

## **Problem Statement**

What insights could Fitbit gain to increase profits by the next quarter's earnings report through actionable improvements.

## **Context**

Fitbit is one of the big players in the smart device industry. However, there have been new competitors in the space who are already existing household names in other tech industries. Profits have declined by 20% over the past year (2020). As a Data Analyst, I have been tasked to look over user trends to discover insights that would help Fitbit increase profitability and stay relevant in the smartwatch industry.

## **Criteria For Success**

Ability to identify areas of improvement that may have been ignored in earlier analysis.

## **Scope of Solution Space**

Fitbit Fitness Tracker app (trends from existing customers) for the year 2016. Thirty eligible Fitbit users consented to the submission of personal tracker data, including minute-level output for physical activity, heart rate, and sleep monitoring.

## **Constraints within Solution Space**

The data provided does not include the location of participants. The data may be biased because of this factor. Also, due to lack of monitoring, the data collected from the participants may not be entirely accurate. The data is also from 2016, new data may provide different analysis.

## **Stakeholders to provide key insight**

1. Board of Directors
2. Shareholders

## **Key Data Sources**

<https://www.kaggle.com/arashnic/fitbit>