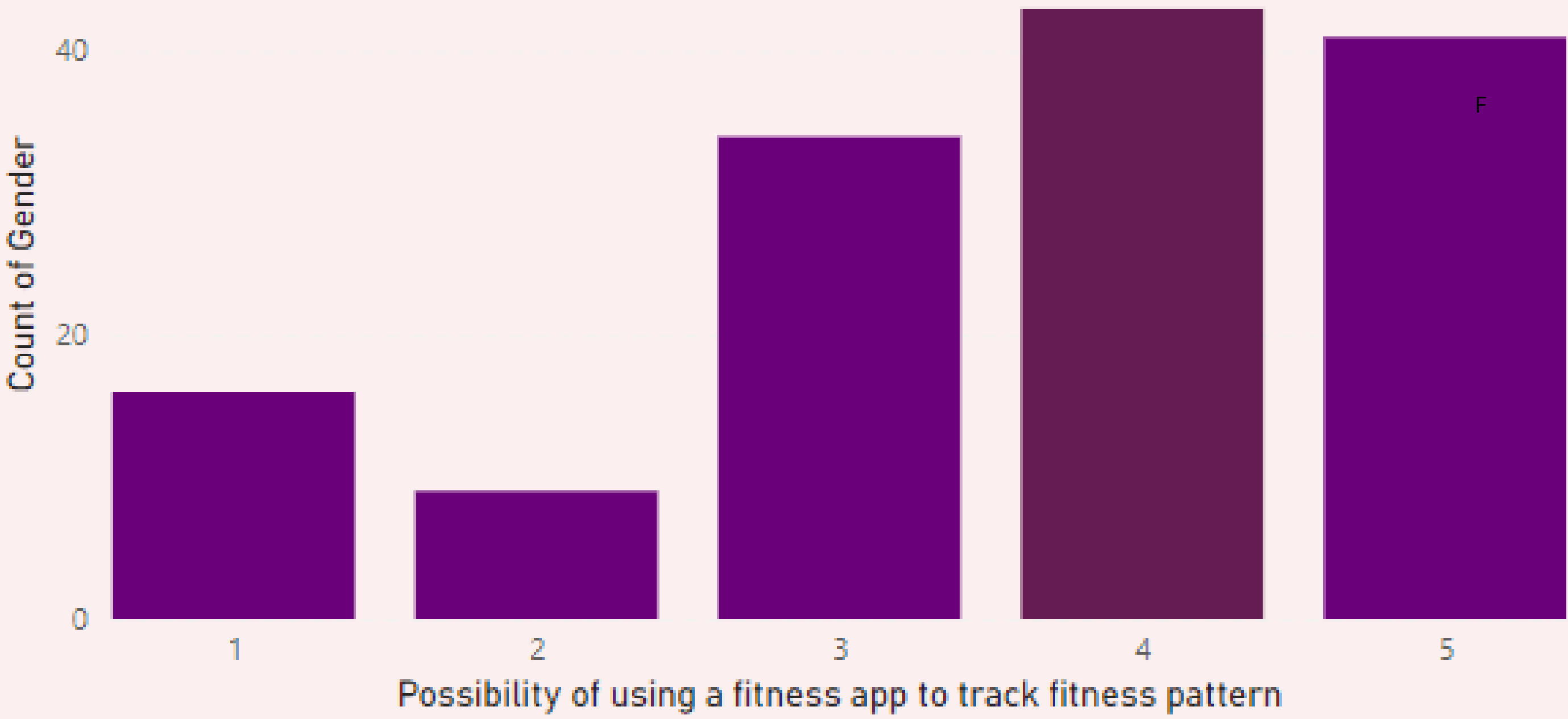


FIT-STATS

INSIGHT ON THE TRENDS FOR
HOME WORKOUTS



The Possibility of using a fitness app to track fitness pattern



From the derived data, the possibility of individuals using a fitness app is 4, where 1 is the lowest and 5 the highest . This shows that that our FIT-STATS App will likely trend in the market.



Preferred Fitness Tracker



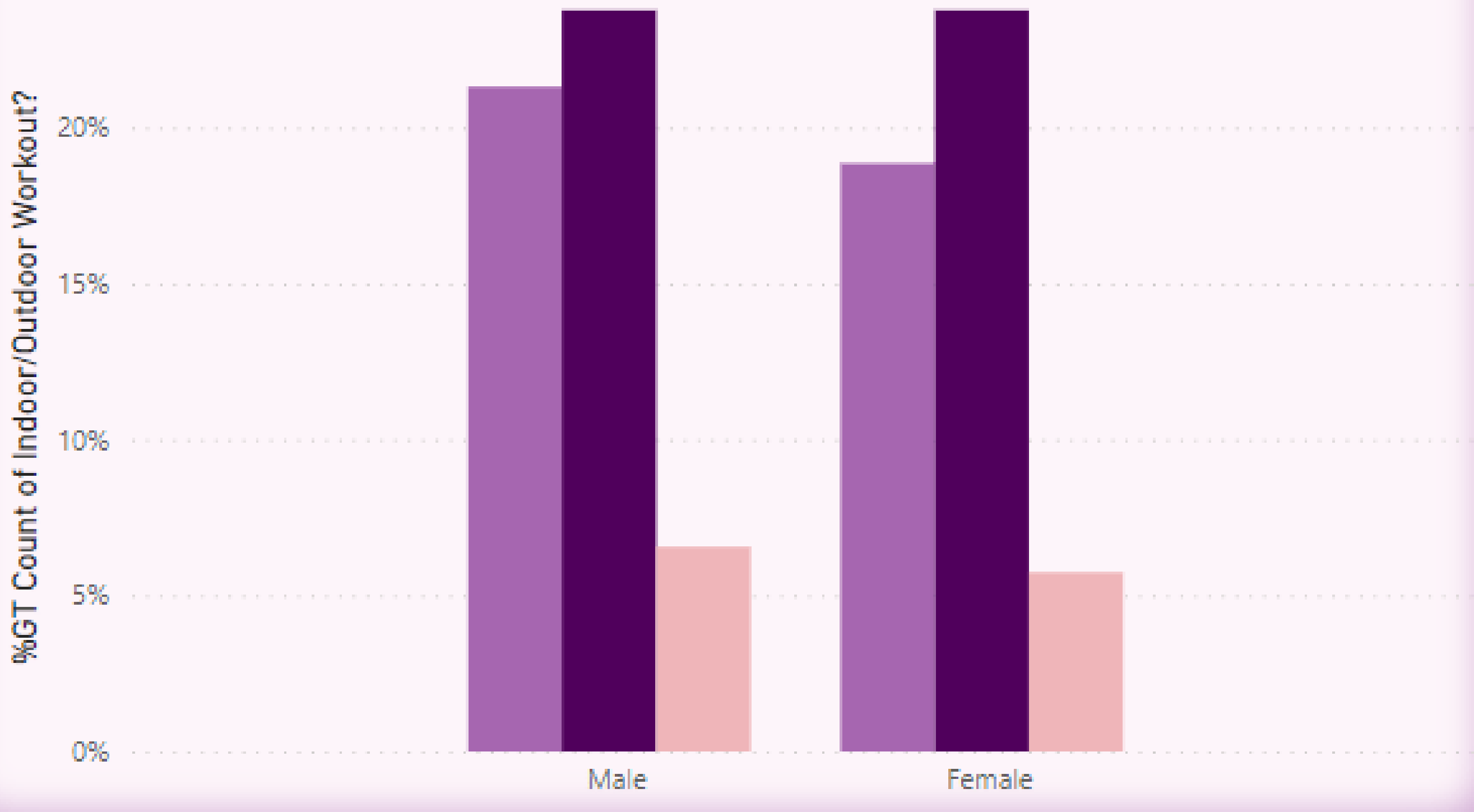
This shows that over 50% of fitness enthusiasts would prefer to track their fitness using a fit band and wearables compared to 40% of individuals interested in using mobile app.

Recommendation:
We recommend that the app should have an ability to connect to a fit band or wearable device.



Preferred workout Space by Gender

Indoor/Outdoor Workout? ● Both ● Indoor ● Outdoor



The trend shows that most individuals prefer indoor workout. Also, a good number prefer doing both. Recommendation: We suggest that the mobile app should track indoor and outdoor workout.



How long do you Workout?

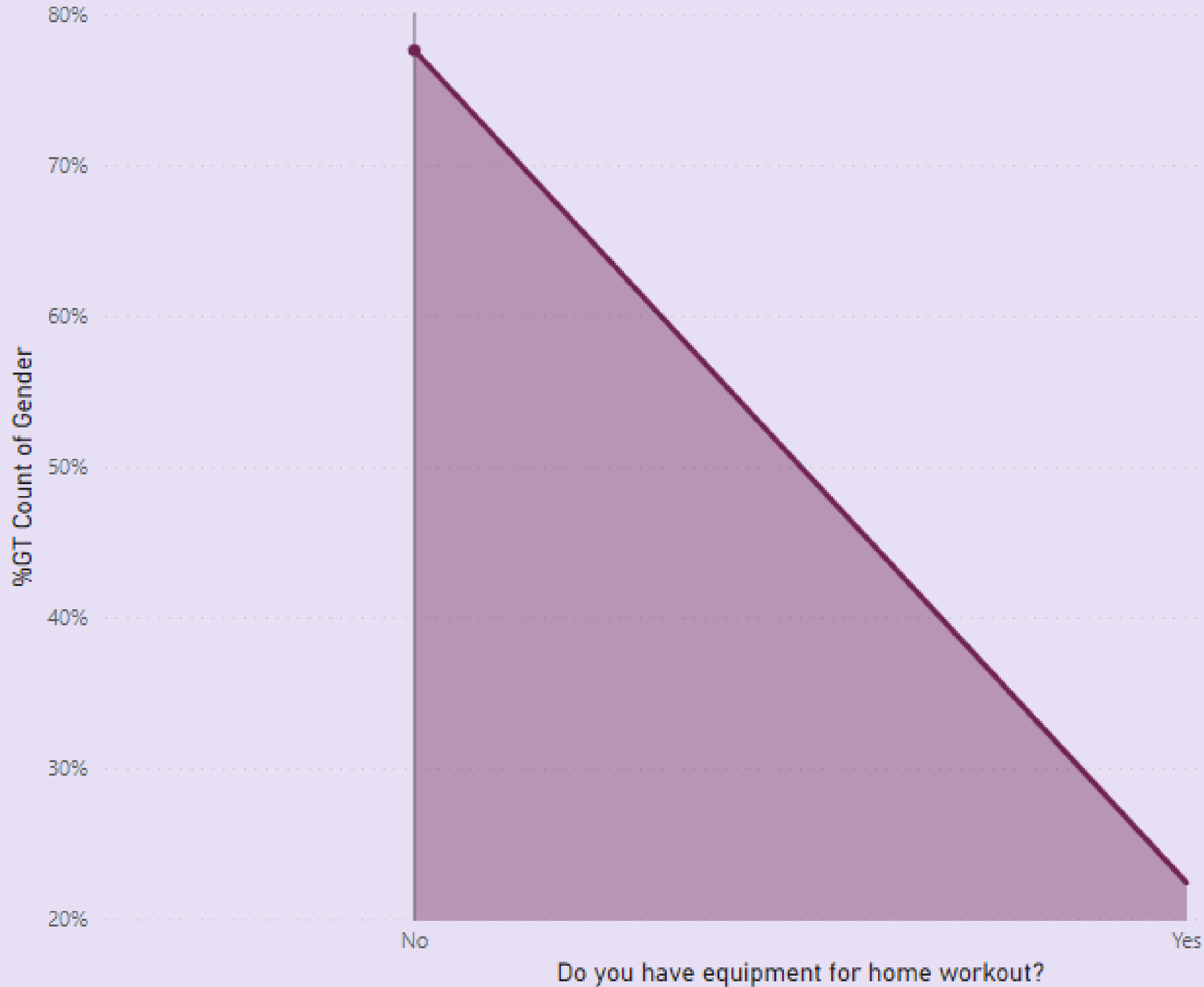
Gender ● Female ● Male



The trend shows that across both genders, 30mins to 1hour is the highest workout time and less than 15mins is lowest time.

Recommendation:
We recommend that the work out routines should be within a duration of 30mins to 1 hour or a duration based on the individuals preference.

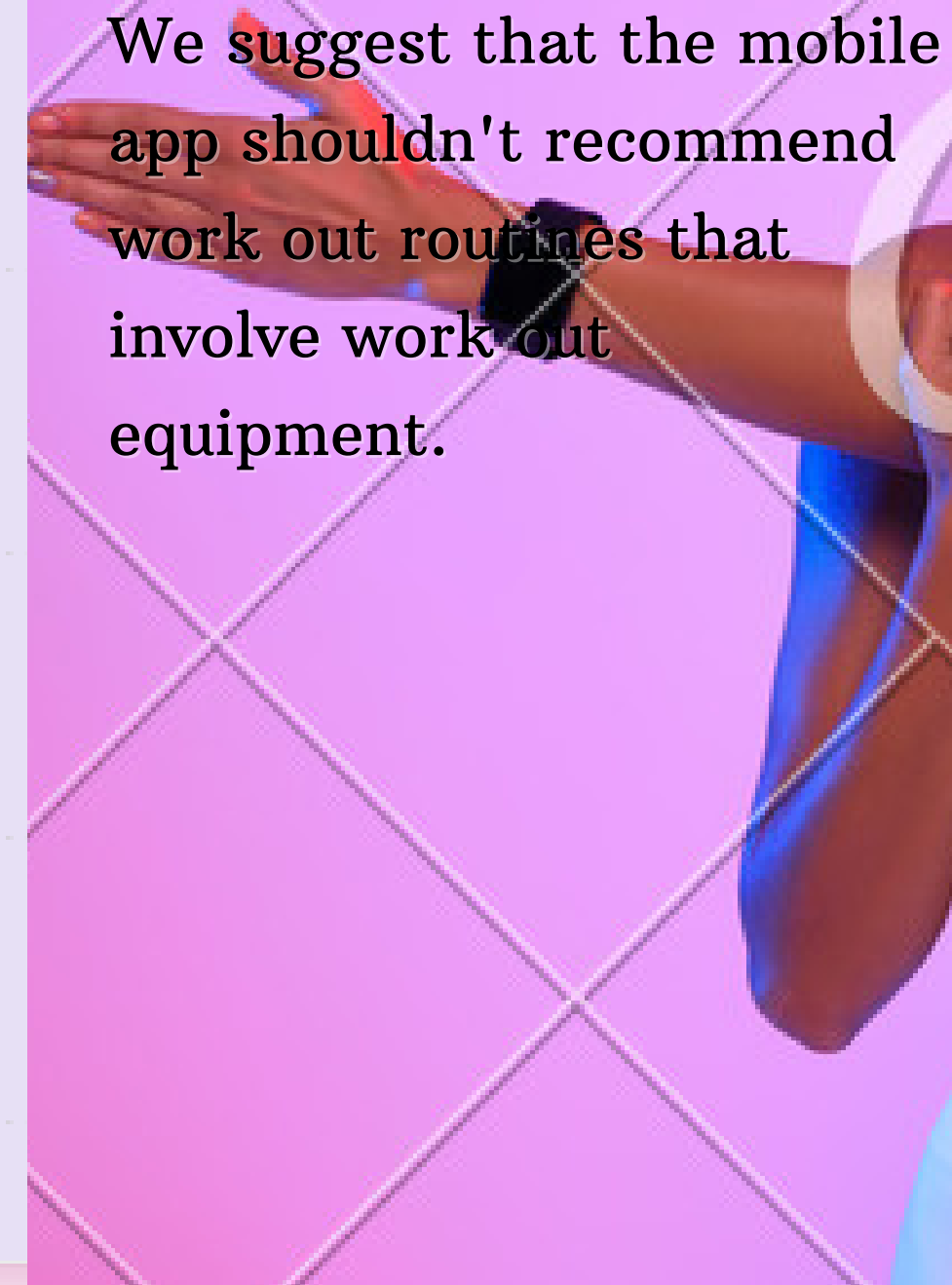
Do you have equipment for home workout?

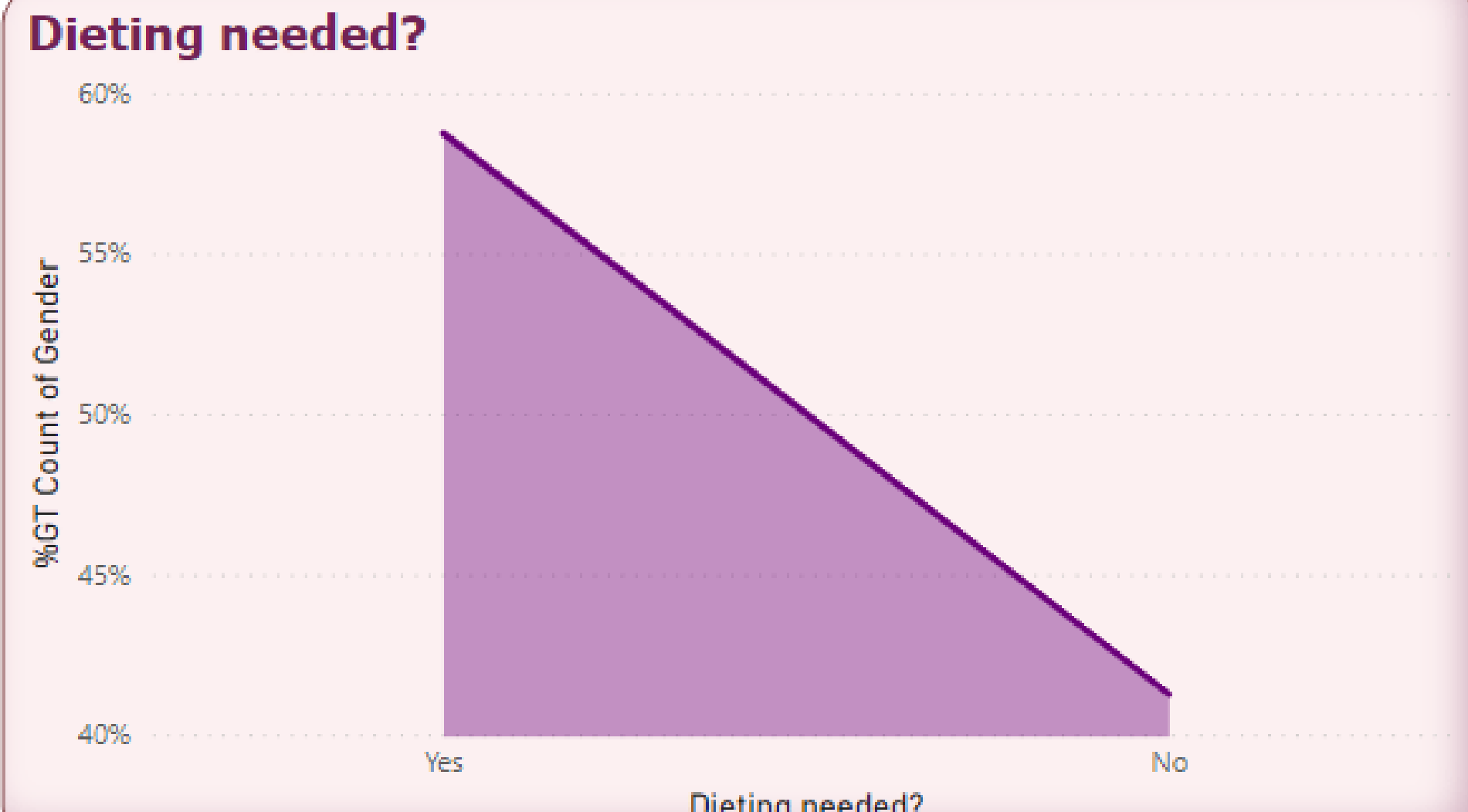


The trend shows that over 70% of individuals don't have work out equipment.

Recommendation:

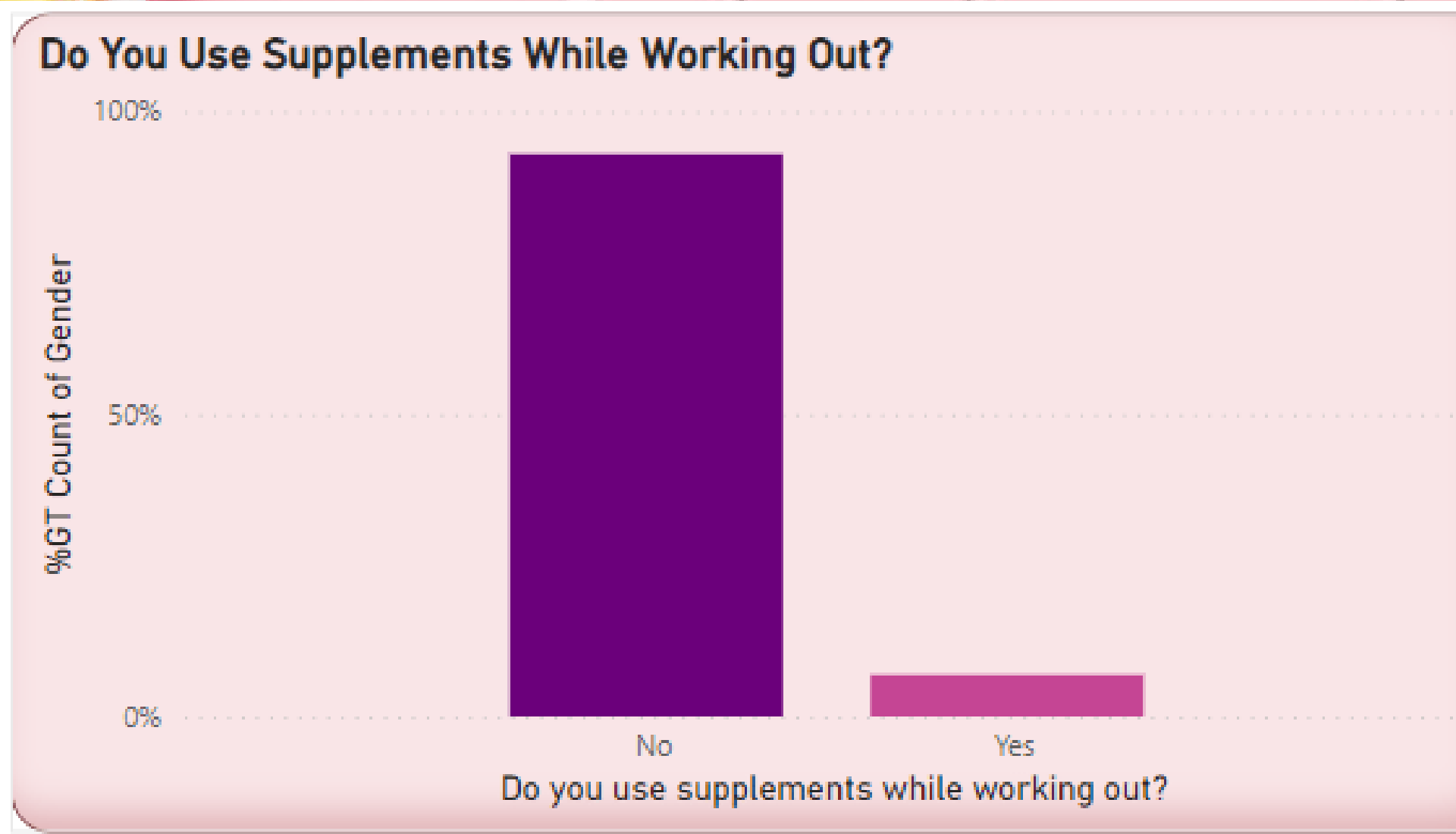
We suggest that the mobile app shouldn't recommend work out routines that involve work out equipment.

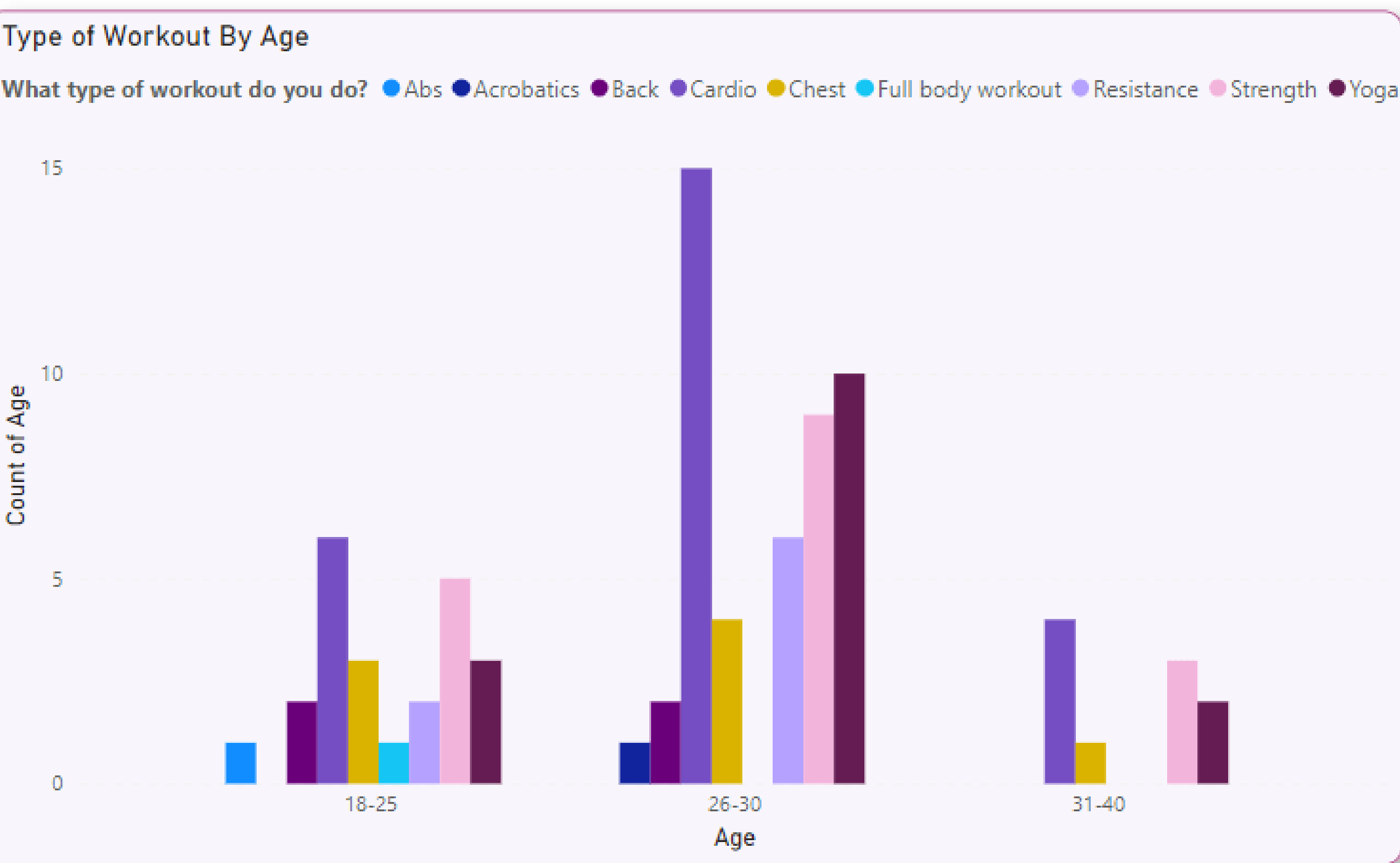




The trend shows over 55% of individuals includes dieting in their workout routine, while barely 20% of individuals include supplement in their workout routine.

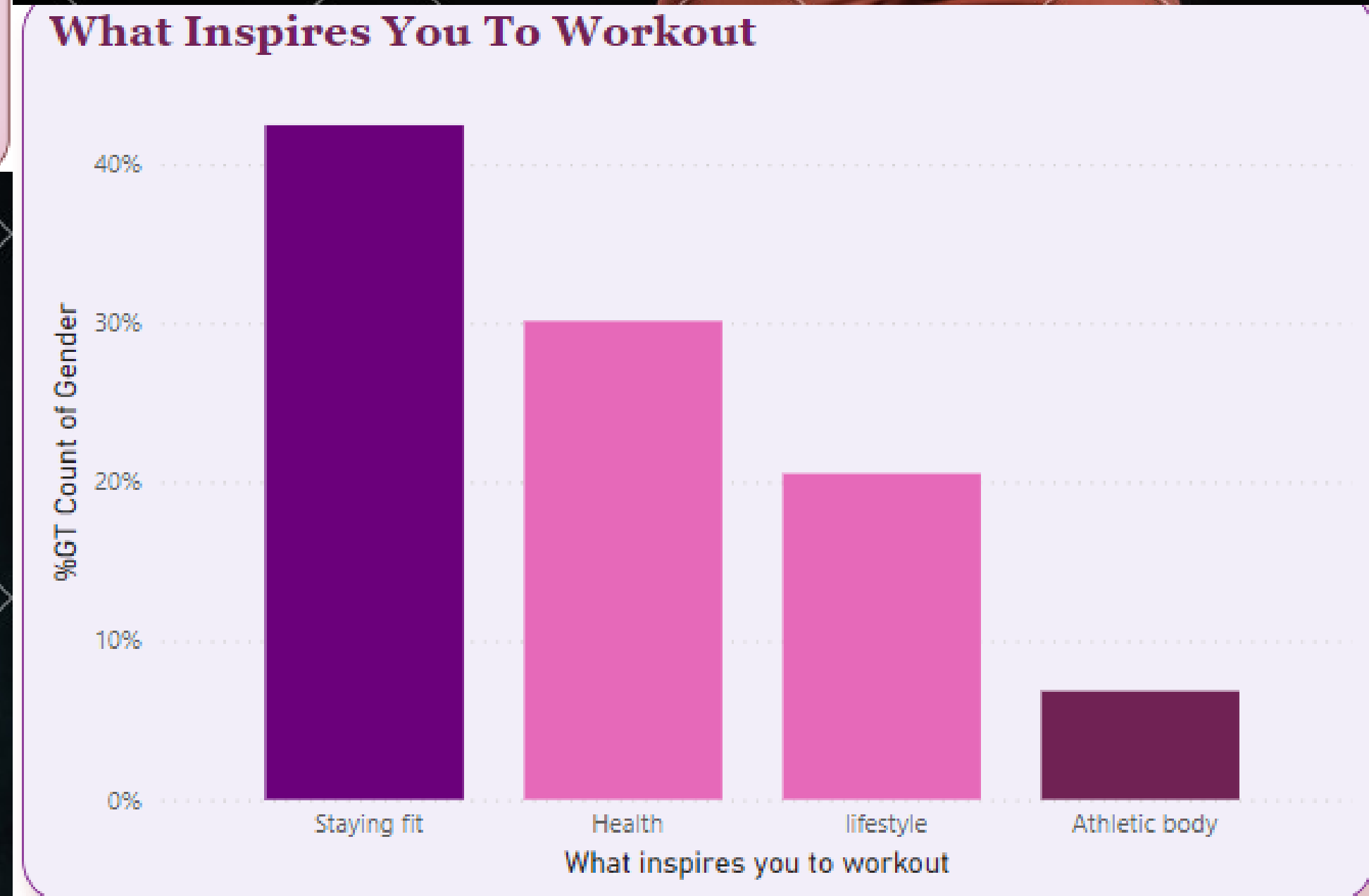
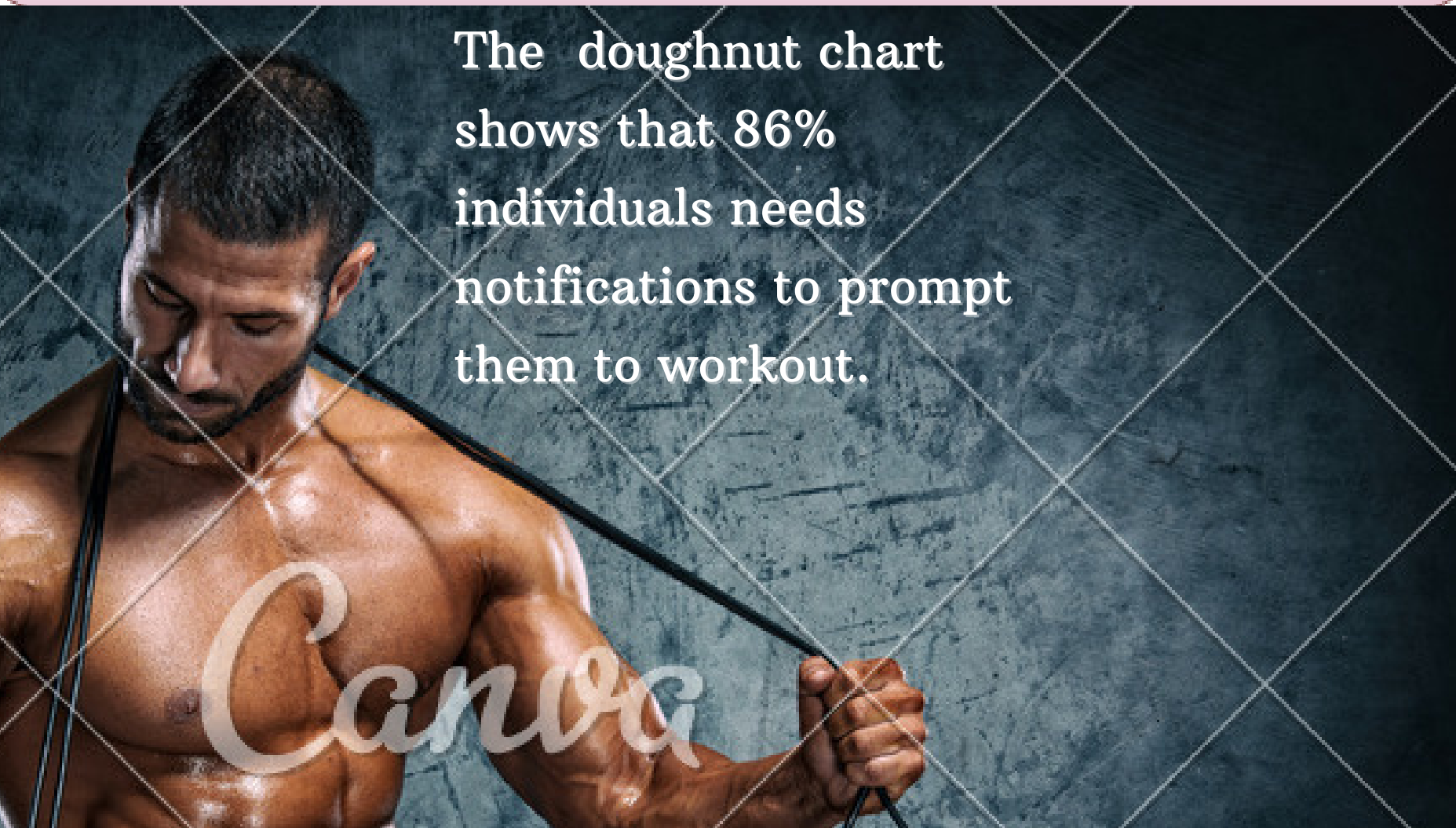
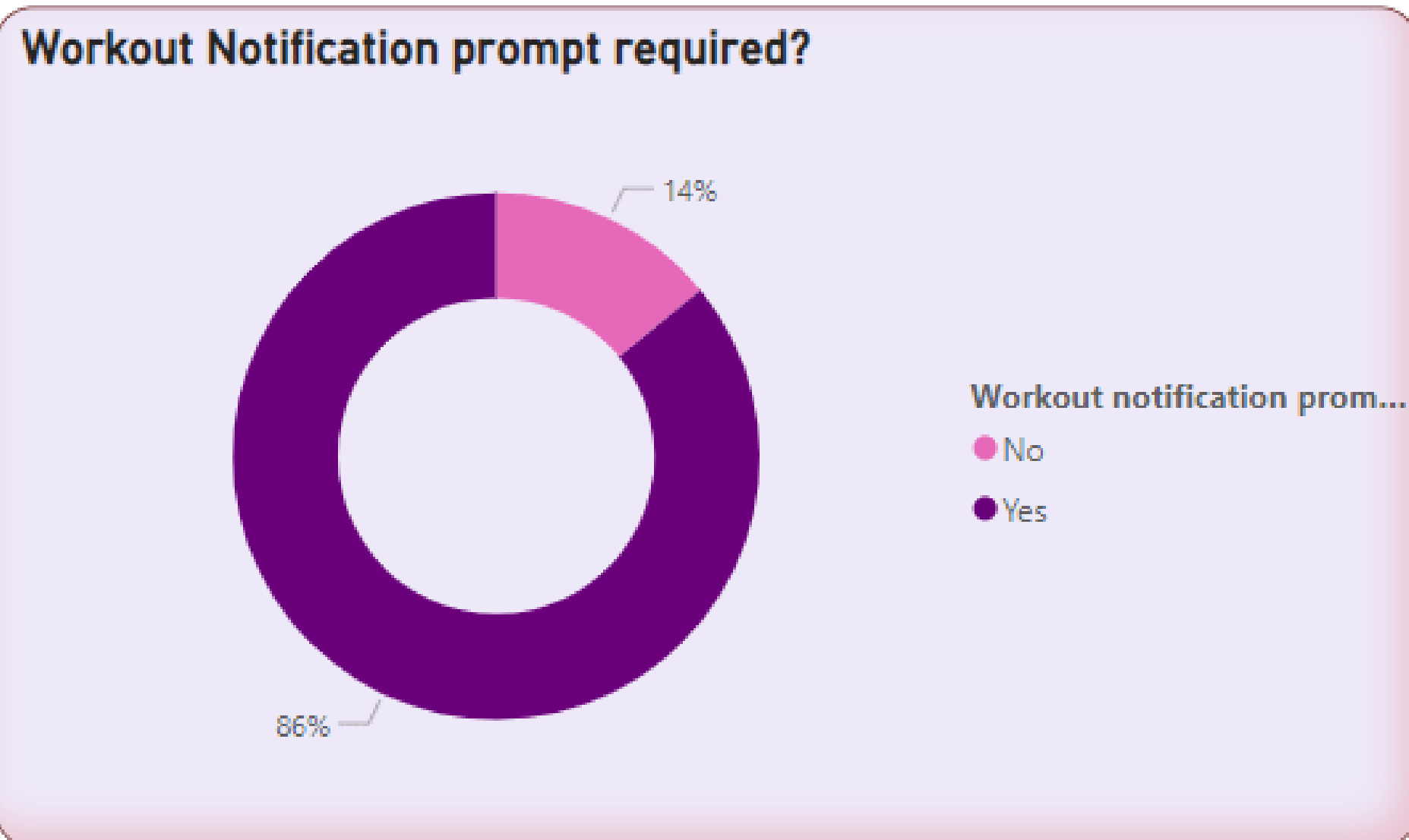
Recommendation:
Based on the visuals we recommend that the Mobile app should have an option of meal plans for individuals interested in dieting. However, awareness should be created for usage of supplements while working out.





The trend shows that Cardio is the popular workout type across all age groups. While Yoga is the most common workout type in the 26 - 30 age group, followed by strength which is also the most common workout type for 18-25 and 31-40 age groups

Recommendation:
We suggest that each marketing campaign should focus should focus on the popular work out type for each age groups.



CONCLUSION

From the trends gotten from our data, we can conclude that the fit-stats mobile app would prove successful in helping fitness enthusiasts.

- Track and manage their workout routines and also recommend their favorite workout types.
- It would help to achieve their fitness goals on time and diligently
- With the notification feature, individuals would stay motivated, stay fit and healthy.
- Recommendation of meal plans would be beneficial to individuals who prefer to work out on a diet.
- Finally we believe creating an awareness on usage of supplements will encourage individuals to consider using supplements while working out.



A photograph of two business professionals shaking hands over a wooden desk. In the foreground, a laptop is open, displaying the words "THANK YOU" on its screen. To the left of the laptop, a pair of glasses and some papers are visible on the desk. The background is a blurred office setting with a window and a potted plant.

THANK YOU