

# FITNESS TRACKER IN INDIAN MARKET

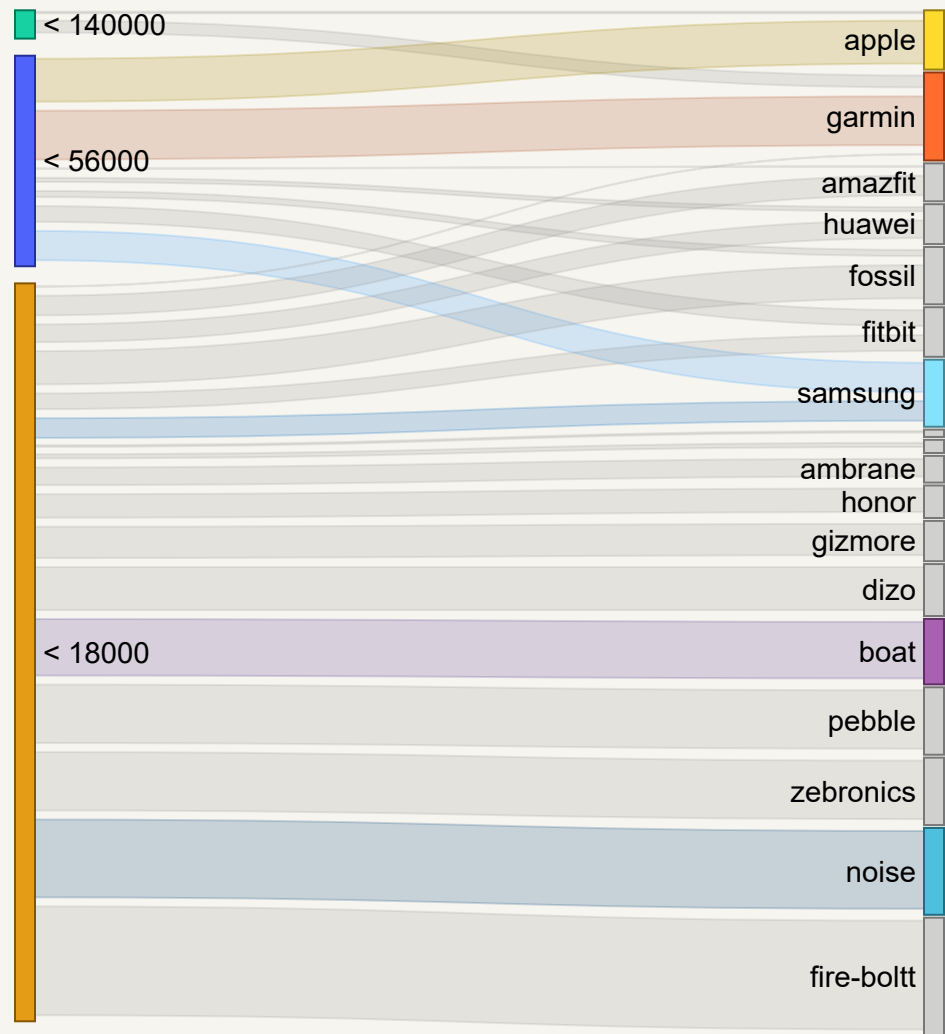
## Users' preferences



Hover the bar graph to view tooltips of Brands Profiling

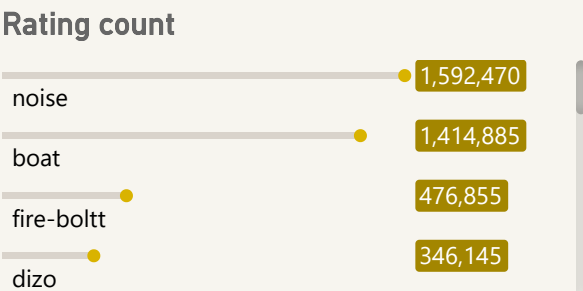
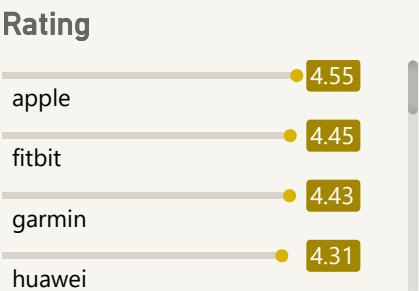


## Brands & Price segment

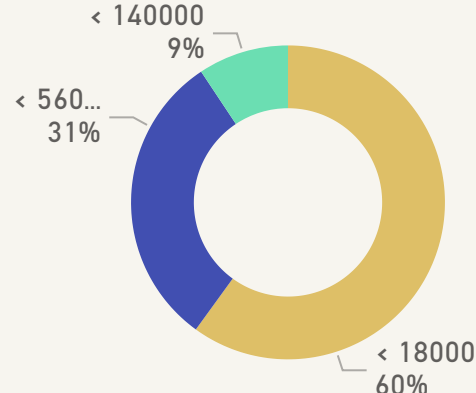


**Apple** focuses on premium-quality product segment with the highest rating and value contribution *despite low consumption*.

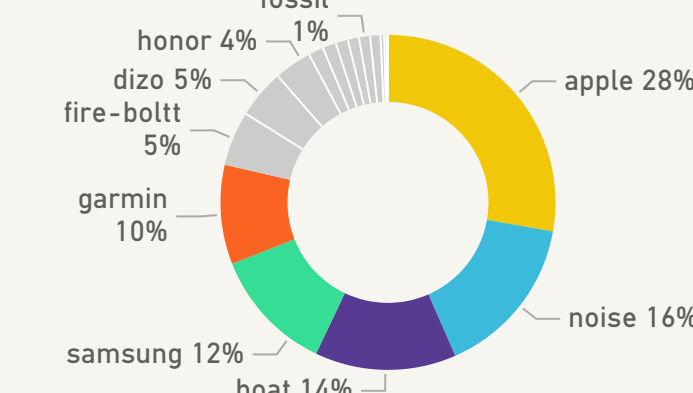
**Noise** is mostly preferred in the Indian market due to its inexpensive price (under 18,000).



## Price preferences



## Value by Brand



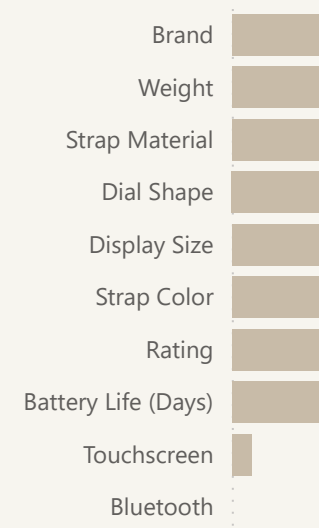
## Factor correlation



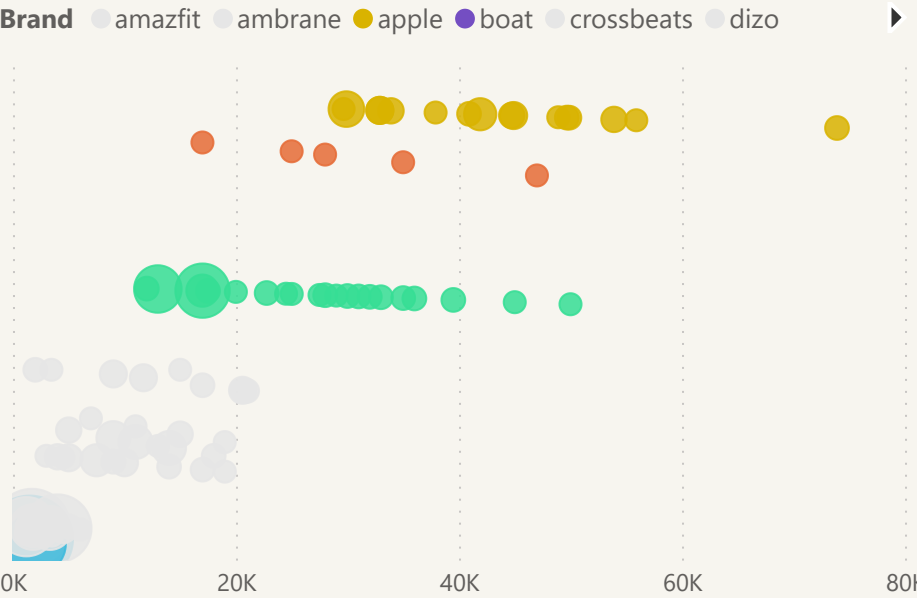
In terms of price variation, some features are found to be more important than others. The impact is more obvious if we examine price variation by each product features BY BRAND.

The drawback is that, data is not fulfilled with Product feature and Price. Only **31% data is valid** to analyze the correlation.

## Product features score



## Price fluctuation by Brand ft. Units Sold

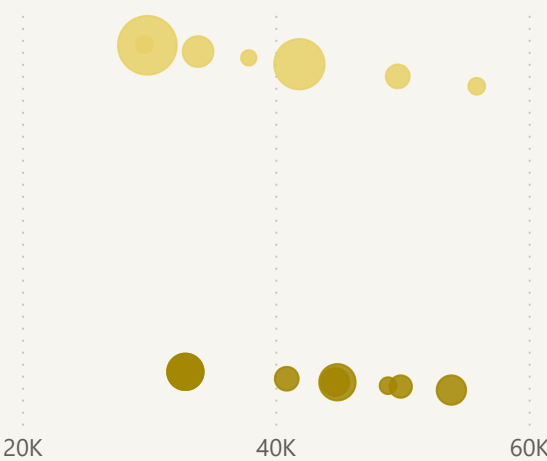


for reference

amazfit	dizo	gizmore
ambrane	fire-boltt	hammer
apple	fitbit	honor
boat	fossil	huawei
crossbeats	garmin	noise

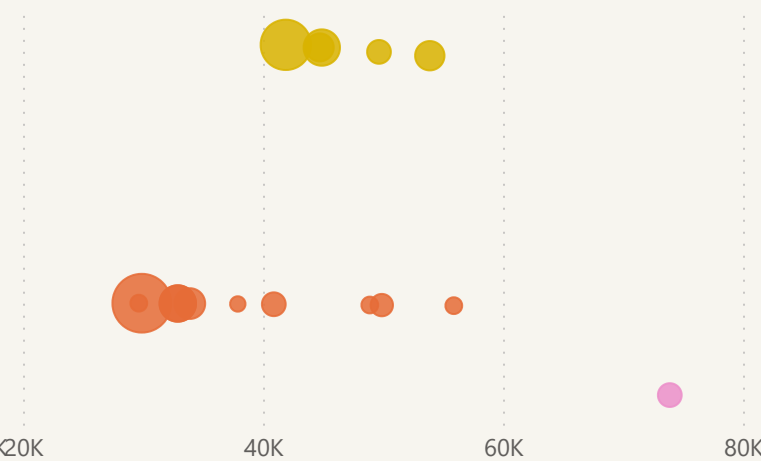
## Price fluctuation by Weight

Weight <= 20 g 20 - 35 g



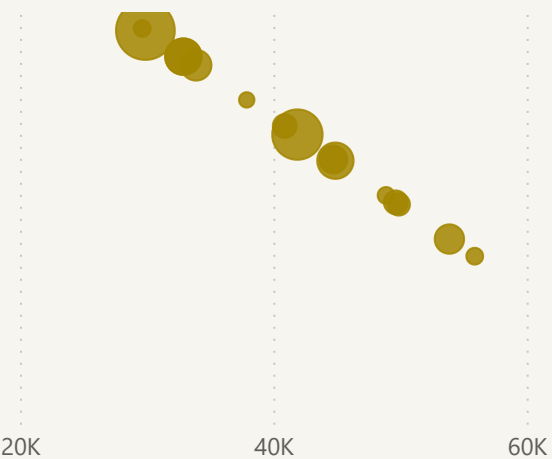
## Price fluctuation by Strap Material

Strap Material Aluminium Silicon Stainless Steel



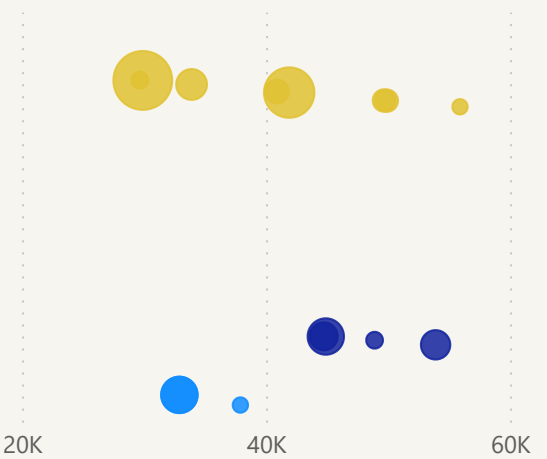
## Price fluctuation by Dial Shape

Dial Shape Rectangle



## Price fluctuation by Display Size

Display Size 1.6 inches 1.7 inches 1.8 inches



## Price fluctuation by Strap Color

Strap Color Black Blue Gold Green Grey

