
Analyzing Fitbit Usage Trends (Google Data Analytics Capstone)

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Business Scenario

- Bellabeat (fictional company) wants to create fitness wearable for women
- Want to learn how consumers use fitness wearables
- Analyze trends in usage to inform Bellabeat marketing team

The Data

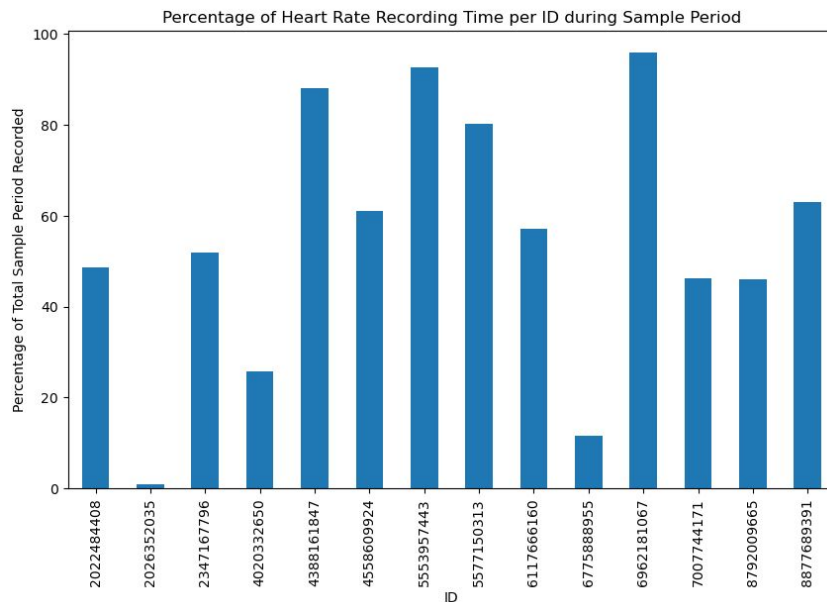
- Voluntary submission of Fitbit data
- 33 participants in sample
- Collected between 4/12/16-5/12/16

How Data is Measured

- Data in sample is collected in 4 distinct areas:
 - Heart-rate detection
 - Activity tracking
 - Sleep tracking
 - Weight logging

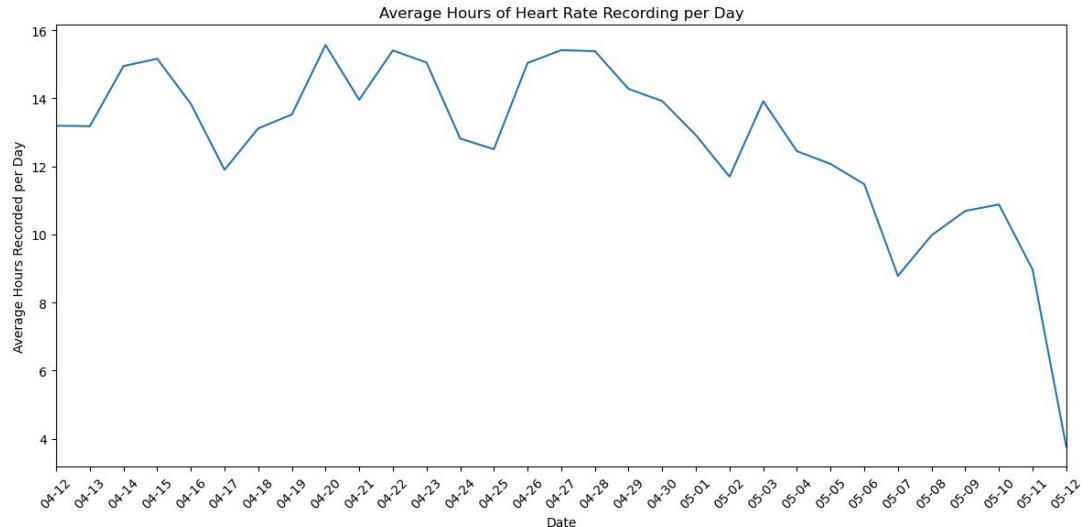
Heart Rate Tracking

- Only 14/33 Participants tracked heart-rate, frequency varied
- Possible not all devices in sample have this capability, or use it



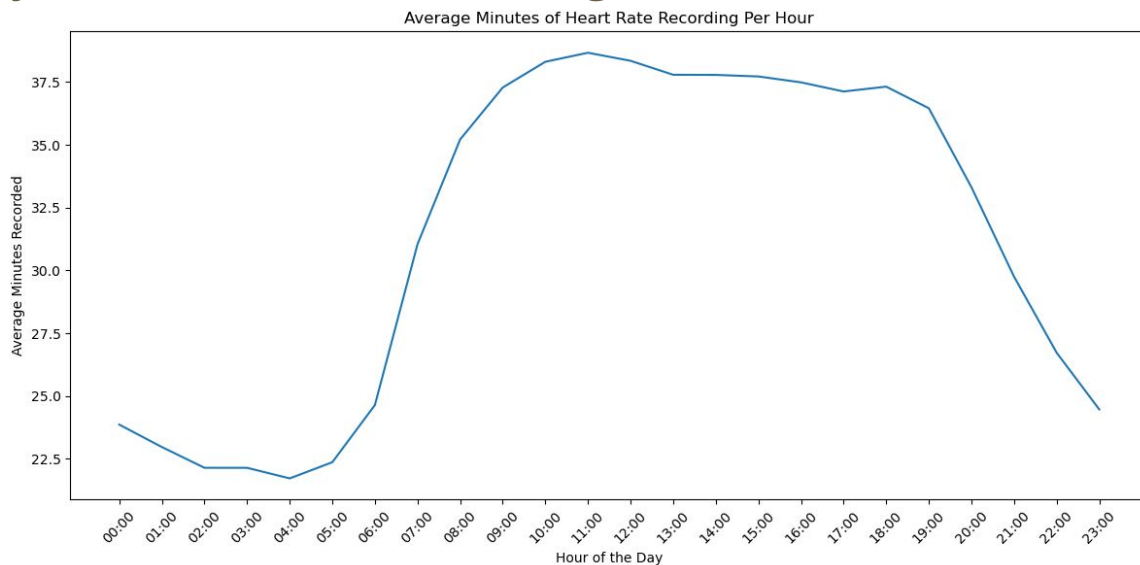
Heart Rate Tracking (cont.)

- Of participants who tracked any heart rate
- Participation declined during sample period
- Combined with % by participant, suggests feature is important to few in sample



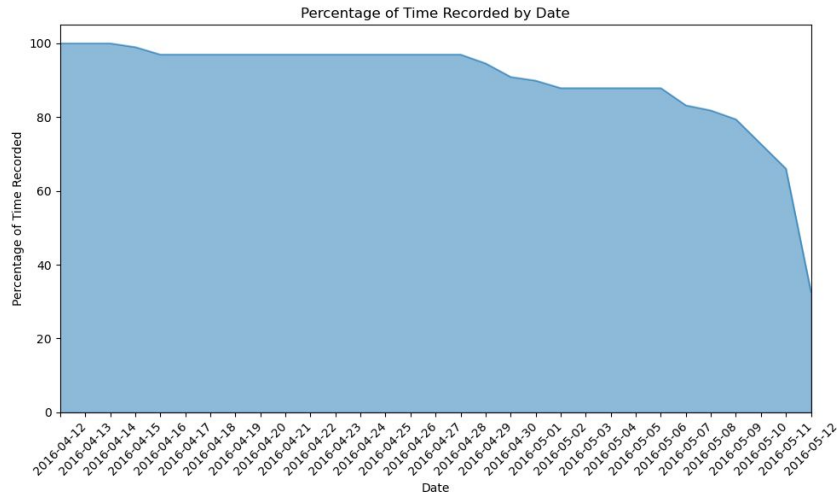
Heart Rate Tracking (cont.)

- Of participants who tracked any heart rate
- Some tracked continuously
- Generally about 50% more tracking for wakeful hours



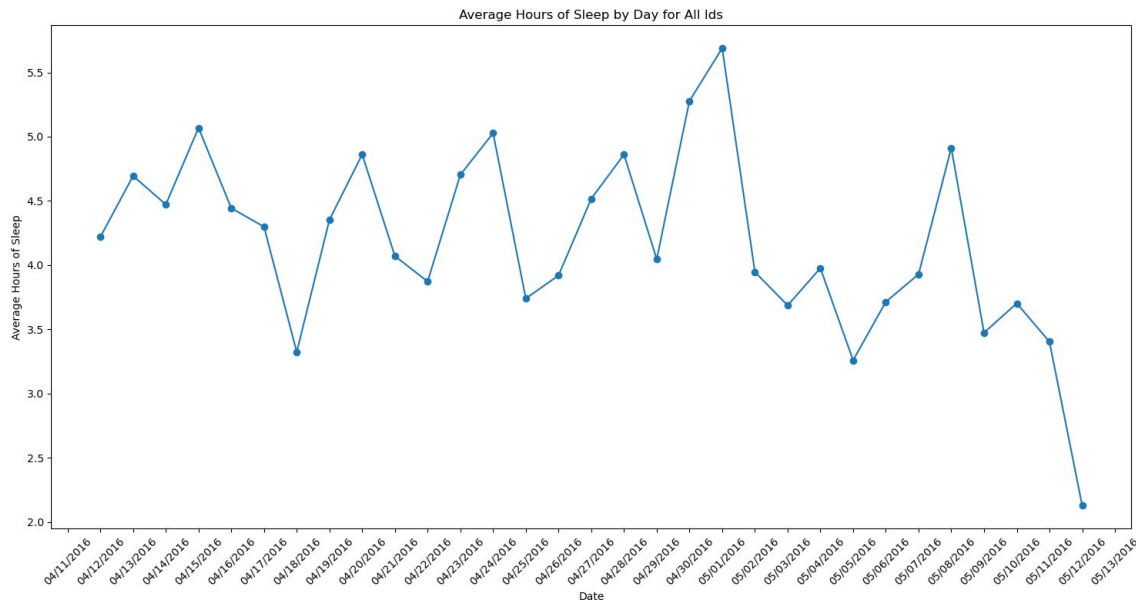
Activity Tracking

- 33/33 participants tracked
- Tracking was continuous
- Some participants stopped tracking before end, did not resume
- Over 90% of time tracked across entire sample



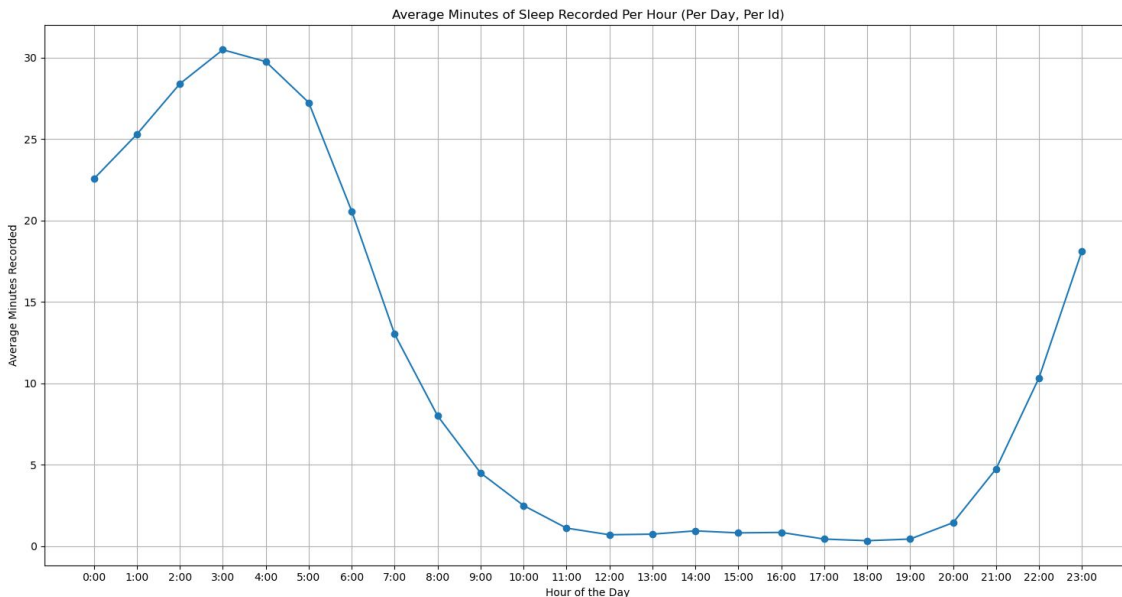
Sleep Tracking

- 24/33 participants tracked sleep
- Like other measures, participation declined during sample



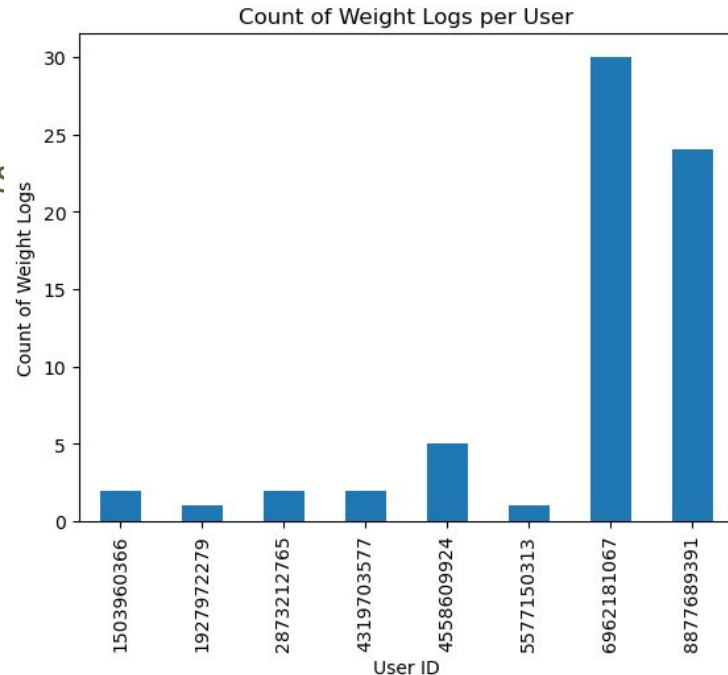
Sleep Tracking (cont.)

- Confirms assumptions about restful/wakeful hours in sample participants
- Important because all times are UTC (Universal time zone)



Weight Log Tracking

- 8/33 Participants tracked
- Least utilized tracking area
- Some tracked regularly, as with other areas



Conclusions

- Among sample, activity & sleep tracking were most used
- Among sample, some periods of high & low usage were identified
- Some possible user archetypes could be considered

Recommendations

- Sample is not large enough to make generalizations
- User demographic information would be very helpful for Bellabeat
- Collect larger samples with target audience, see if trends are replicated