Data Insights & Marketing Strategy -Bellabeat

Enhancing User Engagement Through Activity, Sleep, and Sedentary Behavior Trends

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Executive Summary

Business Objective

Analyze user behavior and smart device usage to inform Bellabeat's marketing strategy and improve customer engagement.

Key Areas of Focus

- Daily activity tracking (steps, intensity)
- Sleep tracking usage
- Sedentary behavior patterns

Key Trends

Subdued Sundays

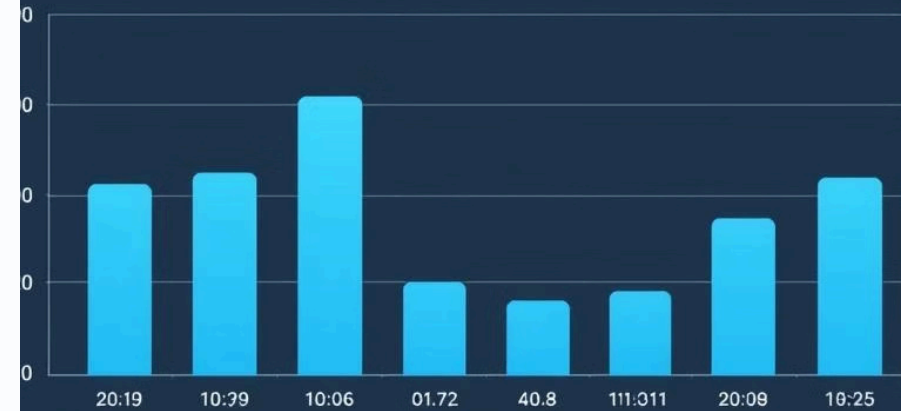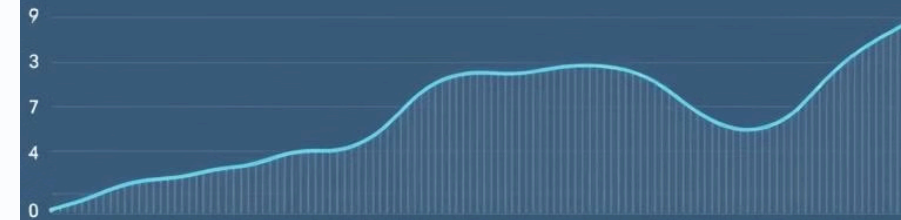Users show lower activity levels on Sundays.

Sleep Harmony

Potential correlation between sleep quality and daily activity.

Strategic Implications: These trends highlight opportunities for Bellabeat to enhance user engagement through tailored campaigns and proactive notifications

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Sleep quality inrovevey

Key Findings

Data Insights

- High engagement with daily activity features (steps, intensity)

- Low usage of sleep and weight tracking features (70% of users use sleep tracking)

- Consistent device wear (80% of days) but low sleep tracking use

- Sedentary Behavior: High sedentary time (over 16 hours)

Data Sources

Fitbit Fitness Tracker Data (30 users, April 1 – May 1)

Target Audience

Demographics

- Primarily women with full-time jobs
- Spend significant time working at computers or in meetings
- Engage in light activity but need encouragement for healthier habits

Business Implications

- Target marketing on enhancing activity tracking features
- Reduce sedentary time through proactive notifications and reminders

Business Implications

Opportunities

- Focus on promoting activity tracking features (steps, intensity)
- Offer strategies to reduce sedentary time through app notifications
- Encourage sleep consistency through reminders

Challenges

- Increase usage of sleep tracking
- Investigate user discomfort and low sleep tracker adoption

Recommendations - Marketing Strategy

Targeted Marketing

- Promote Leaf to users who want to improve physical activity
- Highlight unique sleep and activity tracking capabilities

Engagement Strategy

- Send timely notifications and challenges to engage users during peak activity times (before/after work)
- Address the need for personalized insights and data-driven recommendations

Recommendations - Product Development

1

User Feedback

Low usage of sleep tracking suggests discomfort or inconvenience.

2

Opportunity

Explore designing more comfortable devices for night wear.

3

Further Research Needed

Understand the reasons for low engagement with sleep tracking (e.g., device comfort, user behavior)

Data-Driven Personalization

Personalized Recommendations

- Use heart rate data to offer targeted suggestions (e.g., exercises, lifestyle changes)
- Tailor fitness goals and notifications based on individual data

Advanced Analytics

Leverage AI and machine learning for personalized predictions and better user engagement.

Conclusion & Call to Action

Summary

- Bellabeat can enhance engagement by focusing on key trends like subdued Sundays and the connection between sleep and activity
- Proactively address sedentary behavior and improve sleep quality with personalized insights and gamified challenges

Key Actions

- Implement Sunday-centric campaigns
- Enhance sleep tracking and offer personalized sleep/activity insights
- Provide actionable reminders and motivation to encourage more active lifestyles