

DATA-DRIVEN MARKETING STRATEGIES FOR **BELLABEAT**



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BUSINESS TASK





Business Task

The objective is to analyze smart device usage data to understand consumer trends and how they can be applied to Bellabeat's marketing strategy for one of their products.



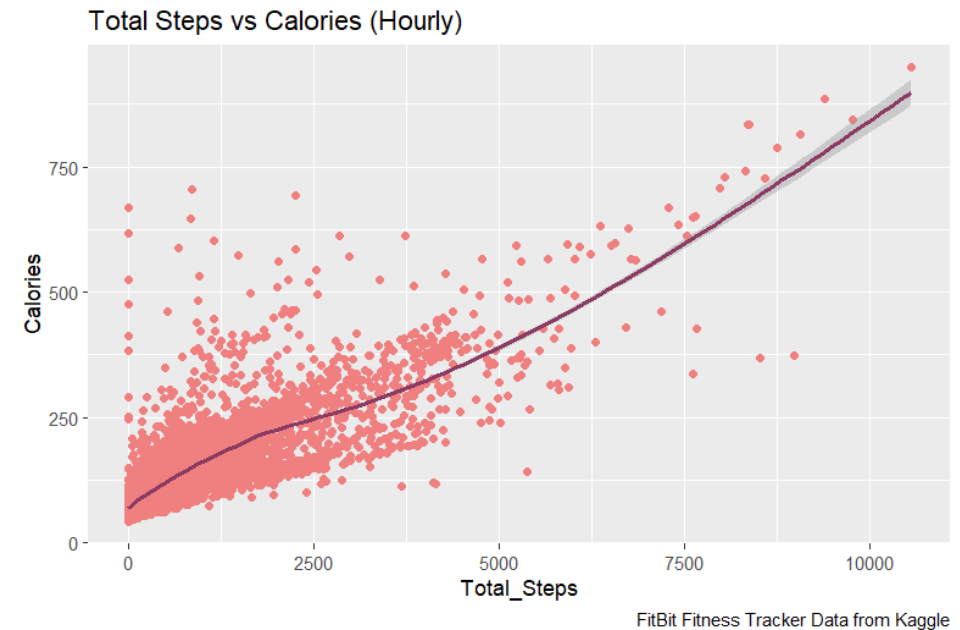
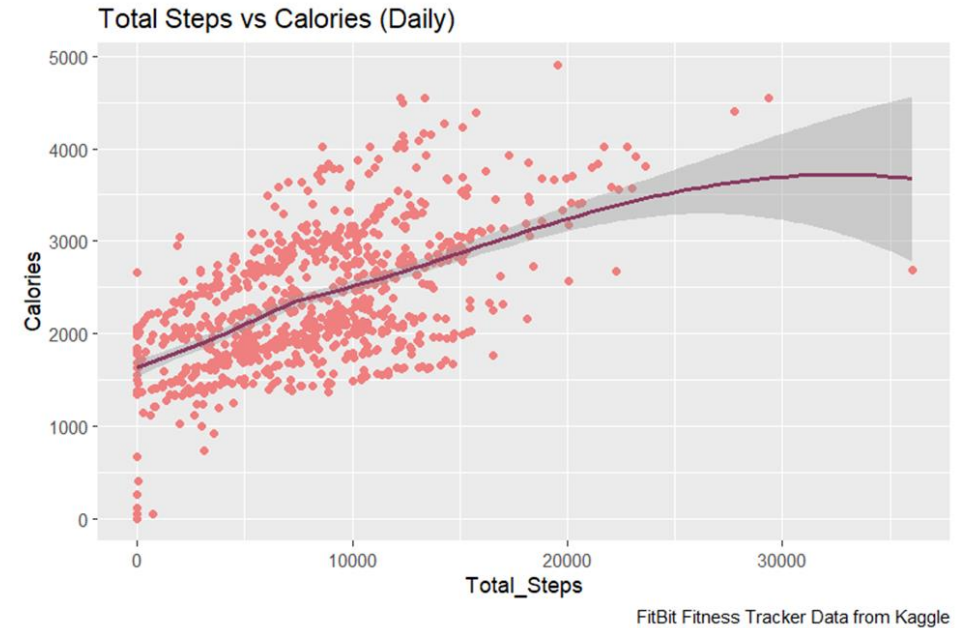
DATA & ANALYSIS

Statistical Summary

- **Average sedentary minutes per day:** 991 (approximately 17 hours), constituting 71% of the entire day; Physical activity accounts for only 29% of the day or 7 hours.
- **Average daily step count:** 7638 steps, equivalent to 320 steps per hour.
- Predominance of light activities observed on average, indicating a focus on less strenuous physical exertion.

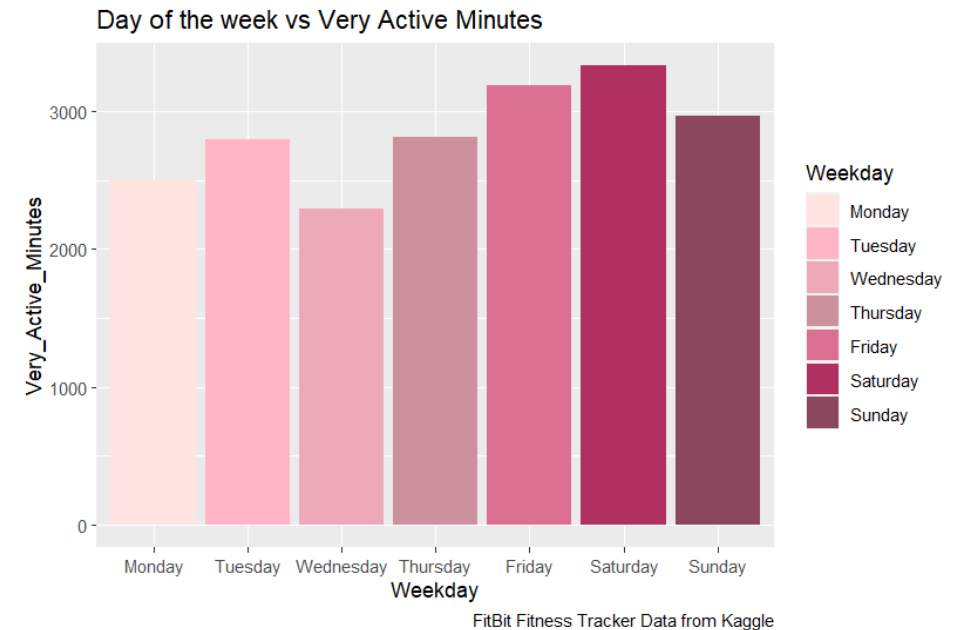
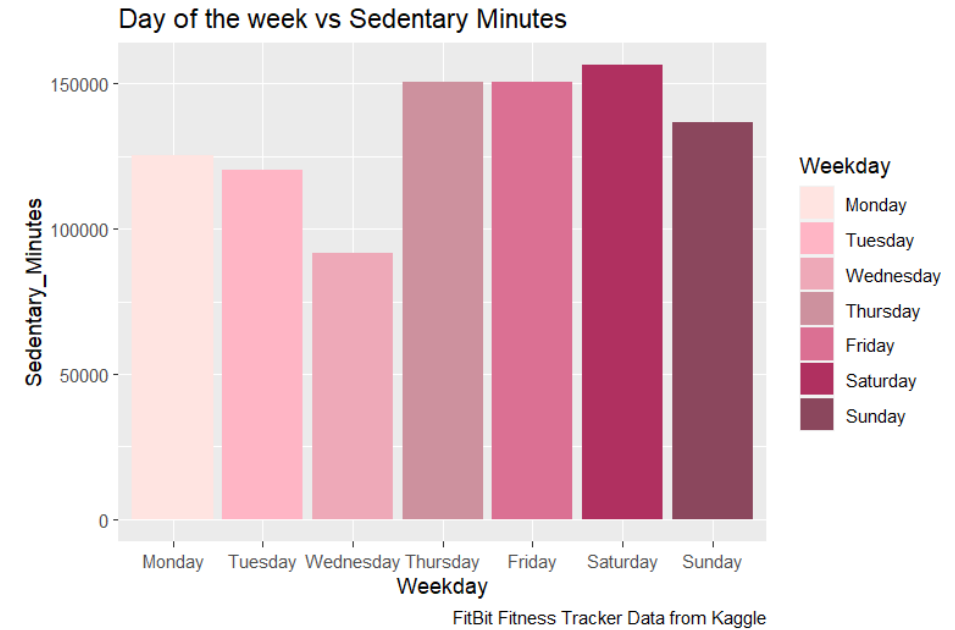
Total Steps vs Calories

- Positive correlation between total steps and calories burnt.
- Increased step count directly translates to higher calories burnt.
- Target marketing efforts towards individuals with **weight loss goals**.



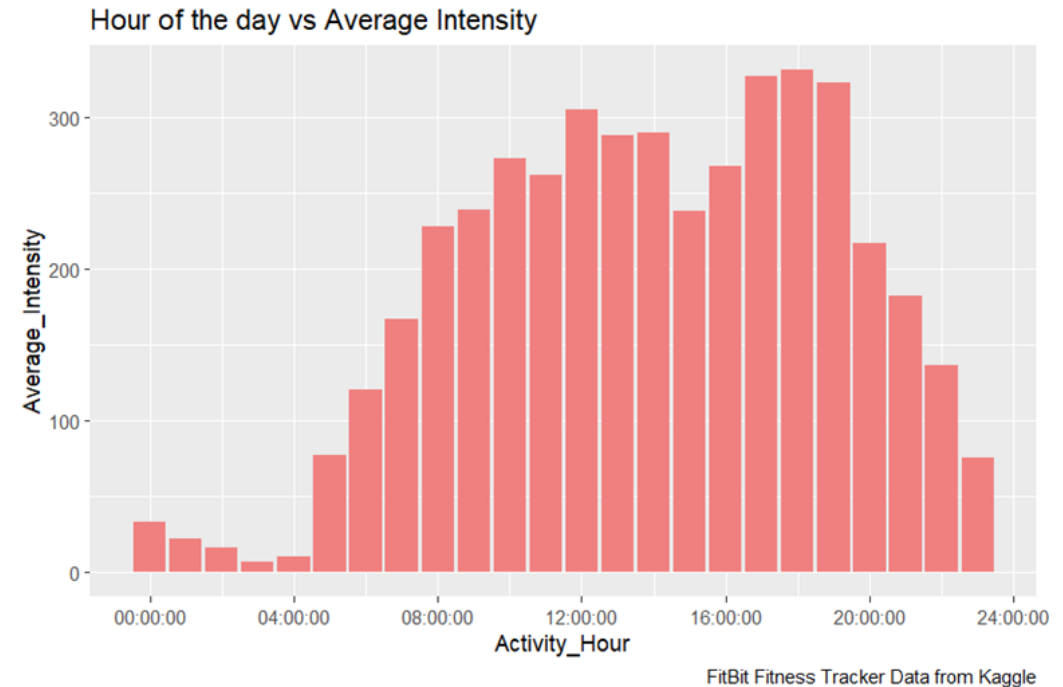
Weekday Trends

- **Weekends** exhibit higher sedentary minutes, likely attributed to increased rest or sleep.
- Similarly, very active minutes peak during weekends, indicating more opportunities for physical activity.
- **Friday and Saturday** emerge as the most active days of the week.
- Tailor marketing strategies to **target weekends**, capitalizing on increased activity levels and potential consumer engagement.



Hourly Trends

- High intensity observed between 8:00 AM to 8:00 PM.
- 5:00 PM to 7:00 PM are the peak intensity hours.
- Evening hours may signify increased energy levels or availability for physical activity, particularly post-work hours.
- Tailor marketing strategies to target the active evening hours.



RECOMMENDATIONS

For Product: Time

Marketing Strategies

Promotion of Light Activity Features

- Highlight the benefits of light activities for overall well-being and stress reduction.
- Showcase how Bellabeat Time monitors activities such as light walking, stretching, and gentle yoga sessions, promoting a holistic approach to fitness.
- Emphasize how Bellabeat Time encourages users to stay active throughout the day, even during low-intensity activities, fostering a healthier lifestyle overall.



Marketing Strategies

Targeted Weight Loss Campaigns

- Develop marketing campaigns specifically aimed at individuals with weight loss goals, emphasizing Time's ability to track and monitor progress.
- Showcase success stories and testimonials from users who have achieved their weight loss goals with the help of Bellabeat's Time.
- Highlight features such as step tracking, calorie burn monitoring, and personalized activity recommendations to support users on their weight loss journey.



Marketing Strategies

Weekend Wellness Promotion

- Position Bellabeat Time as an essential tool for weekend wellness, encouraging users to maintain their activity levels even during leisure time.
- Launch weekend-specific challenges or promotions to engage users and motivate them to stay active with Bellabeat Time.
- Highlight how Bellabeat Time helps users strike a balance between relaxation and physical activity, ensuring they make the most of their weekends while prioritizing their health.



Marketing Strategies

Evening Activity Focus

- Tailor marketing efforts to highlight Bellabeat Time's role in supporting evening workouts and relaxation routines.
- Showcase features such as sleep tracking, guided breathing exercises, and relaxation reminders to help users unwind and prepare for a restful night.
- Offer promotions or content focusing on evening activities, such as sunset walks or post-dinner yoga sessions, demonstrating how Bellabeat Time enhances the evening wellness experience.



CONCLUSION

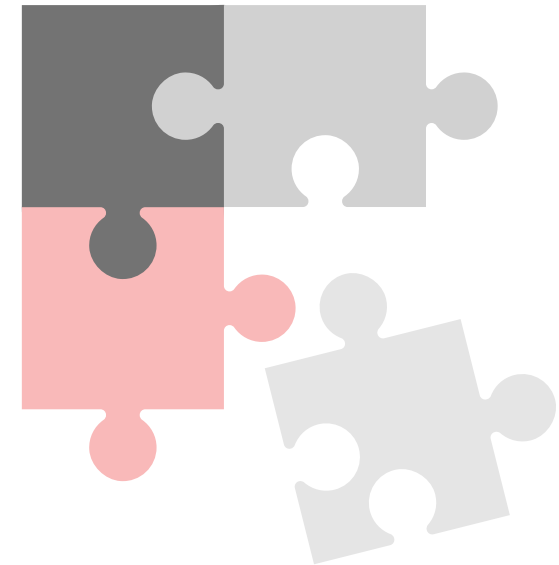


Conclusion

The analysis provided valuable insights into consumer trends using smart device usage data. However, limitations include:

- Sampling bias from data collected from only 33 users.
- Lack of demographic data.
- Data collected over a one-month period in 2016, potentially outdated.

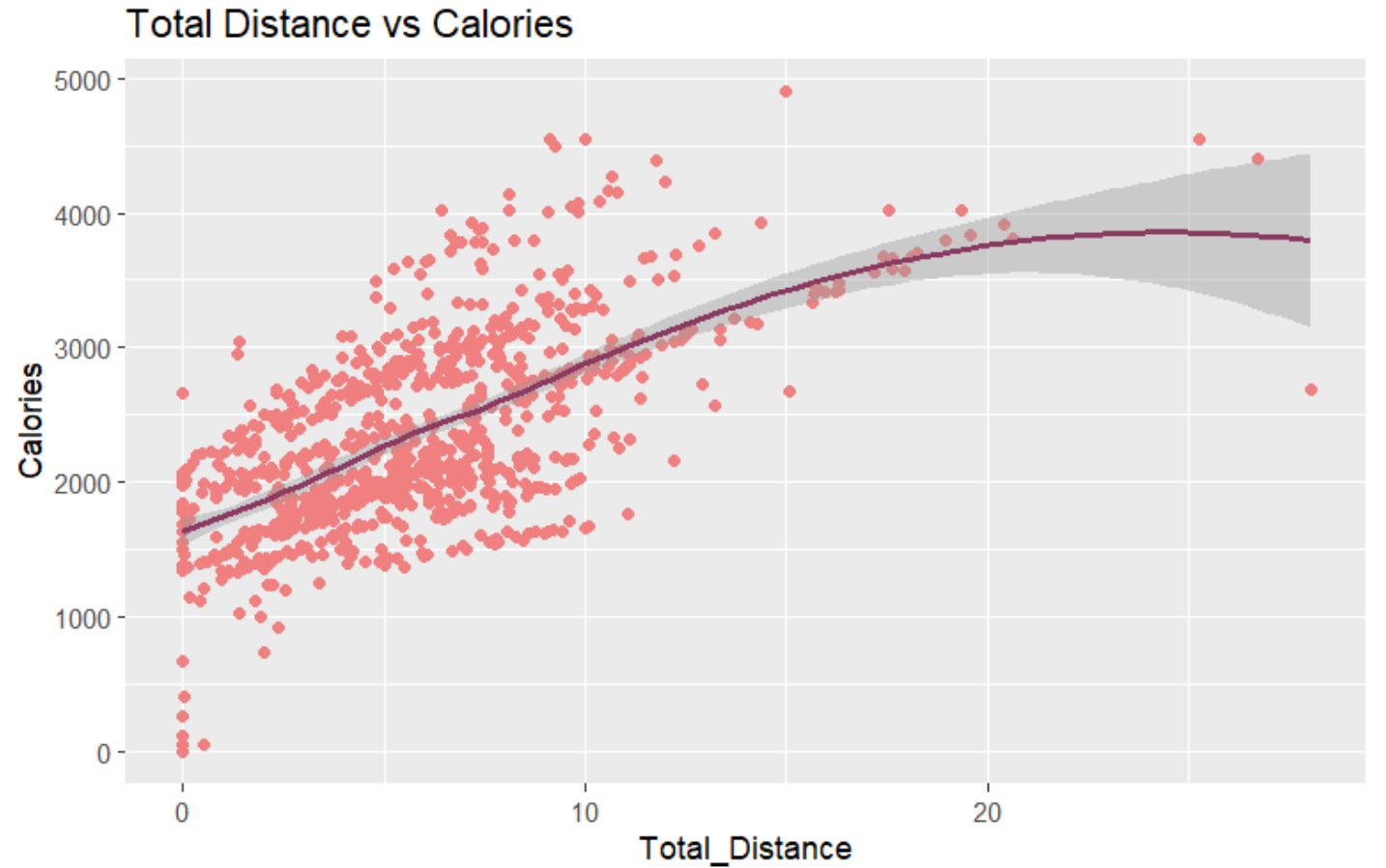
Hence, I propose additional analysis using more relevant data, ideally sourced from Bellabeat's own smart devices. This approach ensures greater accuracy and alignment with our objectives.



APPENDIX

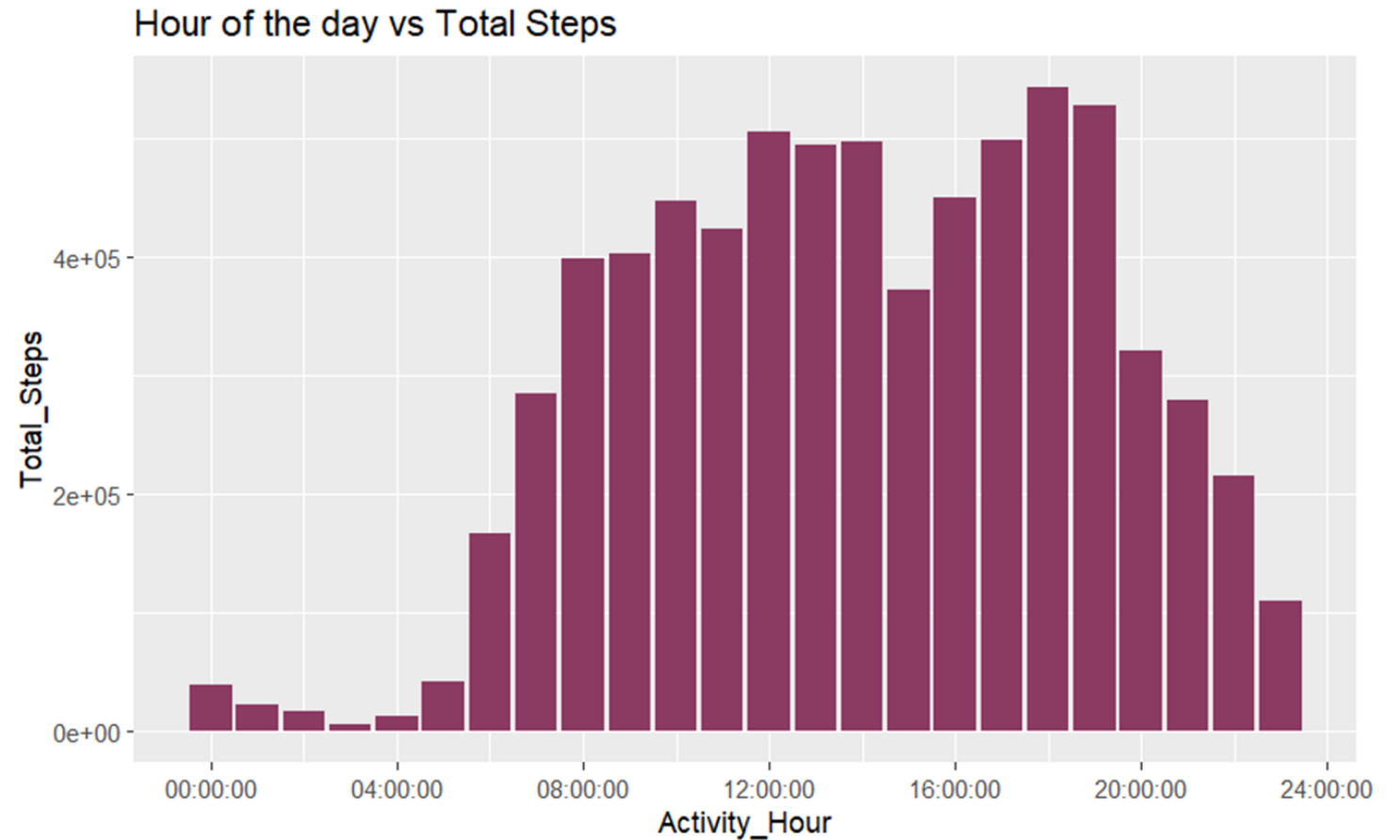


Total Distance vs Calories



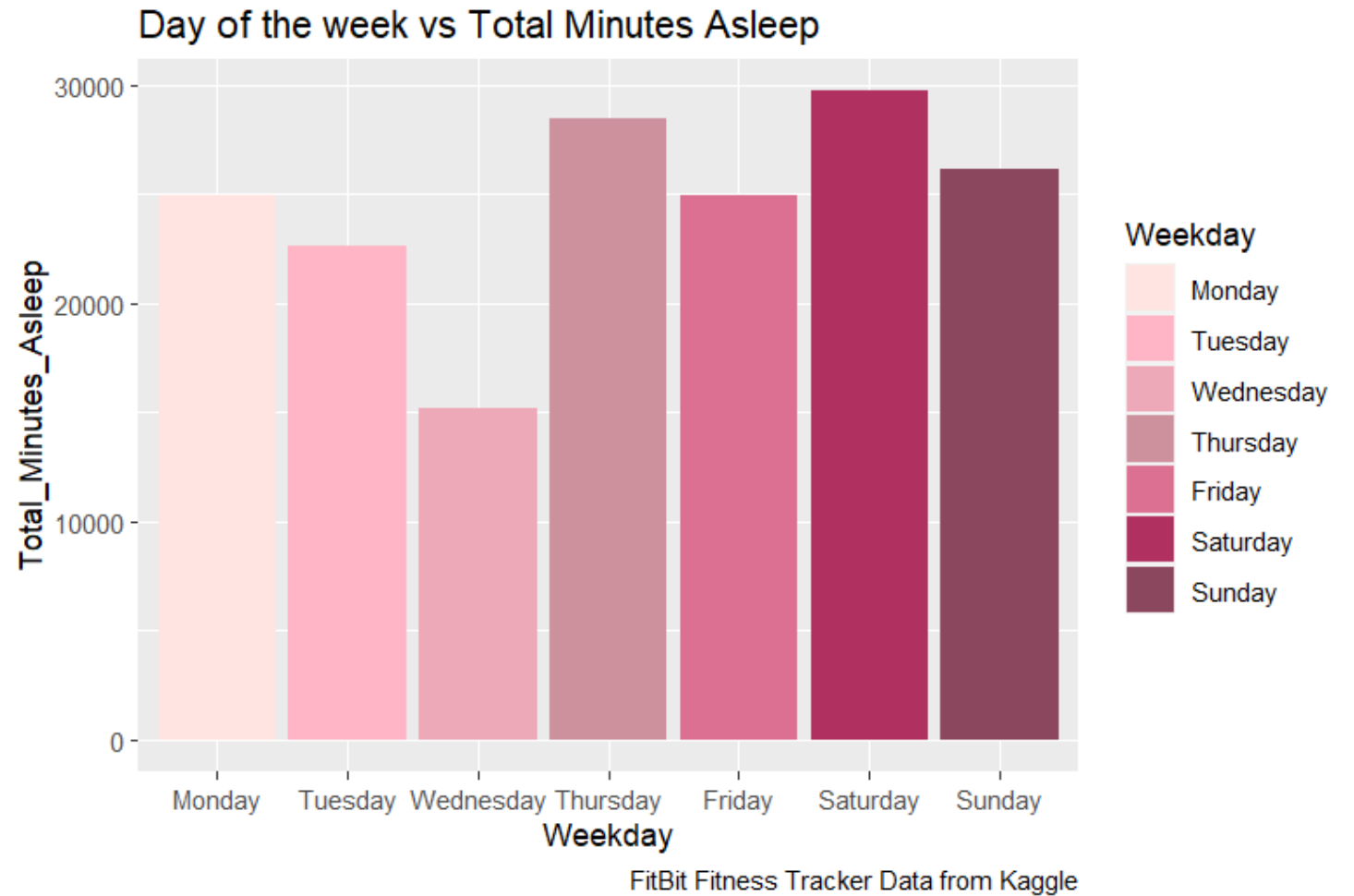
FitBit Fitness Tracker Data from Kaggle

Hour vs Total Steps



FitBit Fitness Tracker Data from Kaggle

Weekday vs Sleep





THANK YOU!

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