



The relative strengths and weaknesses of Fitbit INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Fitbit INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 334% points. The greatest weakness of Fitbit INC is the variable Other Net Income, reducing the Economic Capital Ratio by 621% points.

The company's Economic Capital Ratio, given in the ranking table, is 340%, being 124% points above the market average of 216%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Administrative and Marketing Exp.	410,534	Liabilities	537,615
Assets, Current	1,355,414	Assets	1,519,066
Assets, Non-Current	1,758	Expenses	1,622,072
Costs of Goods Sold	956,935	Revenues	1,857,998
Goodwill	34,373	Stockholders Equity	981,451
Liabilities, Current	508,257	Net Income	175,677
Liabilities, Non-Current	29,358	Comprehensive Net Income	176,331
Other Assets	127,521	Economic Capital Ratio before Limited Liability	191%
Other Compr. Net Income	654	Economic Capital Ratio	340%
Other Expenses	104,568		
Other Liabilities	0		
Other Net Income	-60,249		
Other Revenues	1,857,998		
Research and Development Exp.	150,035		