How can a wellness company play it smart?
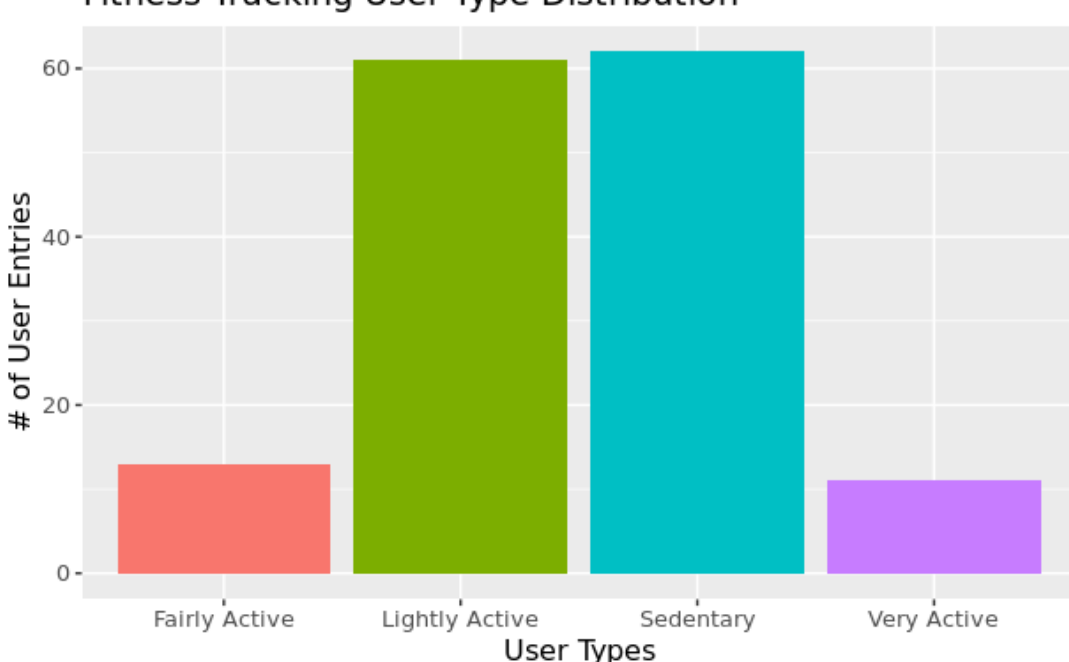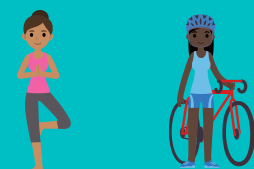

An analysis of fitness tracking data: to gain insights into their users and to guide marketing strategy.

Fitness Tracking User Type Distribution

- 33 unique users contributed data to this study.

- The majority of user entries are described as Sedentary or Lightly Active: Less than 4 hours of activity time per day.
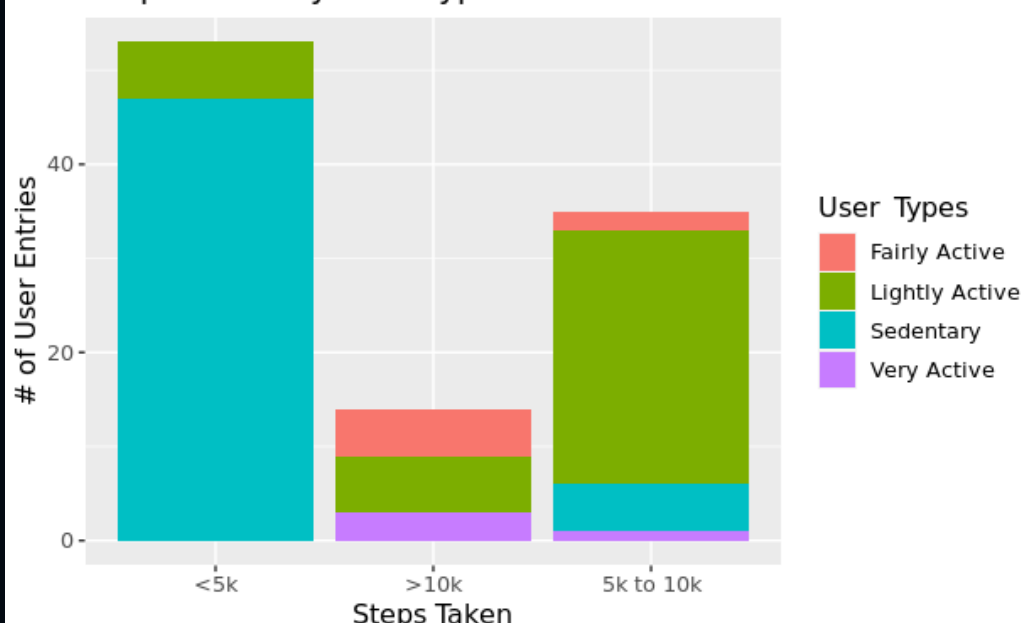
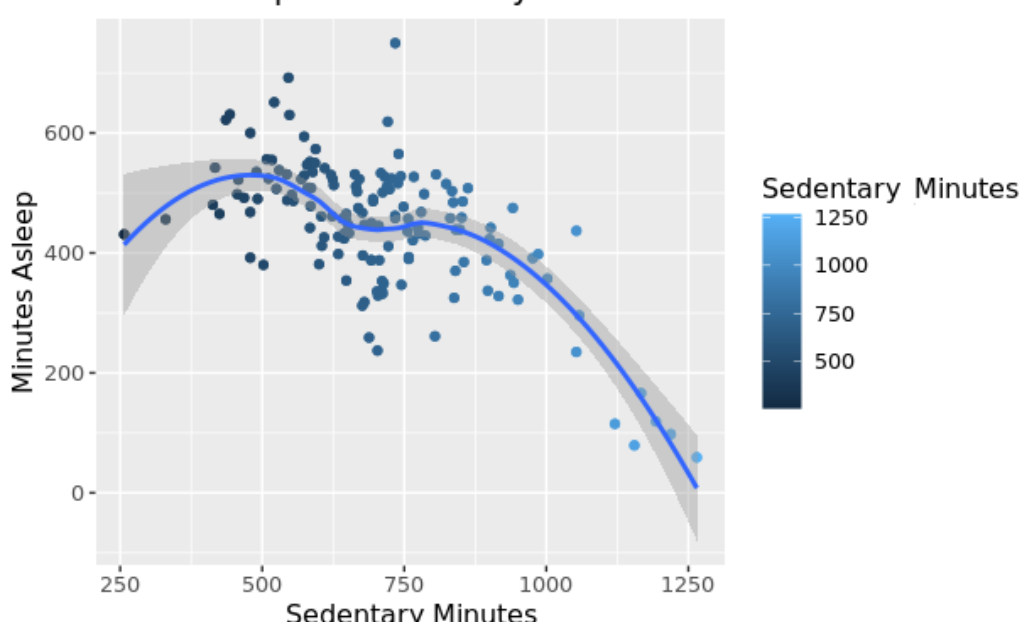- Over half of user entries record taking less than 5,000 steps per day.

- Walking over 10,000 steps per day is linked to decreased risk of heart disease, diabetes, and high blood pressure.

Steps Taken by User Type

Time Asleep Vs. Sedentary Time

- Increases in sedentary time negatively affected the amount of time the users spent asleep.
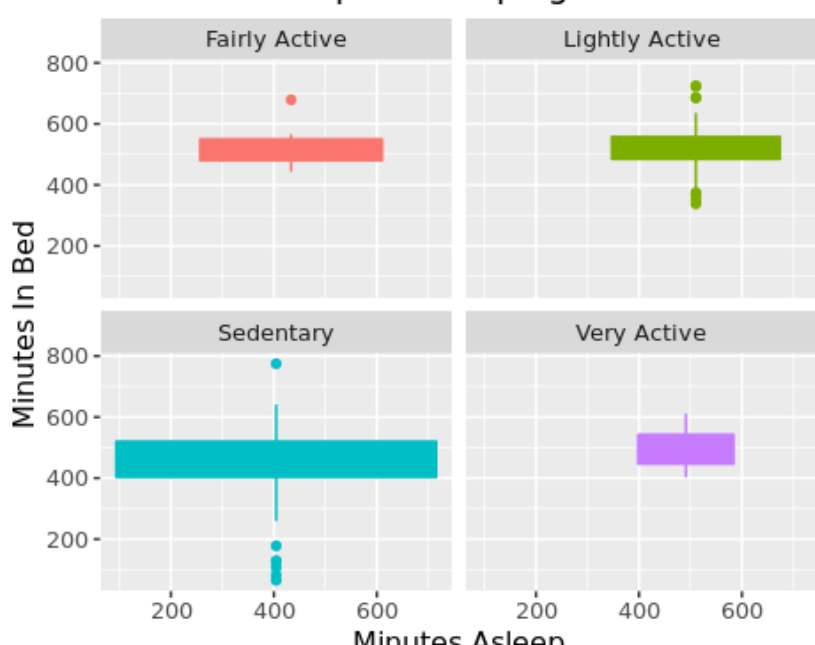
"Chronic poor sleep may increase the likelihood of developing dementia, heart disease, diabetes, obesity and even cancers of the breasts and ovaries."
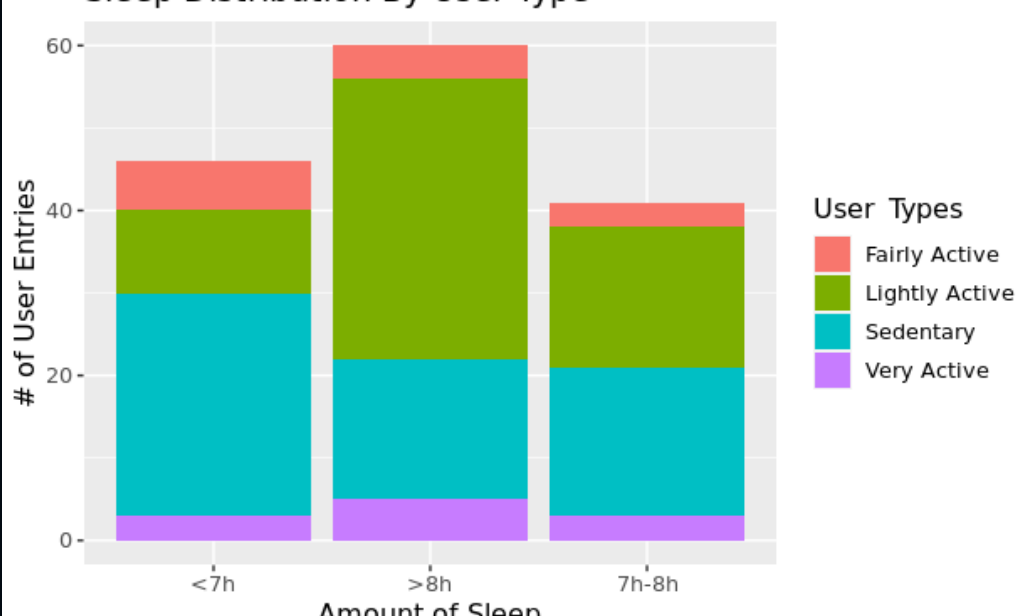-Johns Hopkins Medicine

- The very active users in the dataset were the ones who spent the majority of their time in bed asleep.

Time In Bed Spent Sleeping

Sleep Distribution By User Type

- Sedentary users were the most likely to have under slept, while lightly active users were most likely to have over slept.

SUMMARY

- 33 unique users in this analysis.

- Most aren't very active and don't take the daily recommended steps.

- Many over or under slept.

- Increased sedentary time translates to less time spent asleep.

MARKETING HIGHLIGHTS

- Employ strategies to allow users to be reminded of their activities.

- Target the benefits of tracking your health and sleep.

- The largest segment of users are mildly active. Appeal to those with aspiring fitness levels.