Issue Tree Template

```
                                              ┌──────────────────────┐
                                              │  Improve marketing   │
                                              │      strategy        │
                                              └──────────────────────┘
                    ┌──────────────────────┐
                    │  Fitbit can increase │
                    │    their revenue     │
                    └──────────────────────┘
                                              ┌──────────────────────┐
                                              │  Increase Customer   │
                                              │ loyalty and retention│
                                              └──────────────────────┘
┌──────────────────────┐
│ How can Fitbit increase│
│ profitability by next  │
│ quarter's earnings     │
│ report?                │
└──────────────────────┘
                                              ┌──────────────────────┐
                                              │  Reduce Service and  │
                                              │   Maintenance cost   │
                                              └──────────────────────┘
                    ┌──────────────────────┐
                    │ Fitbit can reduce cost│
                    └──────────────────────┘
                                              ┌──────────────────────┐
                                              │       Reduce         │
                                              │  Manufacturing cost  │
                                              └──────────────────────┘
```
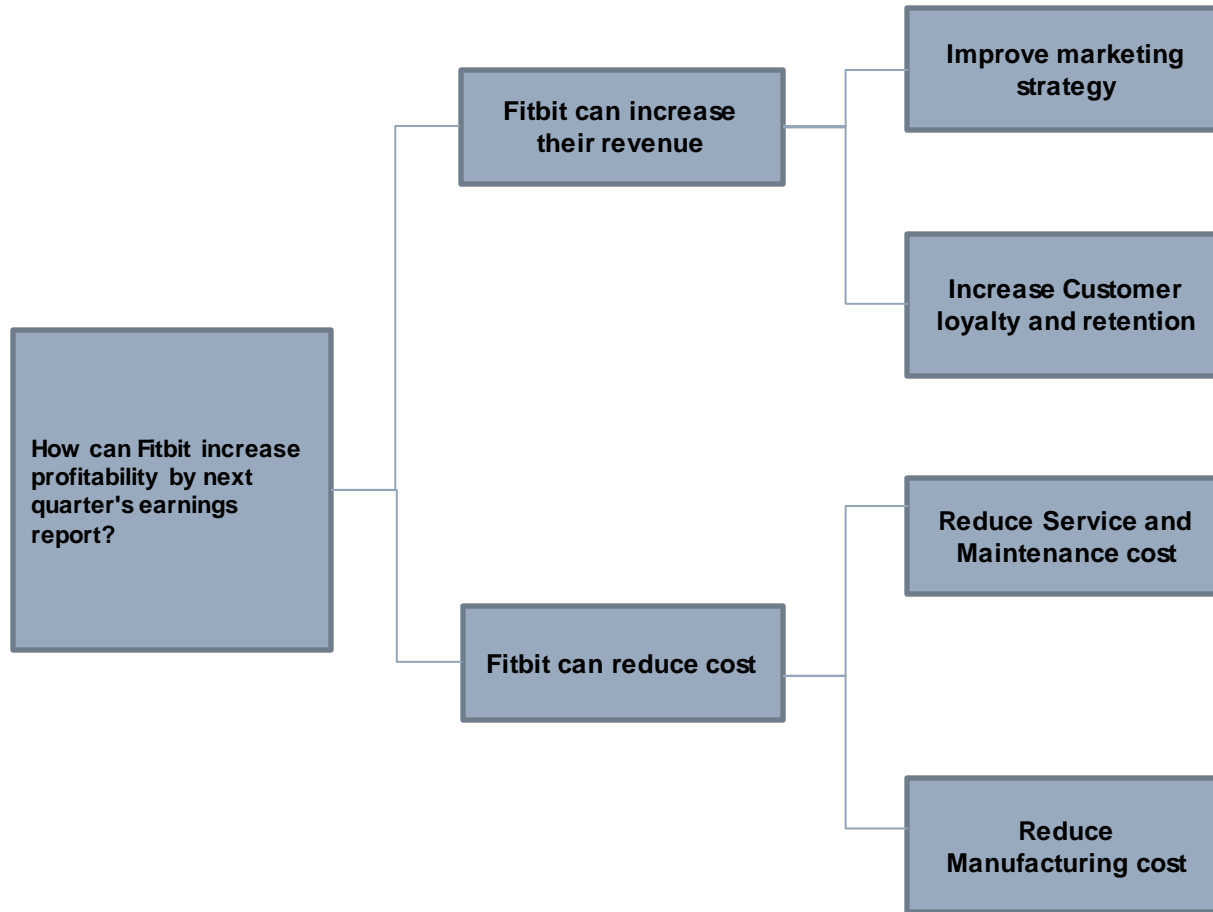
The issue regarding profitability can be reduced to two subunits;

Fitbit can increase revenue by improving marketing strategy to attract new clients or by increasing current customer loyalty and retention

or

Fitbit can reduce cost either service and maintenance or manufacturing costs.

Given the time frame, I will be focusing on the former and analyze current customer trends to retain and improve customer loyalty and possibly find better ways to market to new clients.