Executive Summary – Walk2Work Wellness Desk: Research Data Collecting

This project gathered actionable insights to support the marketing and development of the *Walk2Work Wellness Desk*, a treadmill-integrated workstation. We focused on three main questions:

1. Who are the primary target demographics for walking treadmills?
2. What features and price points are customers most interested in?
3. What does health research say about the benefits of walking?

Methods:
We used AI tools (LLaMA 3 via Ollama) and Python code (httpx, BeautifulSoup4, loguru, and Biopython's Entrez) to extract and analyze data from Reddit, Amazon product reviews, and PubMed medical abstracts.

Key Findings:

- **Target Demographics:** Remote workers, seniors, individuals with back pain, and people with Parkinson's disease are prime markets.
- **Desired Features:** Remote control, quiet operation, compact design, foldability, incline capability, and under-desk compatibility.
- **Health Messaging:** Emphasizing fat-burning and low-impact benefits increases product appeal. Custom walking goals based on age, sex, and BMI further improve engagement.

Outcome:
The analysis provides data-driven guidance to the Walk2Work Wellness Desk team, offering a clearer understanding of the most promising audiences and features for strategic marketing and product refinement.