

FitBit Fitness

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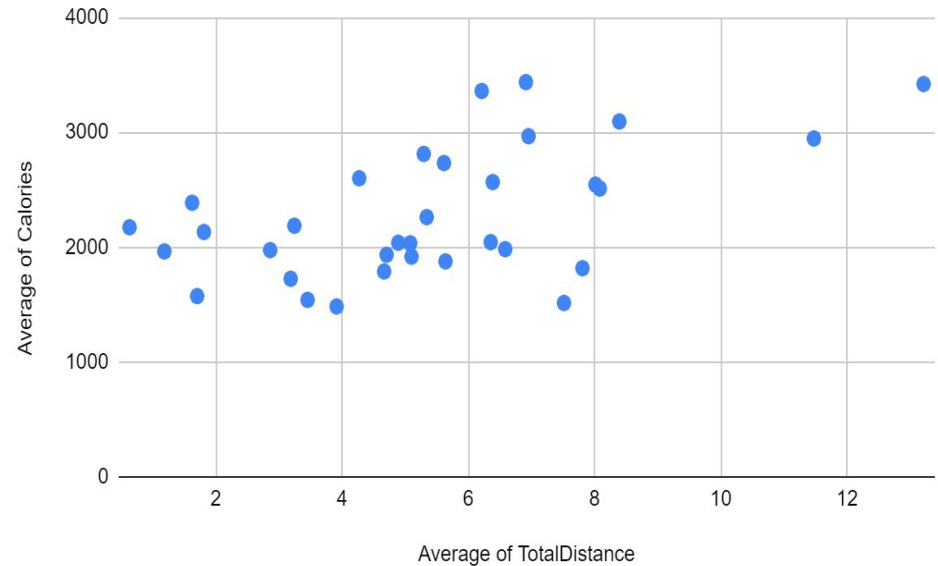
About

- The purpose of this exercise is to evaluate FitBit behavioral data provided by 33 participants.
- The KPI's of this analysis was calories burned, activity/intensity, and time of day
- By the end of this presentation, with the information provided, stakeholders will have a better understanding of client behavior to provide products/features

Distance Traveled Vs. Calories

- While it trends to more distance equals more calories burned there are many instances where this is not the case
- The next couple graphs will explore this further

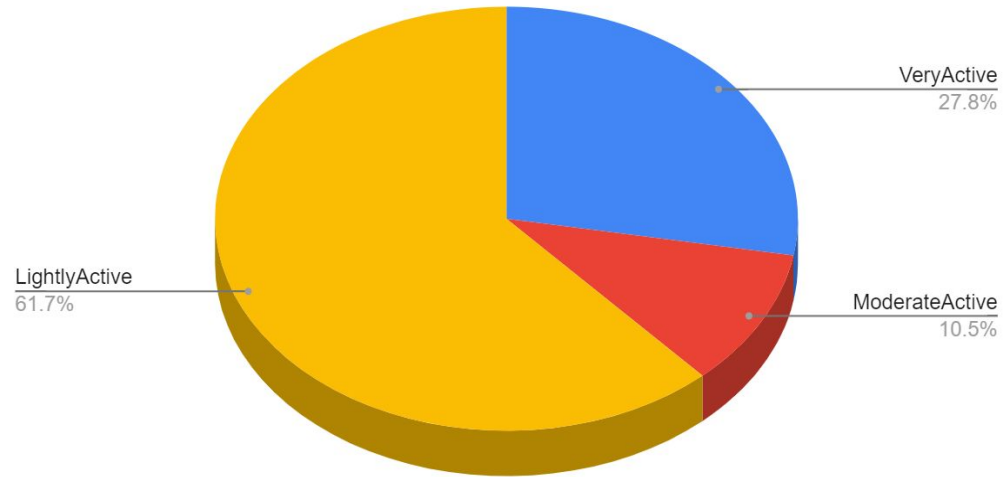
Average of Calories vs. Average of TotalDistance



Activity Level When Traveling

- Of the distance traveled the majority was in a state of light activity
- Light activity corresponds to a minimal caloric burn

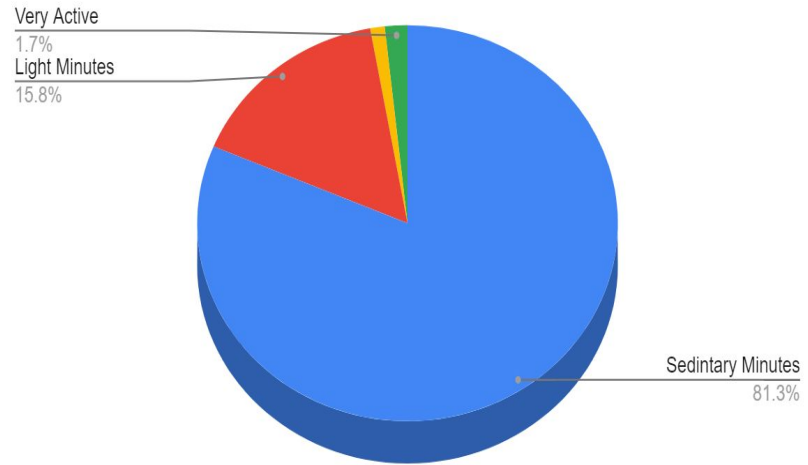
Distance Behavior



Total Activity Level

- A closer look at minute by minute data suggests 81% of total activity is sedentary
- This further supports the behavior in previous charts that users are not engaging in higher levels of activity therefore not burning as much calories.

Activity Behavior Breakdown in Minutes



FitBit Metrics Summary (Graph on Following Page)

The following slide includes a dashboard of activity levels and caloric burn throughout the day/week.

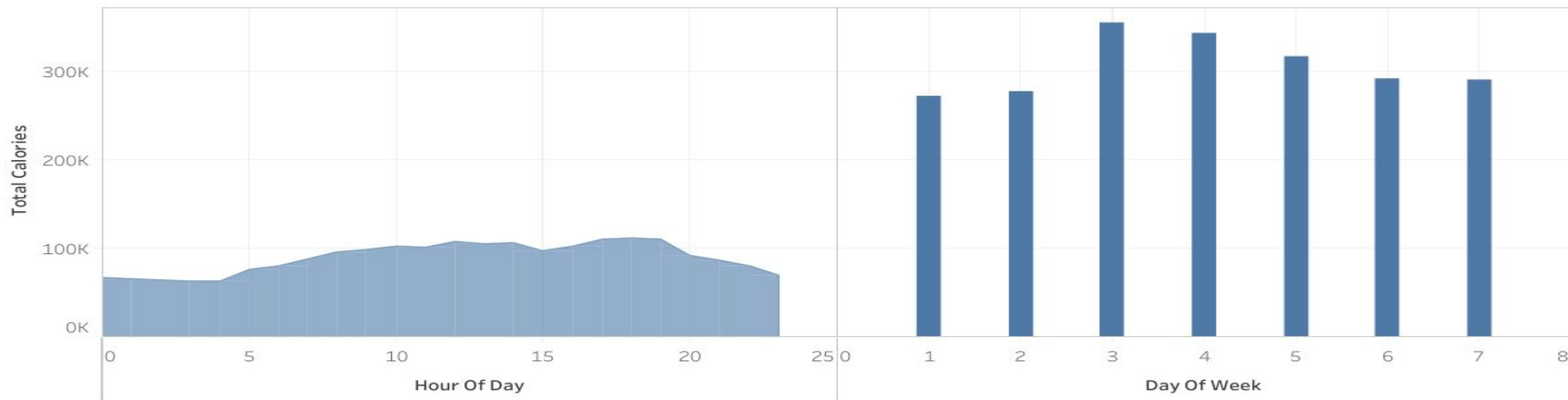
The goal of the dashboard is as follows:

- Provide what hours of the day users have the highest activity level
- What hours of the day do users tend to burn the most calories

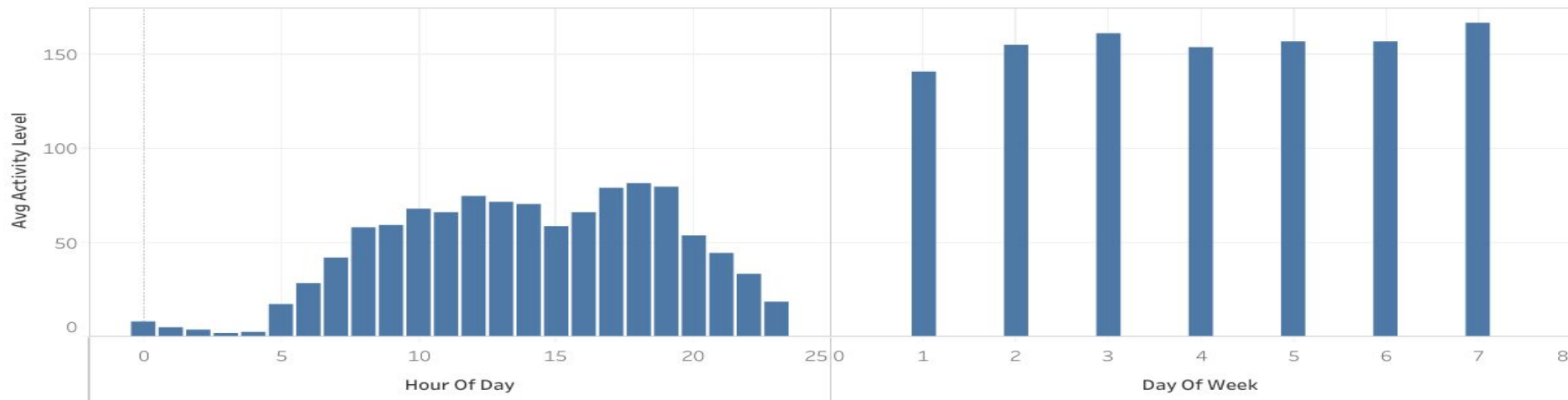
Conclusions:

- Users tend to be most active and burn the most calories during 3-8pm
- Users burn the most calories on Wednesday and Thursday (3,4)
- Users activity level is relatively the same throughout the week, with a slight preference towards Sunday (7)

FitBit Metrics



Sheet 2



Conclusion

According to the data provided by 33 FitBit participants, user activity level or intensity is fairly low. Low intensity levels are not conducive to calorie burning and therefore weight loss. The following are potential ideas to promote increased intensity levels:

- Intensity Scheduler/Reminder incentivised with 'points', gamifying tends to encourage user usage and progress.
- Fitness coach reporting, have the ability to send fitness coaches routine reports so that they can help motivate and plan effective routines.

Postscript

- Scatter plot and pie charts generated using Excel
- Dashboard generated using Tableau
- Data for Tableau Dashboard was made using SQL via BigQuery
- You can find SQL script and data used via GitHub repository:
<https://github.com/JoeSilvaR/fitbitanalysis.git>