness score of 5, which points to an excellent shape. Users estimate a weekly usage of 4-6 days per week with 51-200 miles dominating. |