## **Fitbit Dataset Info**

## **Content**

Respondents generated this dataset to a distributed survey via Amazon Mechanical Turk between 03.12.2016 and 05.12.2016. Thirty eligible Fitbit users consented to submit personal tracker data, including minute-level output for physical activity, heart rate, and sleep monitoring. Individual reports can be parsed by export session ID (column A) or timestamp (column B). Variation between output represents the use of different Fitbit trackers and individual tracking behaviors/preferences.

This dataset contains 18 different files like dailyActivity, dailyCalories, hourlySteps, etc…

### **Business Task:**

Analyze FitBit Fitness Tracker App data to gain insights into how consumers are using the FitBit app and discover trends and insights for the marketing team.

### **Business Objectives:**

* What are the trends identified?
* How could these trends apply to customers?
* How could these trends help influence marketing strategy?

#### **Deliverables:**

1. A clear summary of the business task
2. A description of all data sources used
3. Documentation of any cleaning or manipulation of data
4. A summary of the analysis
5. Supporting visualizations and key findings
6. High-level content recommendations based on the analysis

### **Tools:**

Python for Data Cleaning, Data Transformation, Data Visualisation and Data Analysis,

Pandas Profiling,