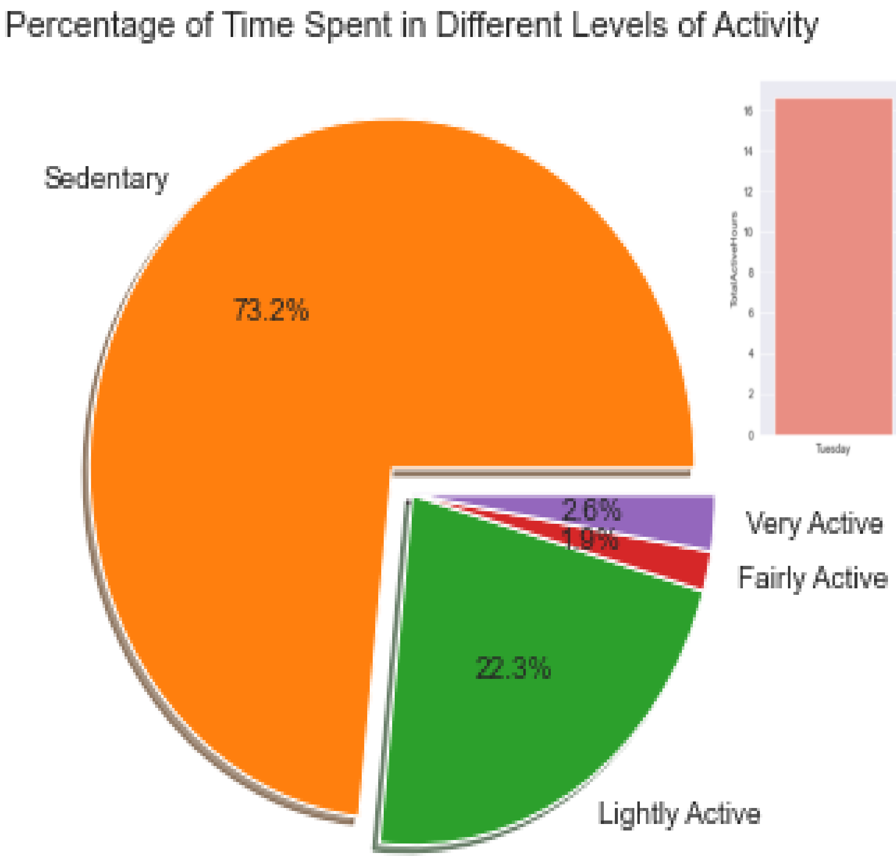
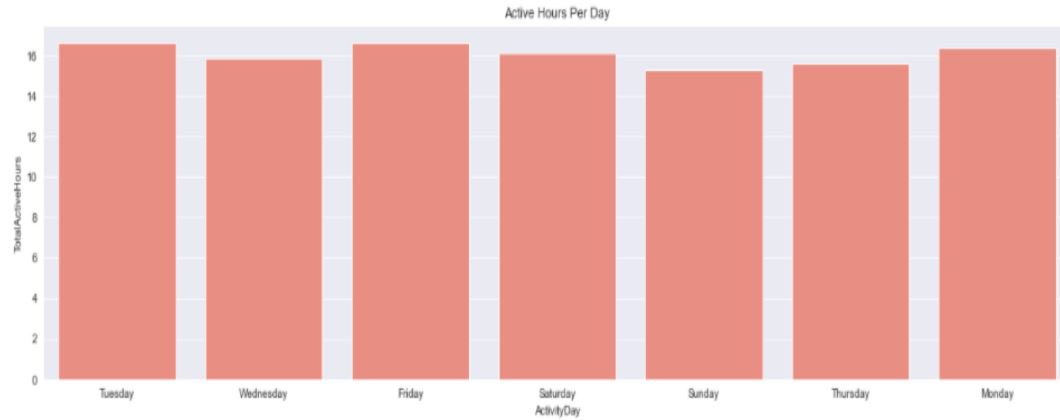
With new competitors entering the smart device market, the quarterly earnings have been declining. In 2020, the company lost 20% loss in profits. Most of these new competitors are already household names like Apple, Michael Kors.

! Increased competition has reduced profits	With new competitors in the smart device industry, there has been an increase in supply which has led to availability of options for new and existing consumers. This has in turn led to a decline of about 20% every quarter, last year.
! New competitors are already household names in tech industry and luxury items	The new competitors have also introduced new designs in the market. Given that some of these designs are considered luxury, there have been pressure to increase production costs by 2%
! Retaining current consumers is just not as easy as well.	The expected user-interaction is about 10% less than the actual user interaction with the devices

Retaining consumers have been an issue which could be due to the reduced interaction with the smart devices. Through analysis of our sample size, we were able to determine that for about 73.2% of the time, the device does not record a lot of activities.





Key Insights

1. The records of sedentary activity is 73.2%
2. This sample size suggests that the device is used for at most 16 hours a day.

The two approaches used in the analysis are Descriptive and Inferential Statistics.

Fitbit profitability has declined by 20% over the past four quarters because of new competitors in the smart device industry. How can Fitbit increase profits by at least 5% by the next quarter's earnings report through actionable improvements.

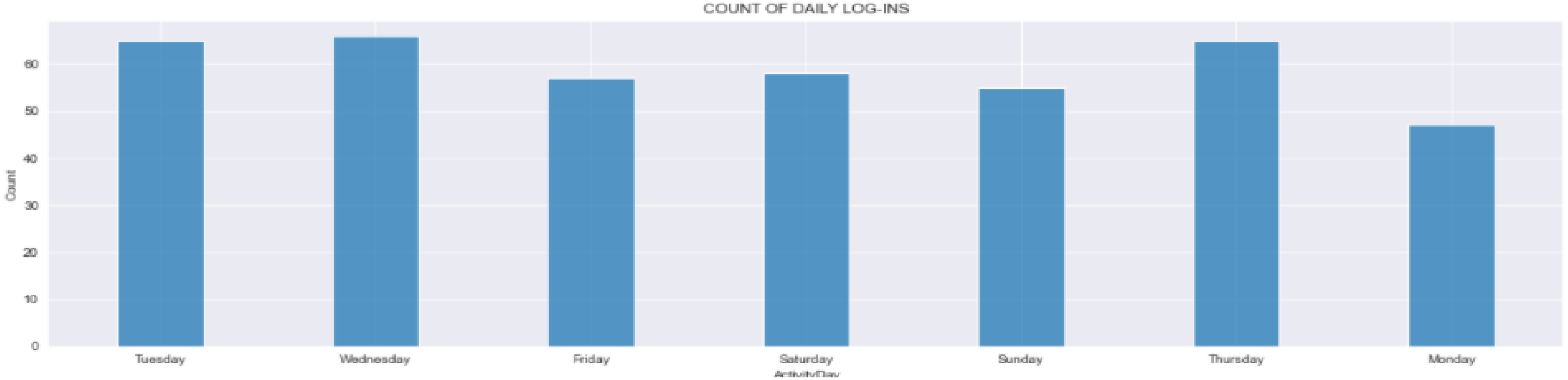
DESCRIPTIVE ANALYSIS

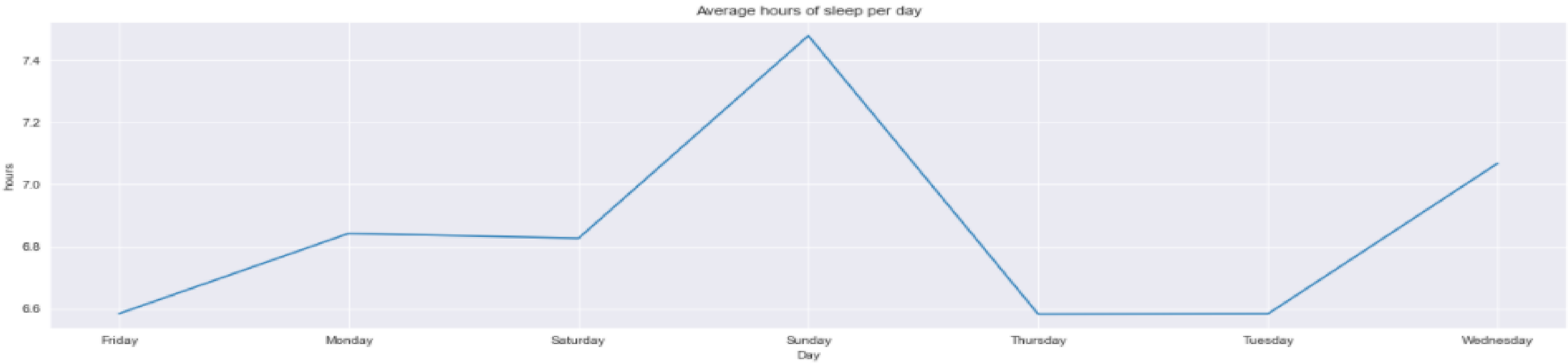
- What does the sample size tell us about our current consumers?

INFERENTIAL STATISTICS

- What insights do we gain from the relationships between each activities

Our users are active midweek than they are during the end or the beginning of the week

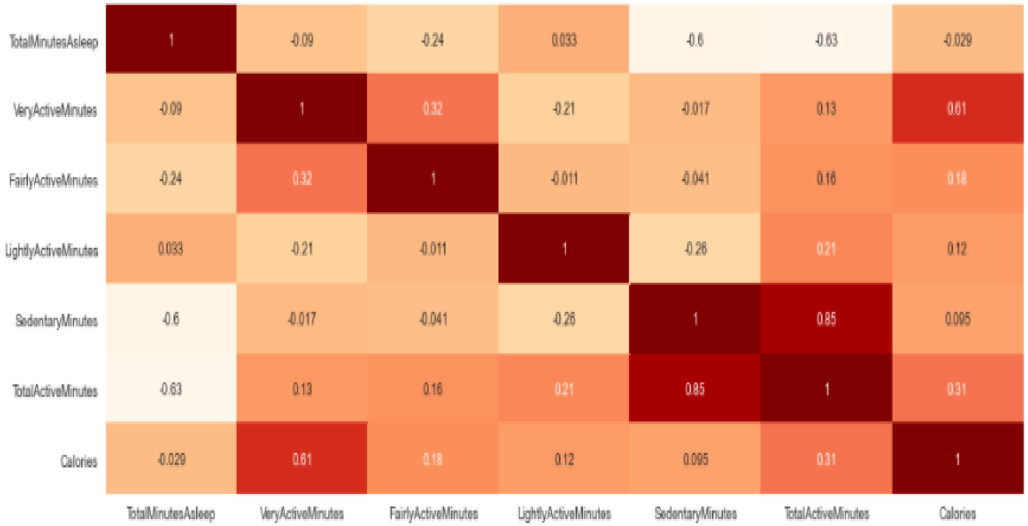


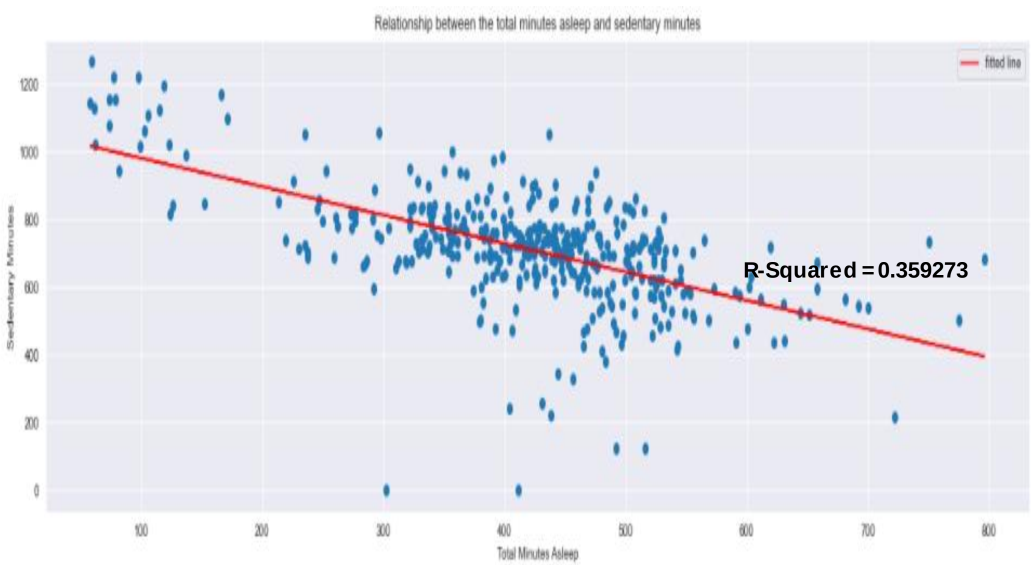


Key Insights

- The bar chart shows that logins are less on Mondays and greater during the mid-week.
- On average users sleep less mid-week and more in the weekends, the hours logged in for sleep plus total hours the device records activities total around 24hours.

The app is active during very active activities however it records a lot of sedentary activities





Key Insights

- With a heat map we found correlation between calories burned and very active minutes
- Strong correlation between total active minutes and sedentary minutes
- The relationship is somewhat weak between sedentary minutes and total minutes asleep