Files of Week 8 Project

Visualization Graphs=

<https://colab.research.google.com/drive/1e-lT0IjmKJye59GVl2dLQRkFdLqUzwLz?usp=sharing>

Merge data = <https://colab.research.google.com/drive/1kZLdWkPaO0rctF3-fbLu0zS9zi81nUyY?usp=sharing>

EDA performing = <https://colab.research.google.com/drive/1e-lT0IjmKJye59GVl2dLQRkFdLqUzwLz?usp=sharing>

Minute calories = <https://colab.research.google.com/drive/14rGZgdZqkXSH7nR9H0Nbl7J6dYp1fnUz?usp=sharing>

Intensities= <https://colab.research.google.com/drive/1GyRSNFcRLSncHzqqyWgDxrX10zGIwVN-?usp=sharing>

Heartrate merge = <https://colab.research.google.com/drive/1pcKfE4uOwCP3oO_w7o5ZNS6ECF7QElWm?usp=sharing>

Daily datasets = <https://colab.research.google.com/drive/1MPjwrQ5tQWWB-meQDpT1Zj0M7H2O4SbY?usp=sharing>

Data cleaning = <https://colab.research.google.com/drive/1AV-3IlVxBduJDPRblFihIicCehnpzaJU?usp=sharing>

Conclusion:

Our analysis of Fitbit consumer behavior has unveiled fascinating insights into user engagement and activity patterns. Notably, we observed heightened activity during specific periods and a strong interest in features like heart rate monitoring and sleep tracking. We also identified variations in sleep patterns, including weekends. Moreover, demographic segmentation revealed differences in user behavior across various age groups.

These findings hold significant implications for Fitbit, suggesting opportunities for product enhancement, targeted marketing, and improved user engagement strategies. By understanding these trends and preferences, Fitbit can tailor its offerings to better meet the needs of its customers.

While we acknowledge the limitations of our analysis, such as potential biases, it serves as a foundation for Fitbit to refine its strategies and continue delivering innovative solutions in the health and fitness tracking market. Ongoing analysis will be crucial to adapt to evolving user preferences and maintain Fitbit's leadership position in the industry.

Business Objectives:

Identifying Trends: It's important for businesses to stay updated on emerging trends, whether they relate to technology , consumer behavior, market dynamics, or social shifts.

Applying Trends to Customers: Understanding how these trends apply to customers helps in tailoring products , services, and marketing strategies to meet their evolving needs and preferences.

Influencing Marketing Strategy: Leveraging insights from identified trends, businesses can shape their marketing strategies to effectively target and engage their audience, ensuring alignment with changing market dynamics and consumer behaviors.

Deliverables:

Clear Summary of Business Task: Provide a concise overview of the business task, outlining objectives, goals, and why the analysis is crucial for the business's success.

Description of Data Sources: List and describe all data sources used for the analysis, including their nature, reliability, and credibility.

Documentation of Data Cleaning and Manipulation: Detail the steps taken to clean and manipulate the data, along with explanations for specific decisions.

Summary of Analysis: Present the main analytical approach or methodology used, along with key statistical measures, algorithms, or models utilized.

Supporting Visualizations and Key Findings: Include visualizations and summarize key findings to effectively convey insights gleaned from the analysis.

Content Recommendations: Provide actionable insights and strategies based on the analysis, demonstrating how they address the initial business problem and contribute to business objectives.