

Fitbit Data

Proposed Marketing for Less Active Populations

Brittany Fisher

Purpose

Audience: Fitbit Marketing Team

How can we capture an untapped market - people who are not interested in fitness and/or becoming more active?

Potential benefits:

- Increased revenue for Fitbit
- Increased health / wellness of target population

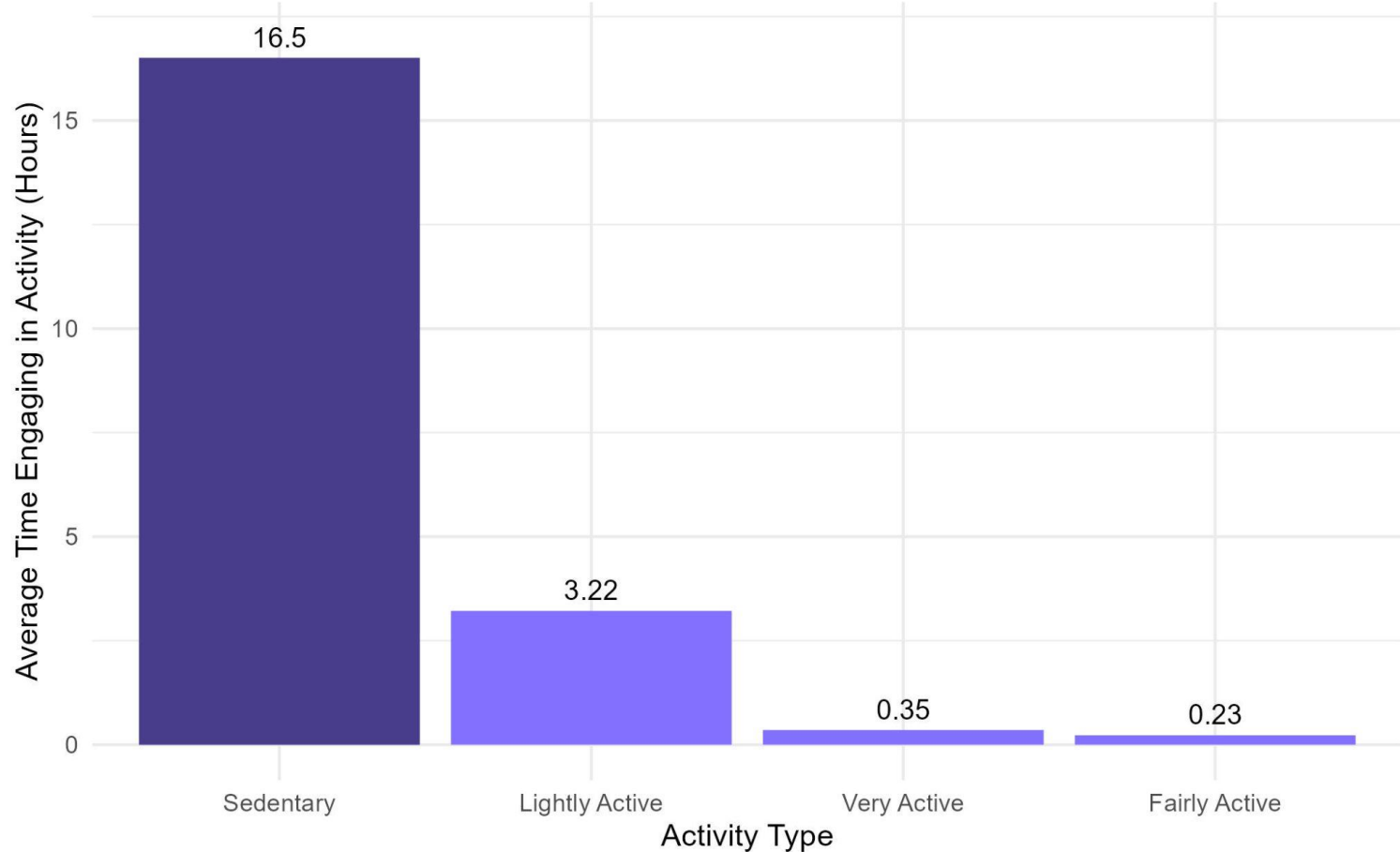
The Data

- 33 participants
- Fitbit data was volunteered by users via Amazon Mechanical Turk → Accessed via Kaggle
- Data spans 2 months: 03/12/2016 - 05/12/2016
- Data contains 18 separate files
 - Focus: Sleep + Activity files

Activity Levels

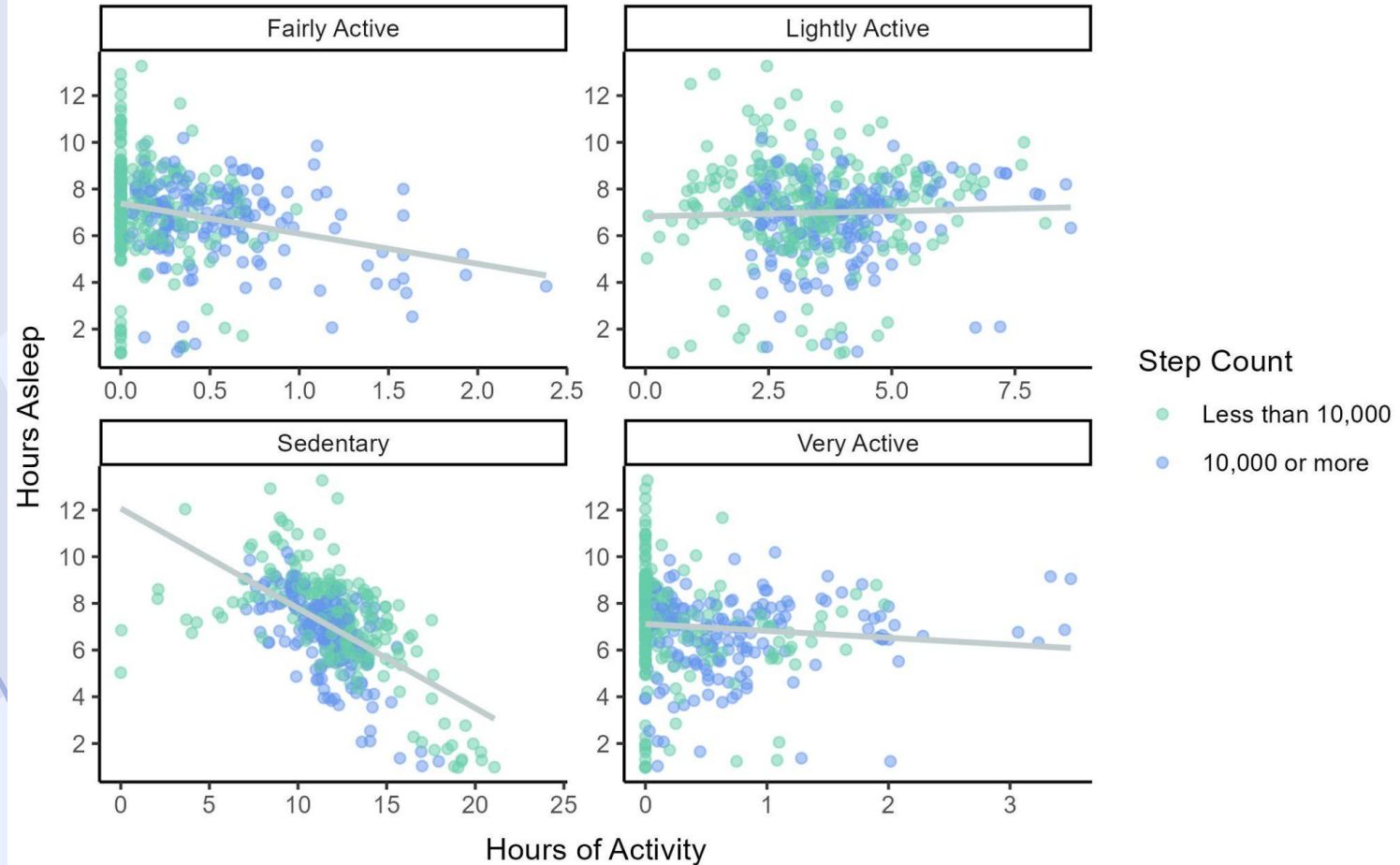
- 4 levels: Sedentary, Lightly Active, Fairly Active, Very Active
- METs: Metabolic Equivalents
 - Used to calculate relative energy expenditure
 - Traditionally calculated via oxygen consumption in a laboratory setting
- Fitbit calculates this via proxies: body mass and heart rate data
- 1 MET is baseline during rest

Sedentary Behavior Reigns Supreme



Fitbit fitness tracker data for 33 participants over 2 months
Average for each activity type annotated above bars

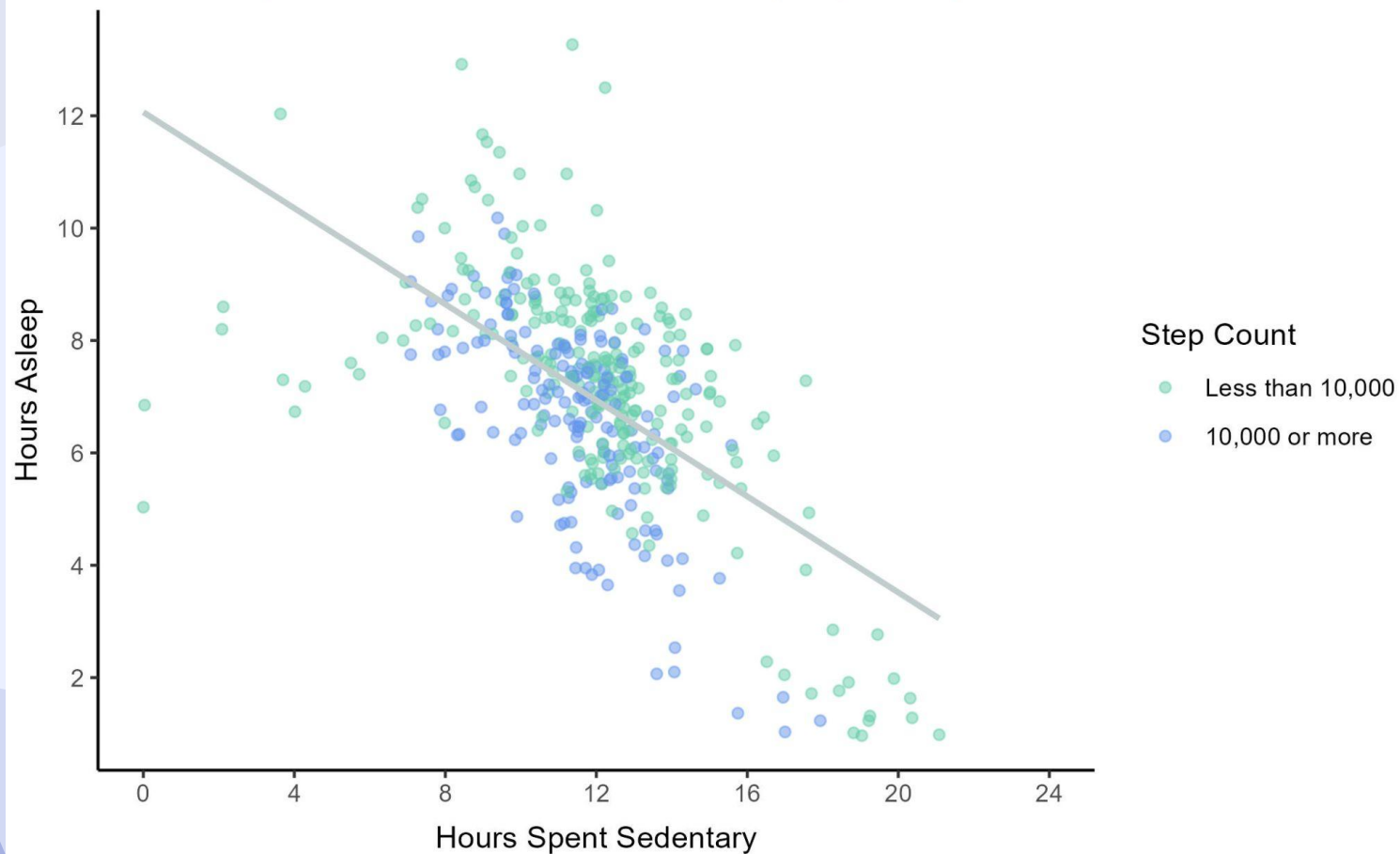
Could Activity Levels Affect Sleep?



Fitbit fitness tracker data for 33 participants over 2 months
Free scales used to show relationships relative to activity level

Sit More, Sleep Less?

Sedentary behavior could affect more than just your step count



Fitbit fitness tracker data for 33 participants over 2 months

Takeaways

Participants:

- Spent on average 16.5 hours per day sedentary
- Slept 6.99 hours per night on average

Fitbit should:

- Focus on sedentary behavior and sleep insights in marketing to less active population
- Could increase revenue by reaching an untapped market, as well as encourage less sedentary behavior and more sleep



Thank you!

Questions?