



# FITNESS TRACKER ANALYSIS

## Top 5 Fitness Brands

18

Total Brand

3.98

Average Ratings

40.41

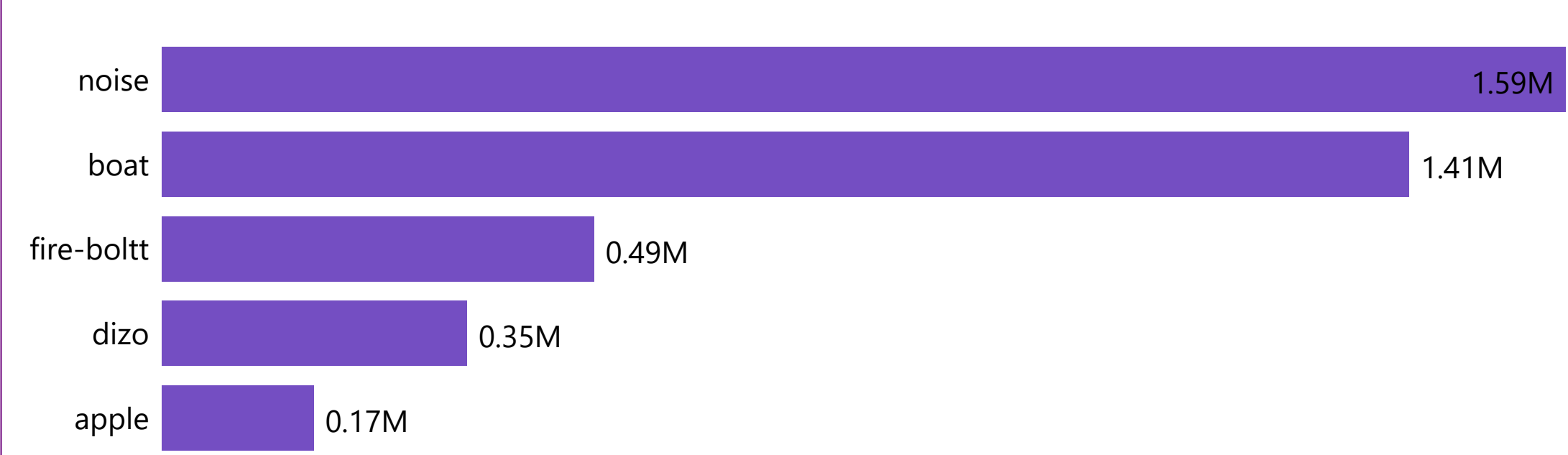
Average Percentage Discount

386

Total Model

**Noise** brand has the highest users which is because of their low price. **Apple** has the highest ratings which shows the quality and satisfaction users derive from their products. Even though, the brand gives no discount and the second most expensive, it is still the 5th highest users rated

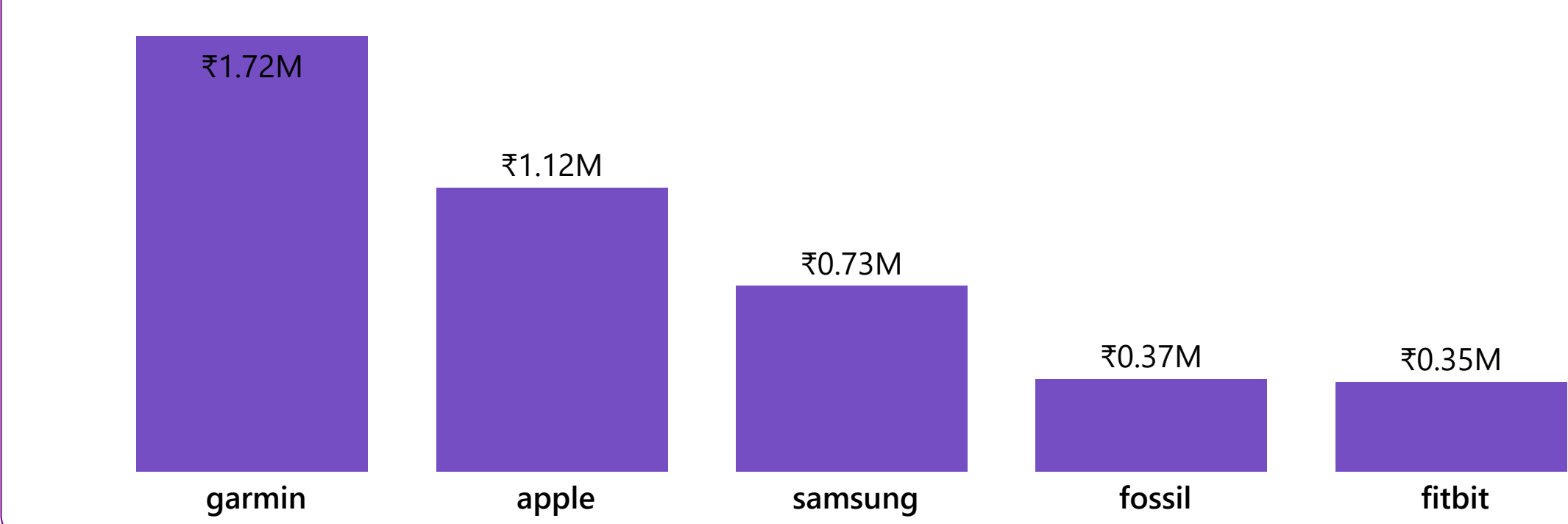
Total User Ratings by Brand



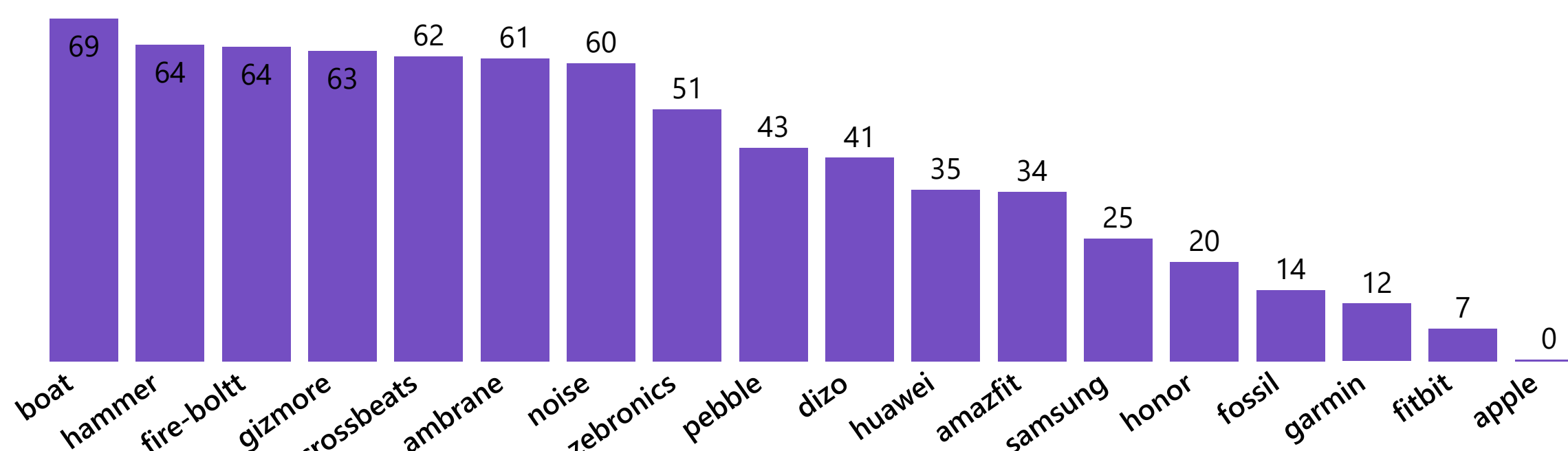
Average Rating by Brand



Total Current Price by Brand

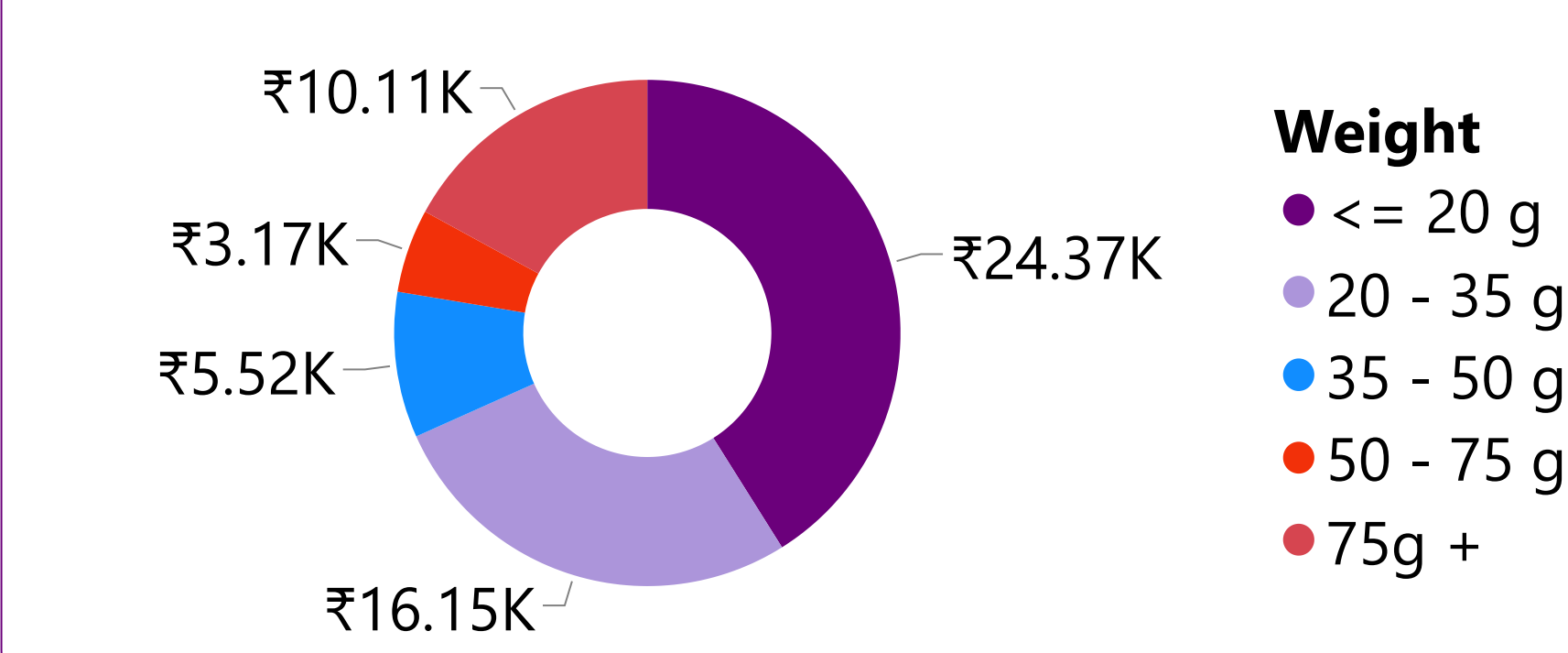


Average discount percentage by Brand

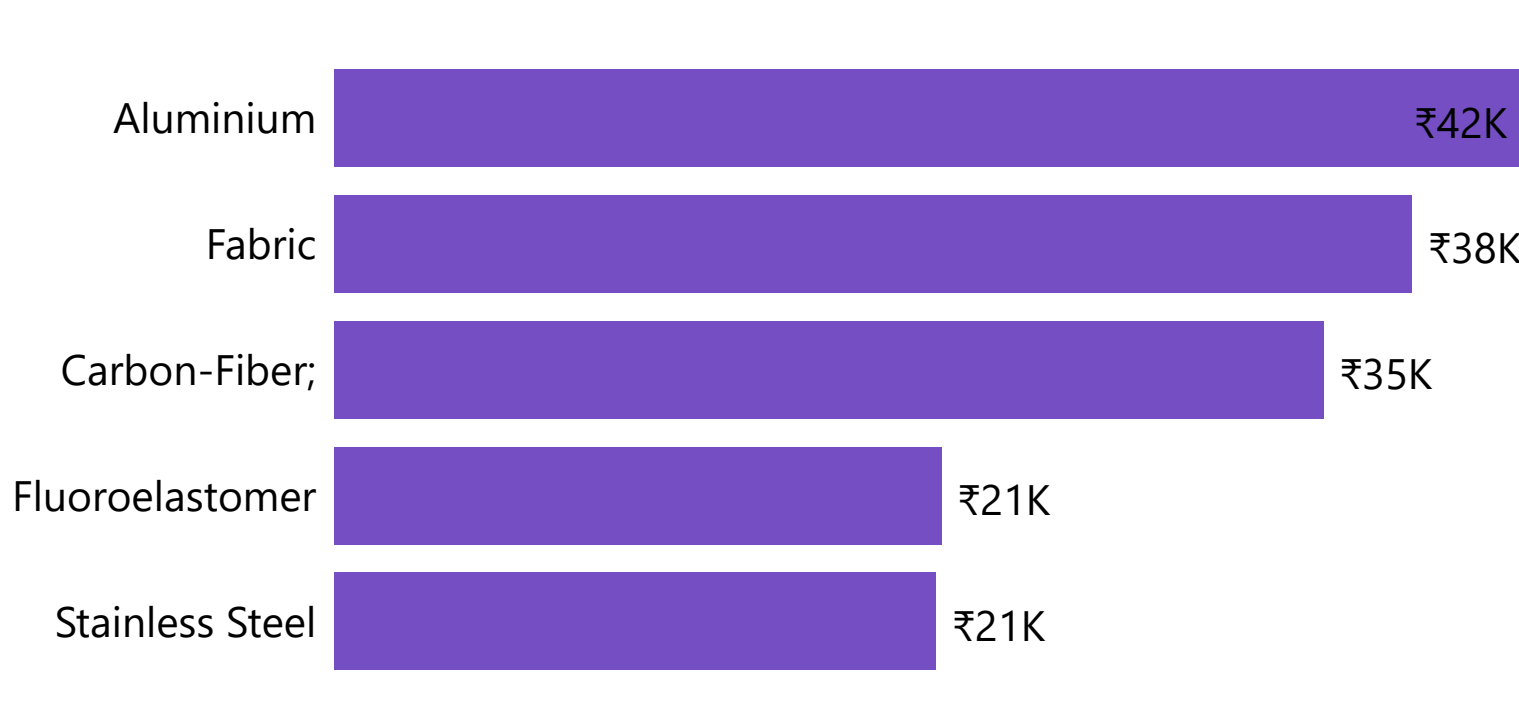


## Price and products specification

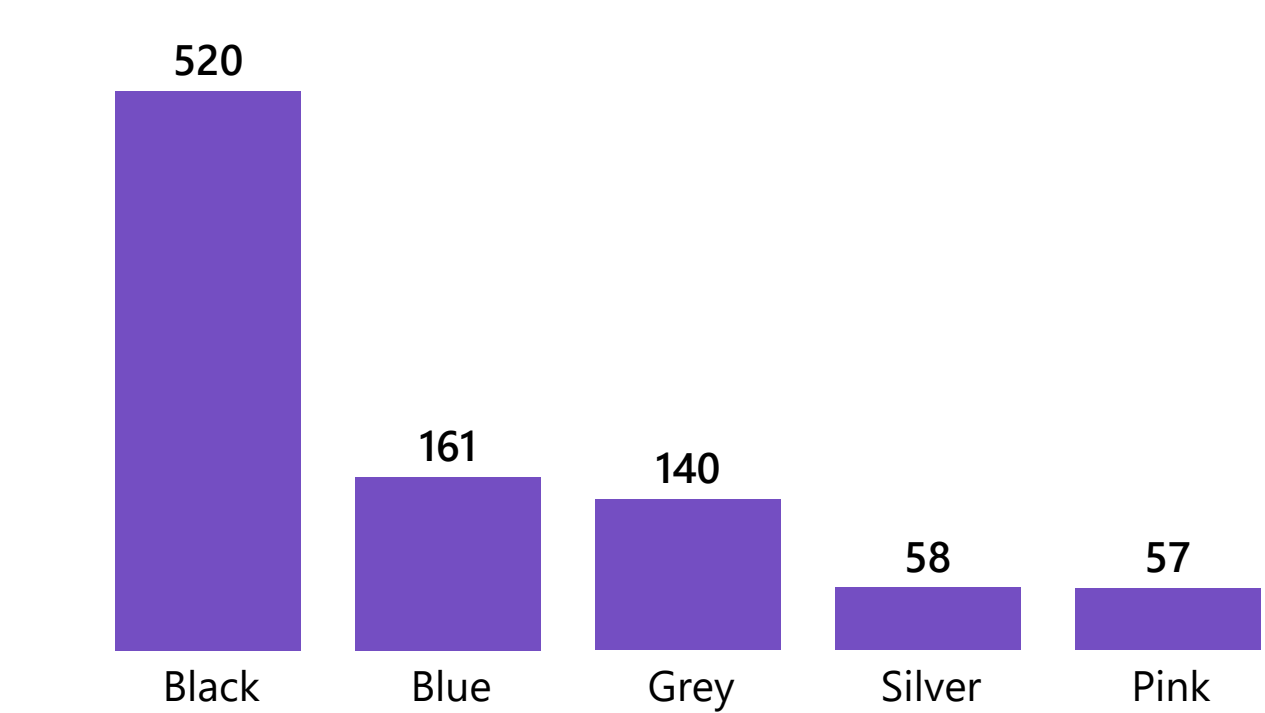
Average Current Price by Weight



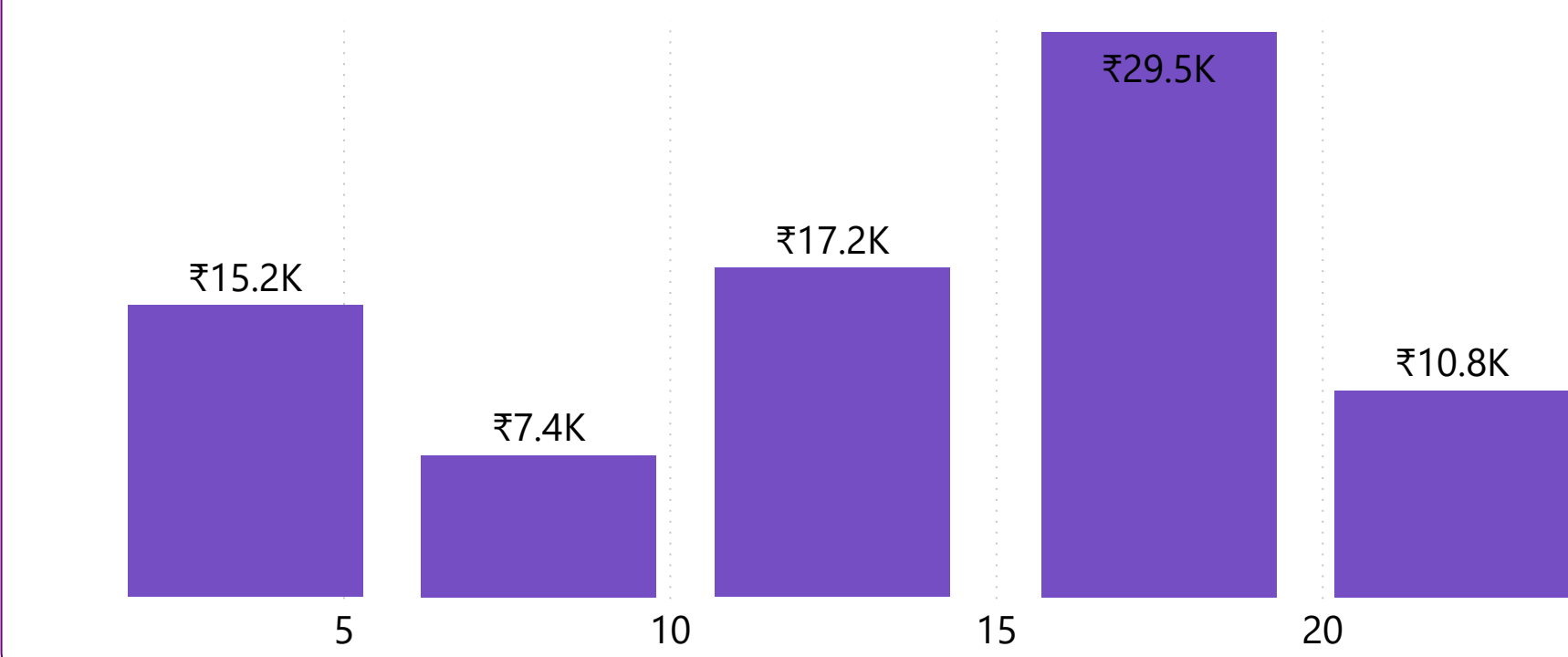
Strap material by Price (Top 5)



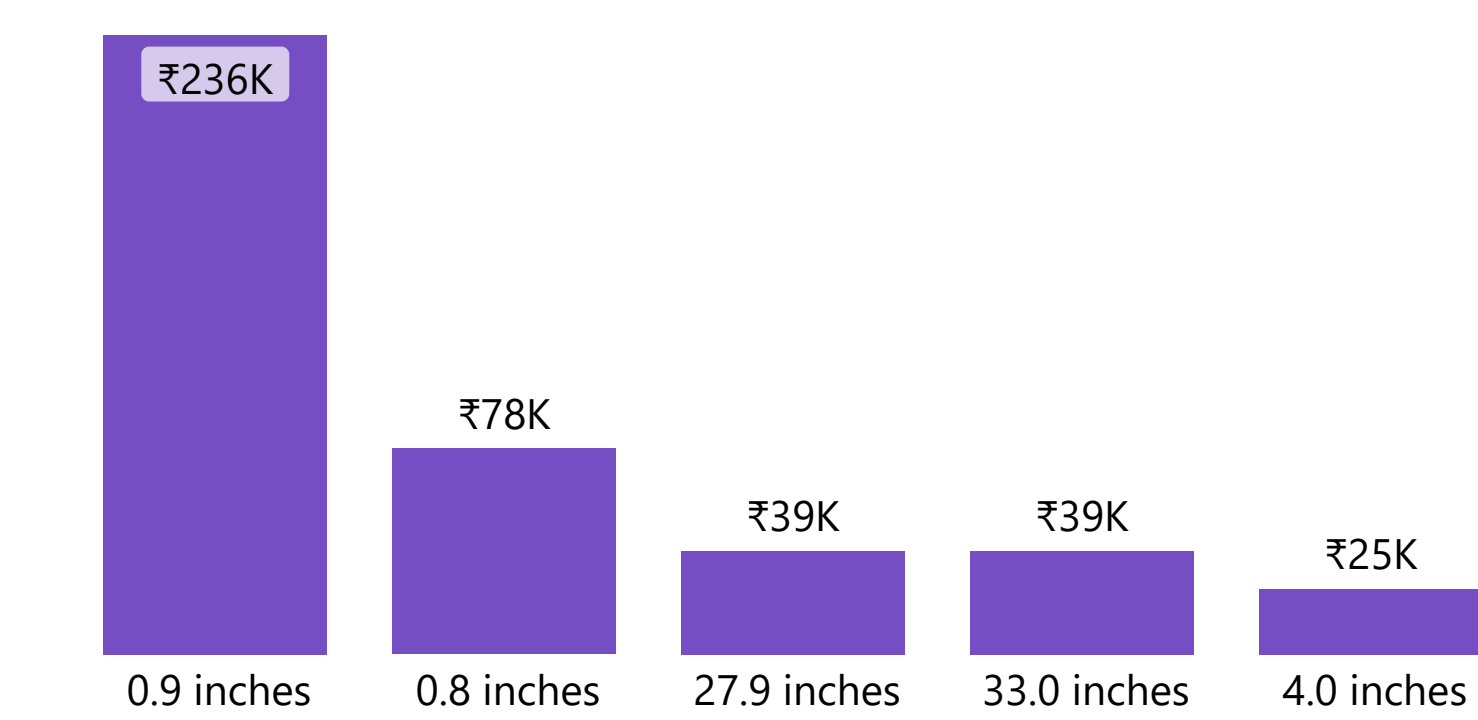
Rating by Strap Color



Price by Battery Life (Days)



Average Price by Display Size



**Less weight** have a significant effect on the price and while we might consider **long hours battery**, some brand have **solar panels** in them making it more expensive than long hours battery even though 15-20 hrs have the highest price which might also be considered.

**Screen size** is one other product specification affecting price. Smaller screen tends to have higher price

## Price segment for different Users

### High-end Users > 80,000

Brand	Model Name	Average Price	Average Rating	User Ratings
garmin	Fenix 7X Sapphire Solar, Up to 28 days/37 days with solar*, Built in Flashlight	₹139,990.00	4.70	6,022.00
garmin	Epix Gen 2, Sapphire, Up to 16 days Battery, AMOLED Display, Real Time Stamina	₹98,990.00	4.70	6,022.00
apple	Watch Ultra GPS + Cellular	₹89,900.00	4.70	51.00
garmin	Epix Gen 2, Up to 16 days Battery, AMOLED Display, Real Time Stamina	₹89,490.00	4.70	6,022.00
garmin	Fenix 7 Solar Multisport Watch, PacePro Technology, ClimbPro, Stamina Tracking	₹89,490.00	4.70	0.00
noise	Wrb-sw-colorfitpro4alpha-std-rgld_pnk	₹82,990.00	4.00	65.00

### Middle-end Users <80,000>40,000

Brand	Model Name	Average Price	Average Rating	User Ratings
garmin	Fenix 6 Sapphire Carbon Gray DLC, Wrist-Based Heart Rate and Pulse OX, Sensors	₹76,990.00	4.70	7.00
apple	Watch Series7(GPS+Cellular, 41mm)-Gold Stainless Steel Case-Gold Milanese Loop	₹73,900.00	4.50	1,519.00
garmin	Fenix 7 Multisport GPS Watch, Upto 18 Days Battery, Climbpro, Stamina, HRV	₹67,490.00	4.70	6,022.00
garmin	Forerunner 955 Solar charging upto 20 days, HRV & Stamina Status, Triathlon	₹67,490.00	4.70	0.00

### Low-end Users <40,000

Brand	Model Name	Average Price	Average Rating	User Ratings
garmin	Forerunner 255, GPS Running Smartwatch, Advanced Insights, HRV Status	₹39,490.00	5.00	6.00
garmin	Instinct 2, Rugged Outdoor Watch with GPS, Built for All Elements, Multi-GNSS	₹39,490.00	4.70	109.00
garmin	Venu 2, GPS Smartwatch, AMOLED Display, Upto 11 Days Battery, SPO2 & Music	₹39,490.00	4.80	6.00
garmin	Venu 2S, GPS Smartwatch, AMOLED Display, Upto 11 Days Battery, SPO2 & Music	₹39,490.00	4.70	109.00
samsung	Galaxy Watch 3 45 mm LTE	₹39,490.00	4.30	1,489.00
apple	Watch SE GPS + Cellular (2nd Gen)	₹37,900.00	4.40	65.00
samsung	Watch 5 44mmSuper AMOLED displayLTE calling & body composition tracking	₹35,999.00	4.30	435.00
samsung	Galaxy Watch4 Classic LTE (4.6cm)	₹34,997.00	4.20	567.00

-Low end price have the highest users whlie the high end (>80,000 rupees) have the least users.

**-The most expensive model** is the Fenix 7X Sapphire , with up to 28/37 days solar and buit in flashlight. 0.1g of weight  
Brand - Garmin,  
Price - 139,990.  
User ratings; 6k 4.7

**-The least expensive model** is the Watch 2 Sports, 1.69" Bright screen with 110+ sport modes  
Brand - Dizo  
Features; Square shape, Blue Strap colour, Silicon strap, touch screen, 22days battery life, bluetooth, 20-35 g of weight.  
Price; 1,990  
User ratings; 62,924 ; 4.2