Bellabeat Fitness Tracking Device Data Analysis

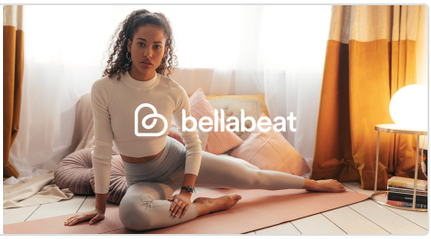
Tools Used: Microsoft Excel, MySQL, Tableau

Introduction

Bellabeat. Sync your Body & Mind

Bellabeat created first health tracker made specifically for women. It helps you manage your health and wellness, from fertility to periods to sleep quality.

https://bellabeat.com/



Bellabeat is a high-tech manufacturer of health-focused products for women. Bellabeat is a successful small company, but they have the potential to become a larger player in the global smart device market.

cofounder and Chief Creative Officer of Bellabeat, believes that analyzing smart device fitness data could help unlock new growth opportunities for the company.

This analysis consists of the analysis of smart device data to gain insight into how consumers are using their smart devices. These insights will help guide marketing strategy for the company.

Product Portfolio

Shop

Shop the latest in smart health and fitness technology, including our innovative range of wearable devices that help you live a healthier life.

https://bellabeat.com/catalog/

○ Bellabeat app: The Bellabeat app provides users with health data related to their activity, sleep, stress, menstrual cycle, and mindfulness habits. This data can help users better understand their current habits and make healthy decisions. The Bellabeat app connects to their line of smart wellness products.
○ Leaf: Bellabeat's classic wellness tracker can be worn as a bracelet, necklace, or clip. The Leaf tracker connects to the Bellabeat app to track activity, sleep, and stress.
○ Time: This wellness watch combines the timeless look of a classic timepiece with smart technology to track user activity, sleep, and stress. The Time watch connects to the Bellabeat app to provide you with insights into your daily wellness.
○ Spring: This is a water bottle that tracks daily water intake using smart technology to ensure that you are appropriately hydrated throughout the day. The Spring bottle

connects to the Bellabeat app to track your hydration levels.
○ Bellabeat membership: Bellabeat also offers a subscription-based membership program for users.
Membership gives users 24/7 access to fully personalized guidance on nutrition, activity, sleep, health and beauty, and mindfulness based on their lifestyle and goals.

Objective

The objective of this study is to find out the answers for following questions through data:

1. What are some trends in smart device usage?
2. How could these trends apply to Bellabeat customers?
3. How could these trends help influence Bellabeat marketing strategy?

Analysis Procedure

Step1 :

- Research the company details and review the products

Step2 :

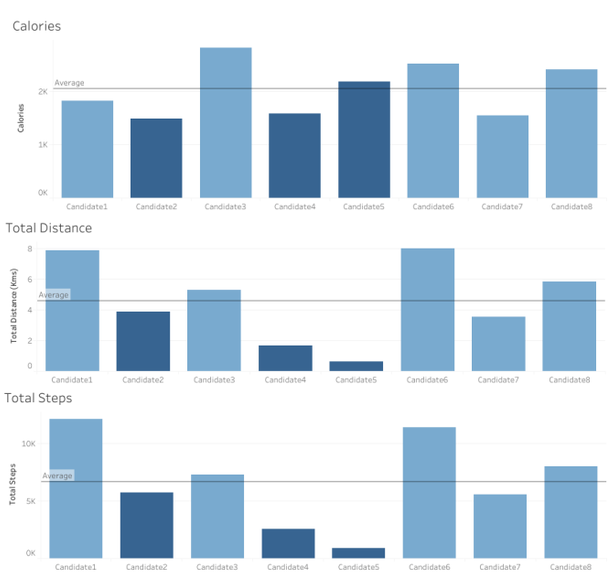
- Obtain and inspect data available through spreadsheet tools

Step3 :

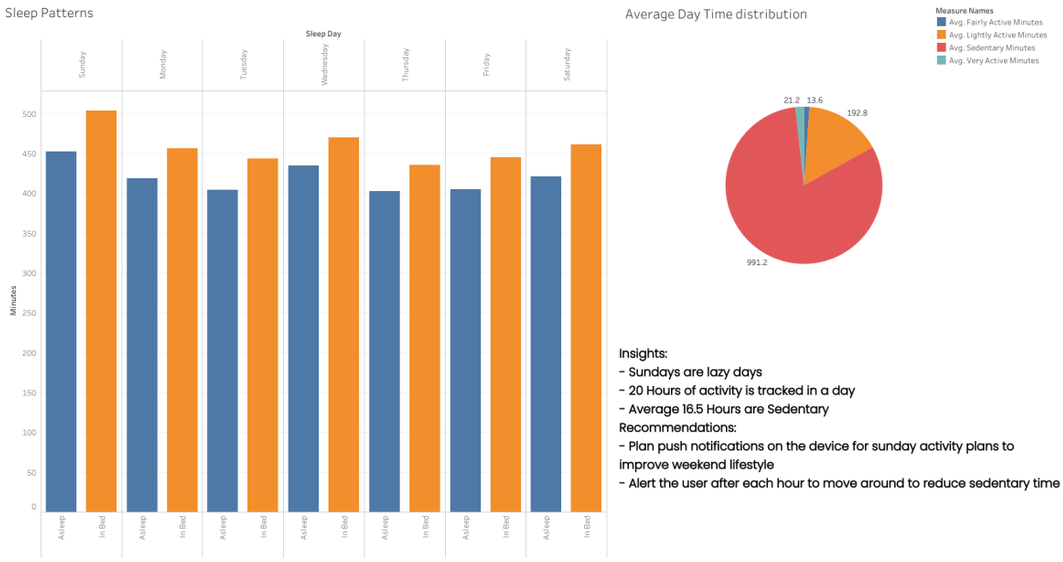
- Data integrity and user check done through SQL queries in MySQL Link
- Table merging through SQL and CSV files exported

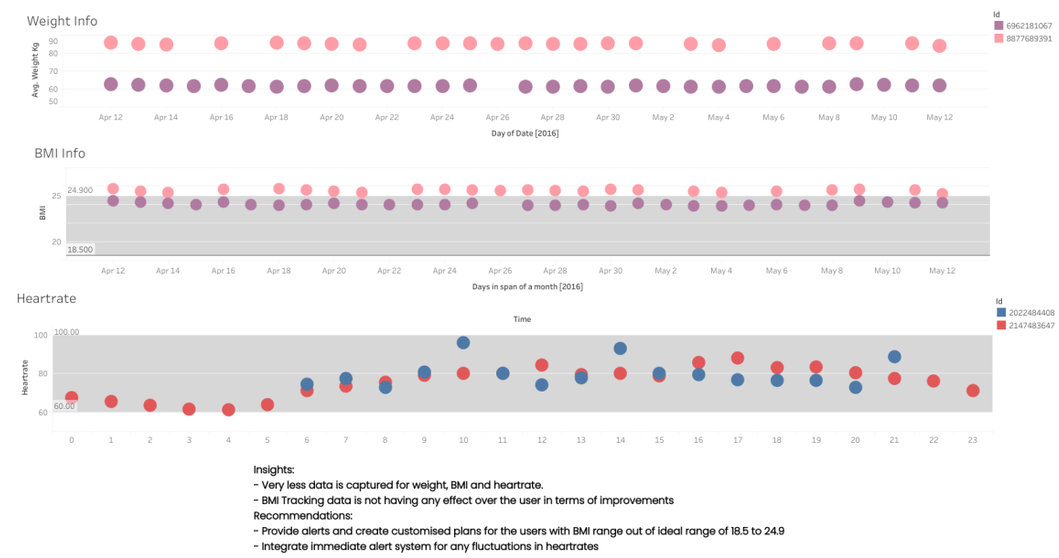
Step4 :

- CSV import in Tableau and data analysis Link
- Check the outcomes of the analysis



Insights:
- Candidates highlighted in the bar charts show lower activity rate compared to other datapoints.
Recommendations:
- Along with tracking this data, some insights about best practices and daily targets for total steps taken would help motivate the users.





Summery

Insights:

- Candidates highlighted in the bar charts show lower activity rate compared to other datapoints.
- Sundays are lazy days
- 20 Hours of activity is tracked in a day
- Average 16.5 Hours are Sedentary
- Very less data is captured for weight, BMI and heartrate.
- BMI Tracking data is not having any effect over the user in terms of improvements

Recommendations:

- Along with tracking this data, some insights about best practices and daily targets for total steps taken would help motivate the users.

- Plan push notifications on the device for Sunday activity plans to improve weekend lifestyle
- Alert the user after each hour to move around to reduce sedentary time
- Provide alerts and create customized plans for the users with BMI range out of ideal range of 18.5 to 24.9
- Integrate immediate alert system for any fluctuations in heartrates

Data source

Data source:

FitBit Fitness Tracker Data

Pattern recognition with tracker data: : Improve Your Overall Health

https://www.kaggle.com/datasets/arashnic/fitbit

Credits:

Möbius | Master

"The human side of data analytics...!"

https://www.kaggle.com/arashnic