

# Data Analysis on Products from Bellabeat



BY BIGGY

# About the Company

- ▶ **Bellabeat**, founded by **Urška Sršen and Sando Mur** is a **high-tech company** that manufactures health-focused smart products. Sršen used her background as an artist to develop beautifully designed technology that informs and inspires women around the world. Collecting data on activity, sleep, stress, and reproductive health has allowed Bellabeat to empower women with knowledge about their own health and habits. Since it was founded in 2013, Bellabeat has grown rapidly and quickly positioned itself as a tech-driven wellness company for women.
- ▶ By 2016, Bellabeat had opened offices around the world and launched multiple products. Bellabeat products became available through a growing number of online retailers in addition to their own e-commerce channel on their website. The company has invested in traditional advertising media, such as radio, out-of-home billboards, print, and television, but focuses on digital marketing extensively. **Bellabeat invests year-round in Google Search, maintaining active Facebook and Instagram pages, and consistently engages consumers on Twitter.** Additionally, Bellabeat runs video ads on Youtube and display ads on the Google Display Network to support campaigns around key marketing dates.

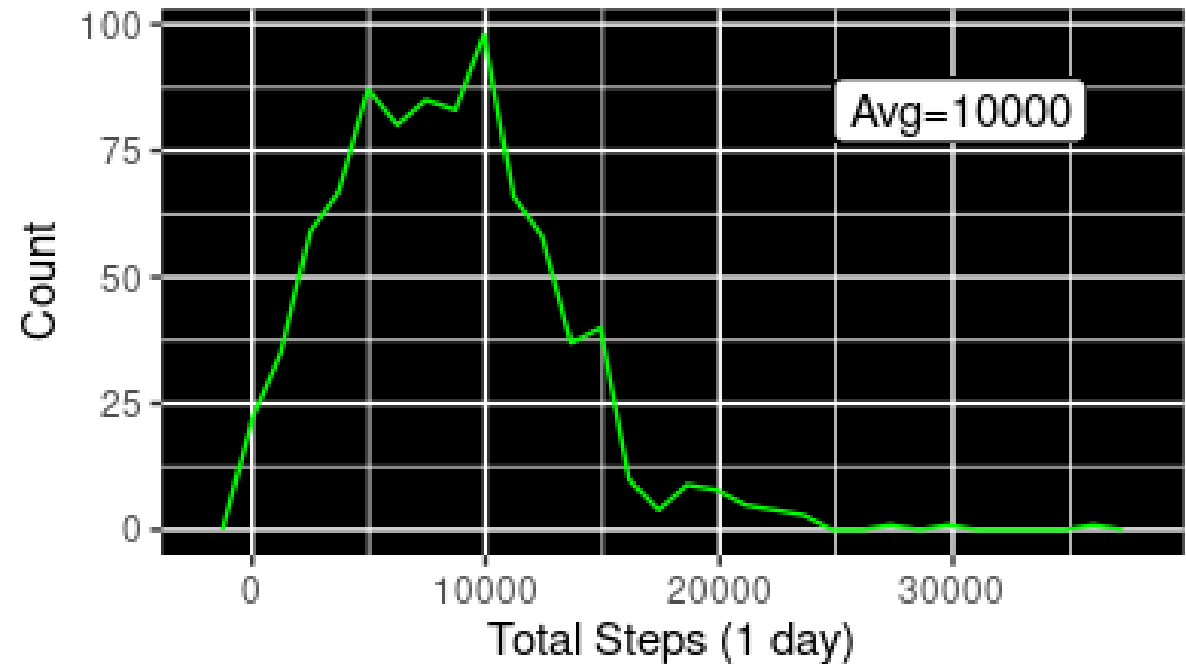
# Products

- ▶ ○ **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

# Steps

From the data obtained we can see that :

- **Average steps** taken by our customers is **10,000** which is considered active . For comparison, an average American walks 3,000 to 4,000 steps a day according to mayoclinic.org.
- Number of people with steps less than 10,000 is a lot.



# Calories & Steps

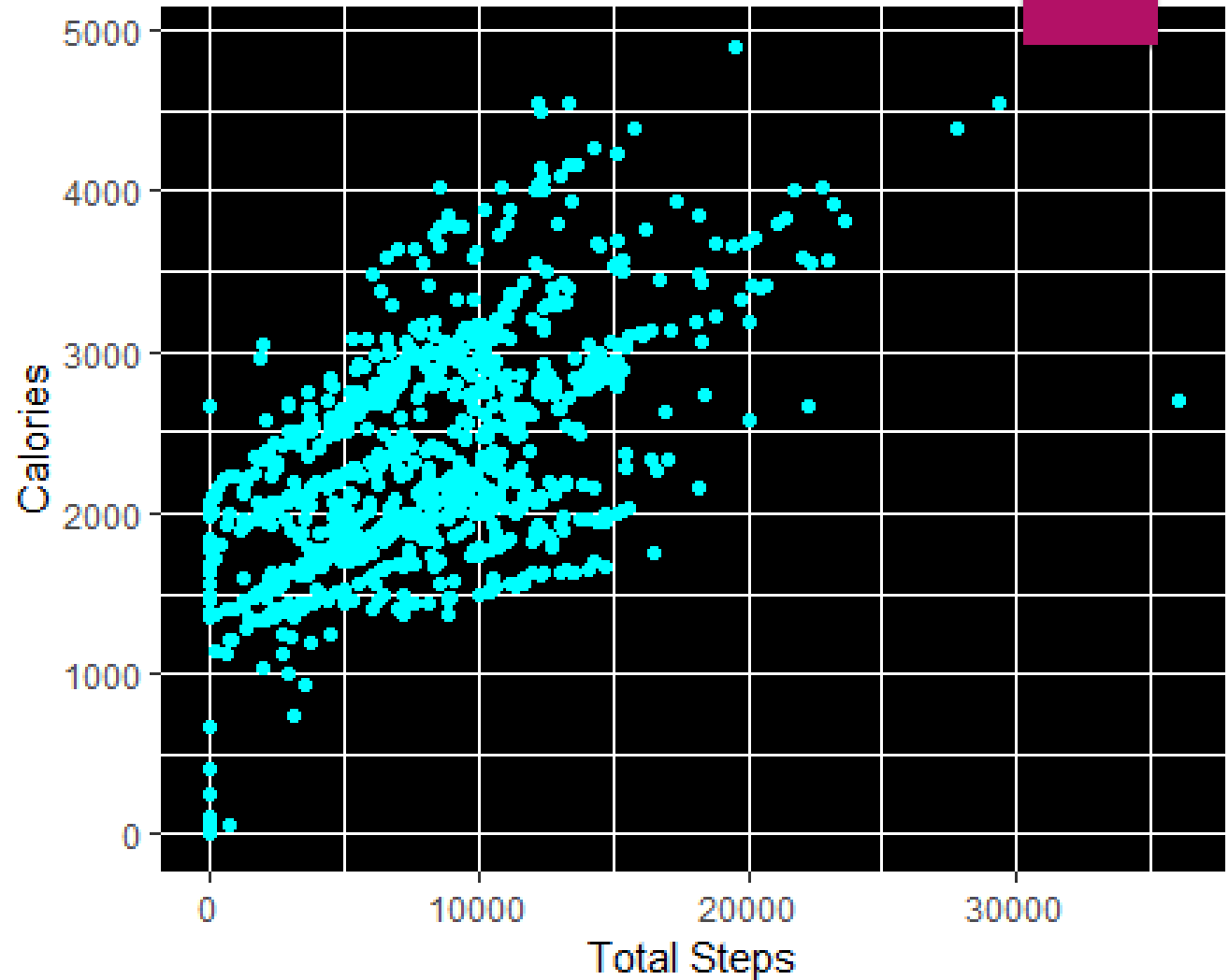
## ► Observation:

More steps = More Calories burn  
( Quite obvious )

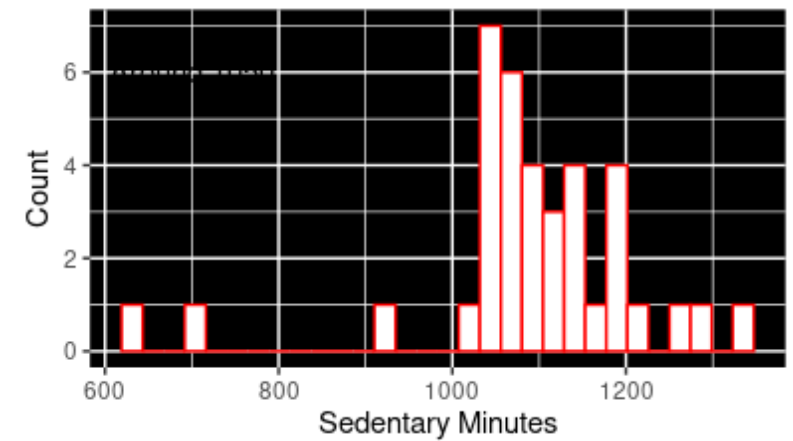
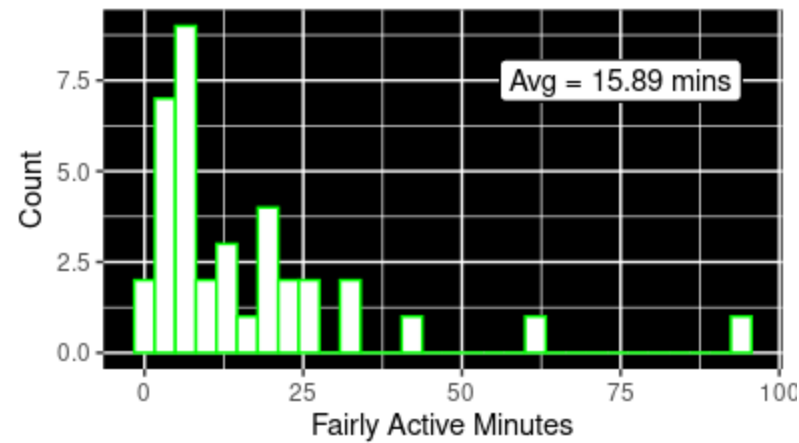
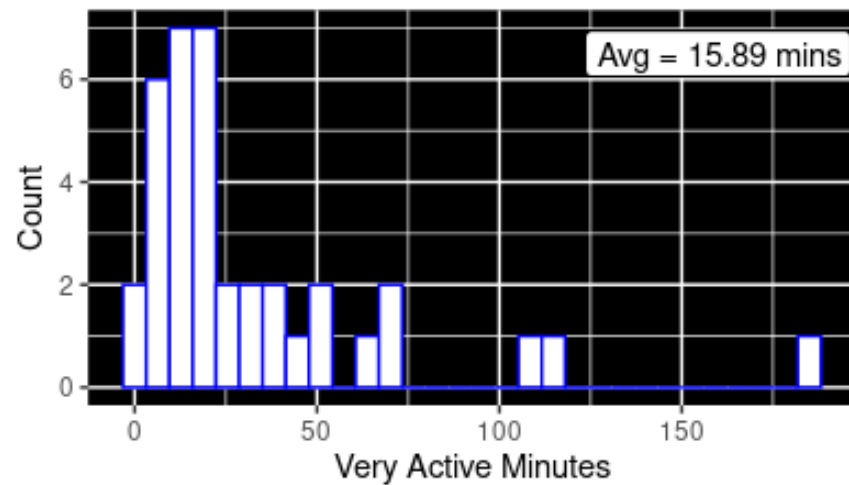
According to different and some websites like healthhub.org, an average person burns 1 calorie per 20 steps. That is, for every 10,000 steps, 500 calories is burnt.

Judging by the visual, the numbers may seem a bit random which makes sense calorie burns in different amount for different body types.

**Important info to consider for our product.**

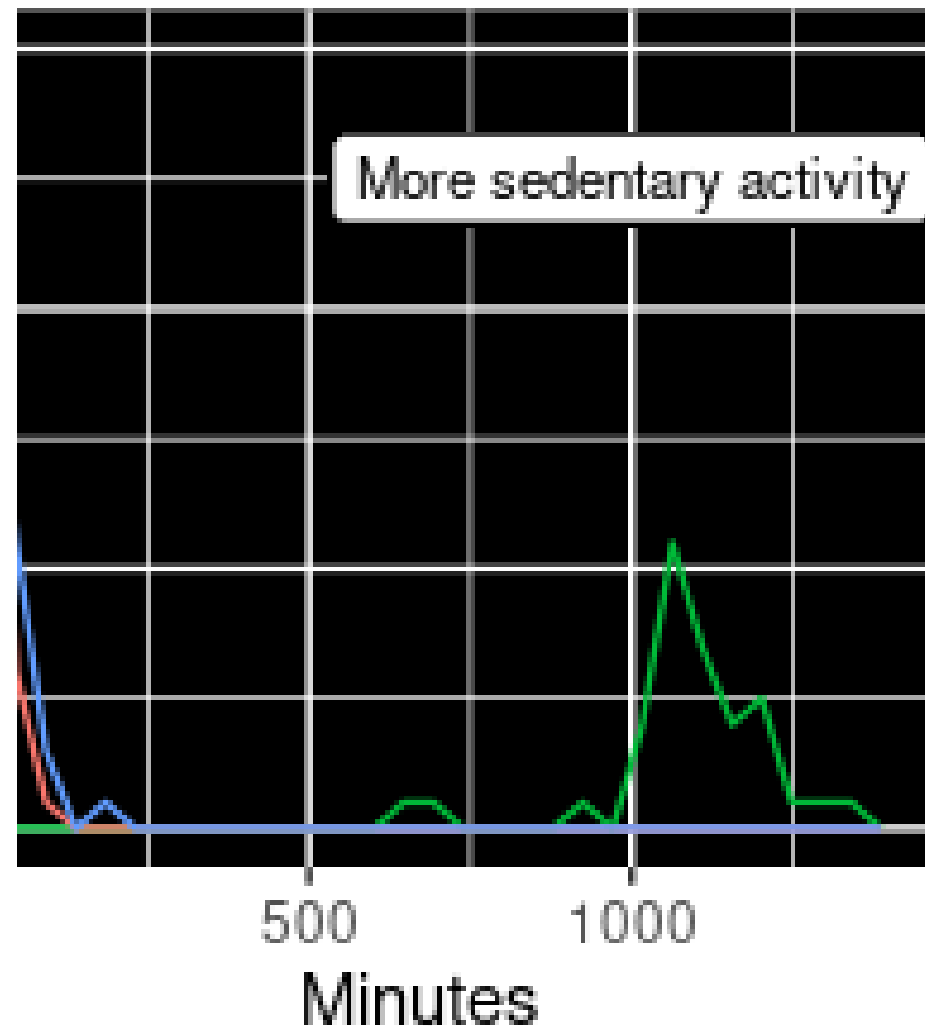


# Active Minutes:



# Active Minutes

- ▶ Frequency representing 'Fairly Active' and 'Very Active' minutes might seem high, but the time value is quite low. Hence, fairly and very active time don't tend to last much long which makes sense.
- 'Sedentary' = Stationary/Seated
- The number of minutes people spend seated is high.
- Upgrading the software of the devices to remind people to break the sedentary period with some more physical activity.



colour



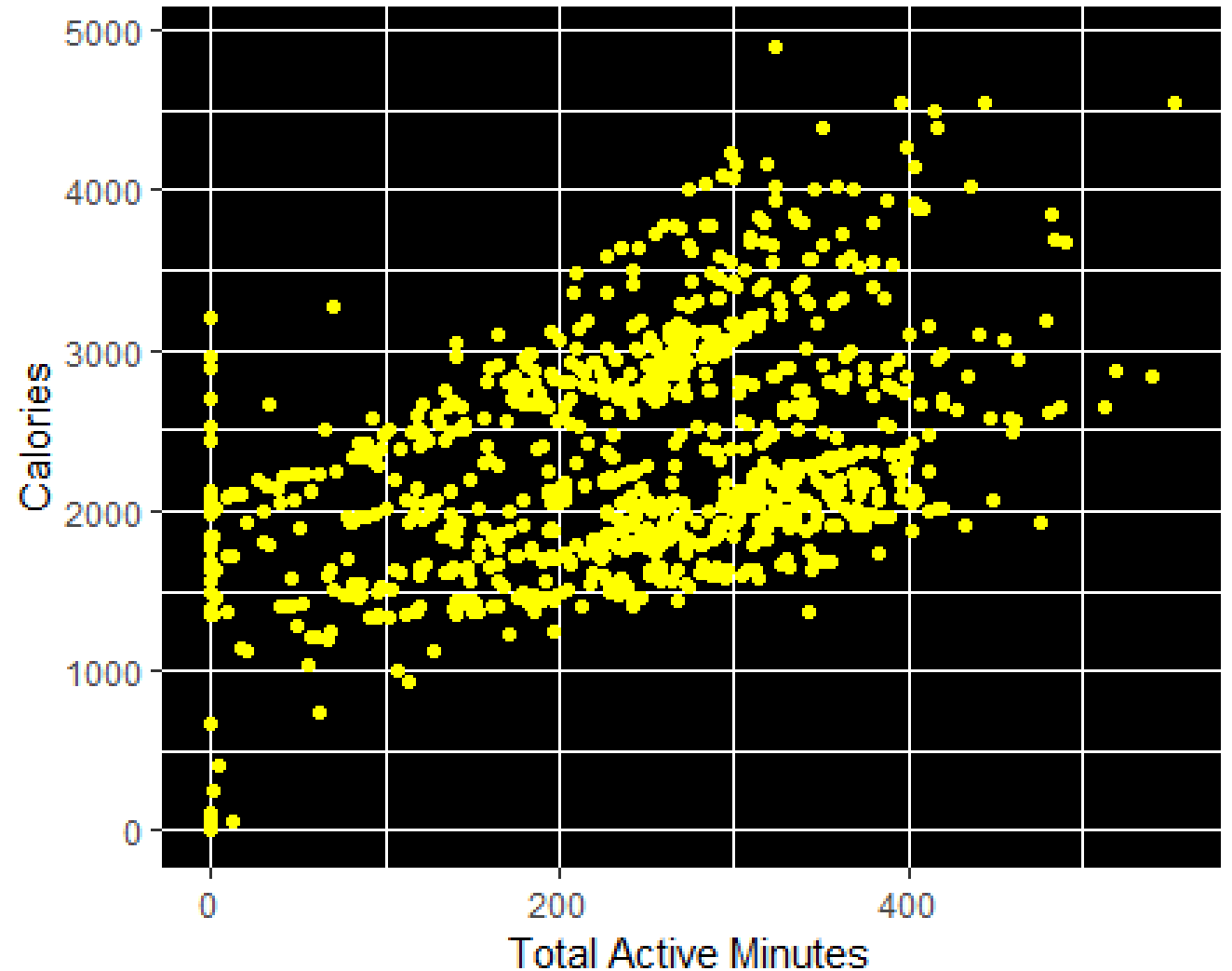
# Calories & Activity

## ► Observation:

Different calorie count per step for different people that is people with different body types.

Key point :

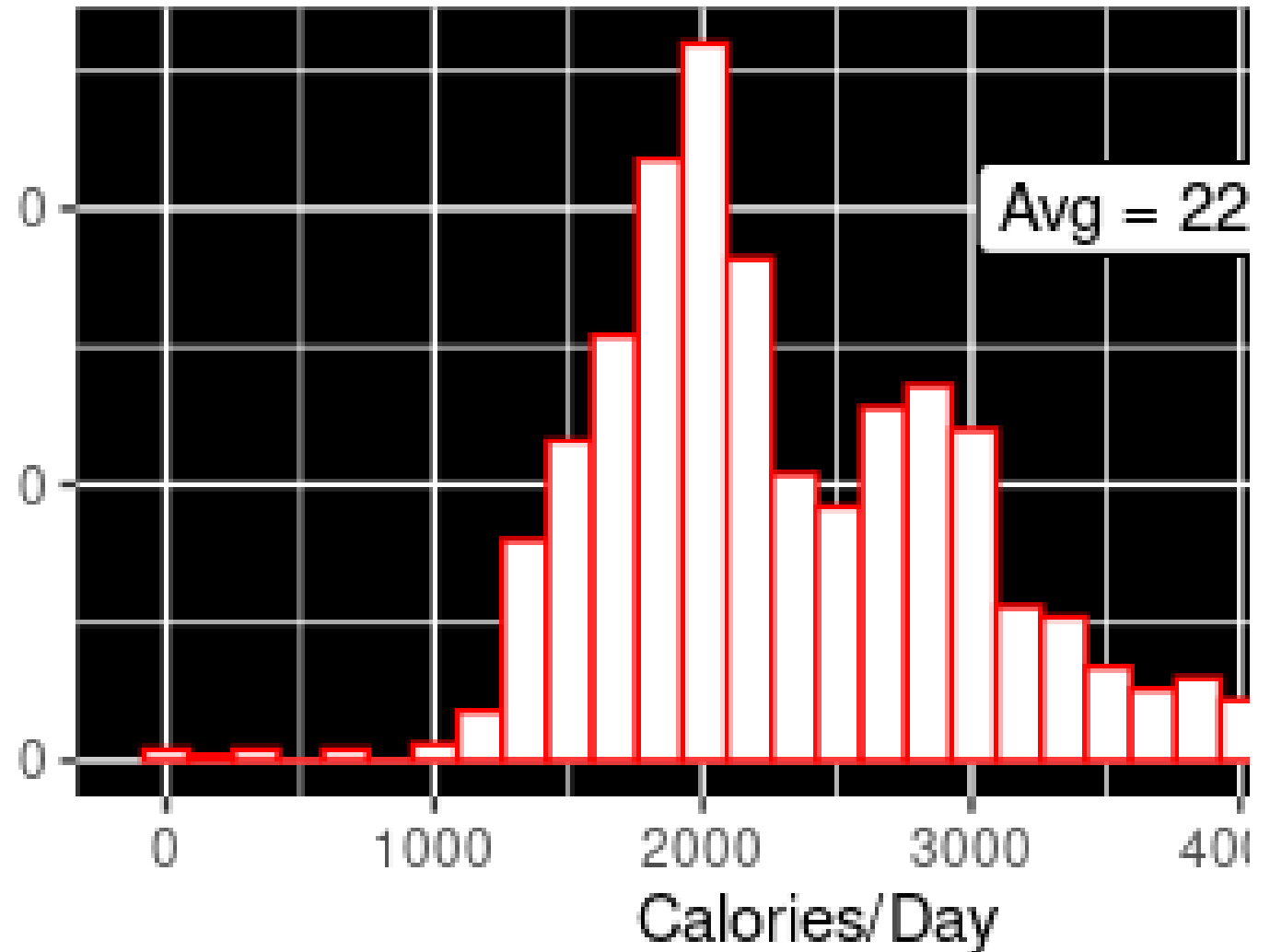
The calorie measurement seems accurate comparing it with avg calorie burn per step.





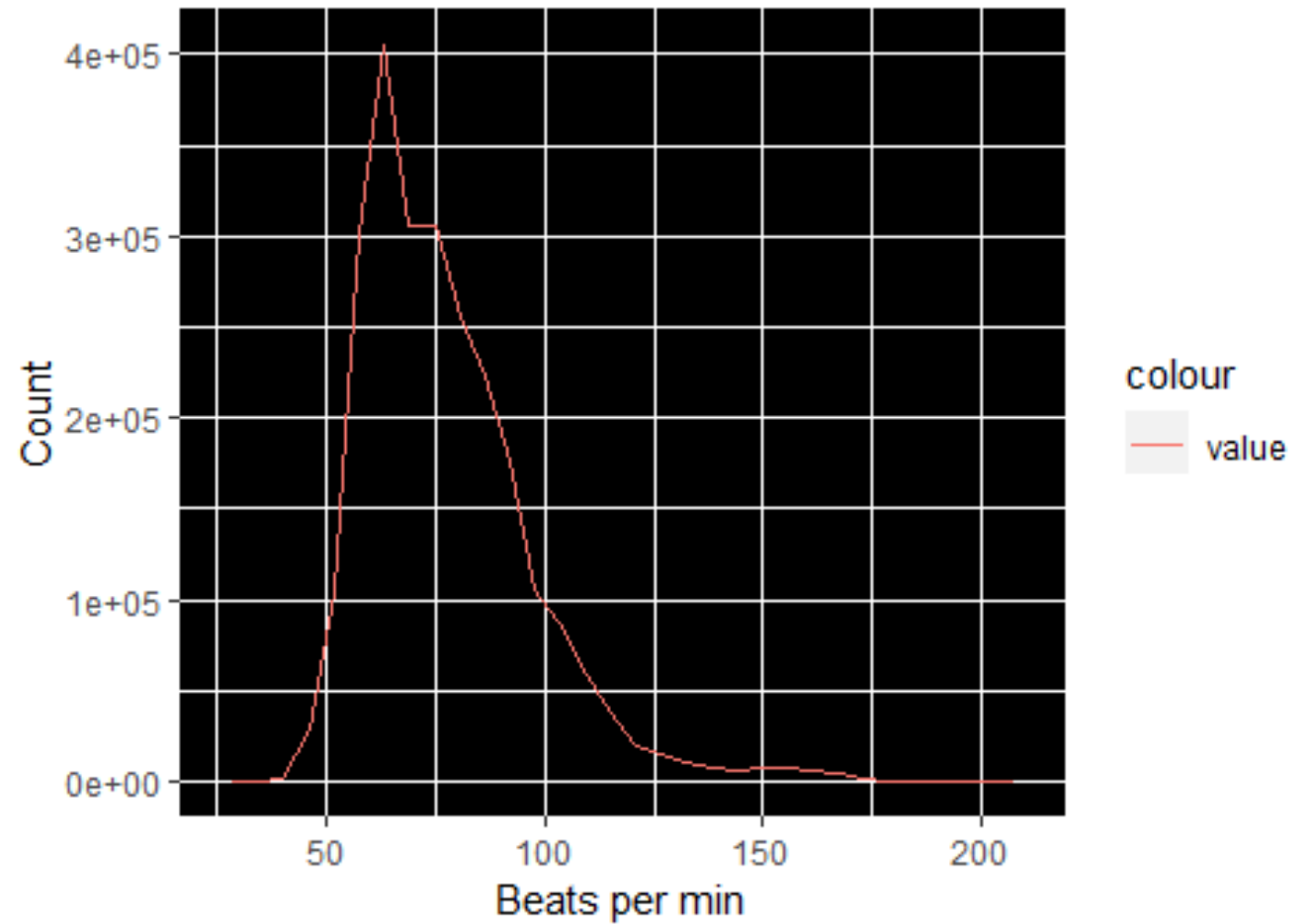
# Calories Per day

- ▶ A lot of people burn around 2000 calories per day.
- ▶ Average calorie burn per day = 22313.454 (Calculated Value)
- ▶ According to the Dietary Guidelines for Americans 2020–2025, the average adult woman expends roughly **1,600 to 2,400 calories per day**, while the average adult man expends **2,000 to 3,000**.
- ▶ Key point :  
The measurement seem fair and important enough to be a major feature of our product .



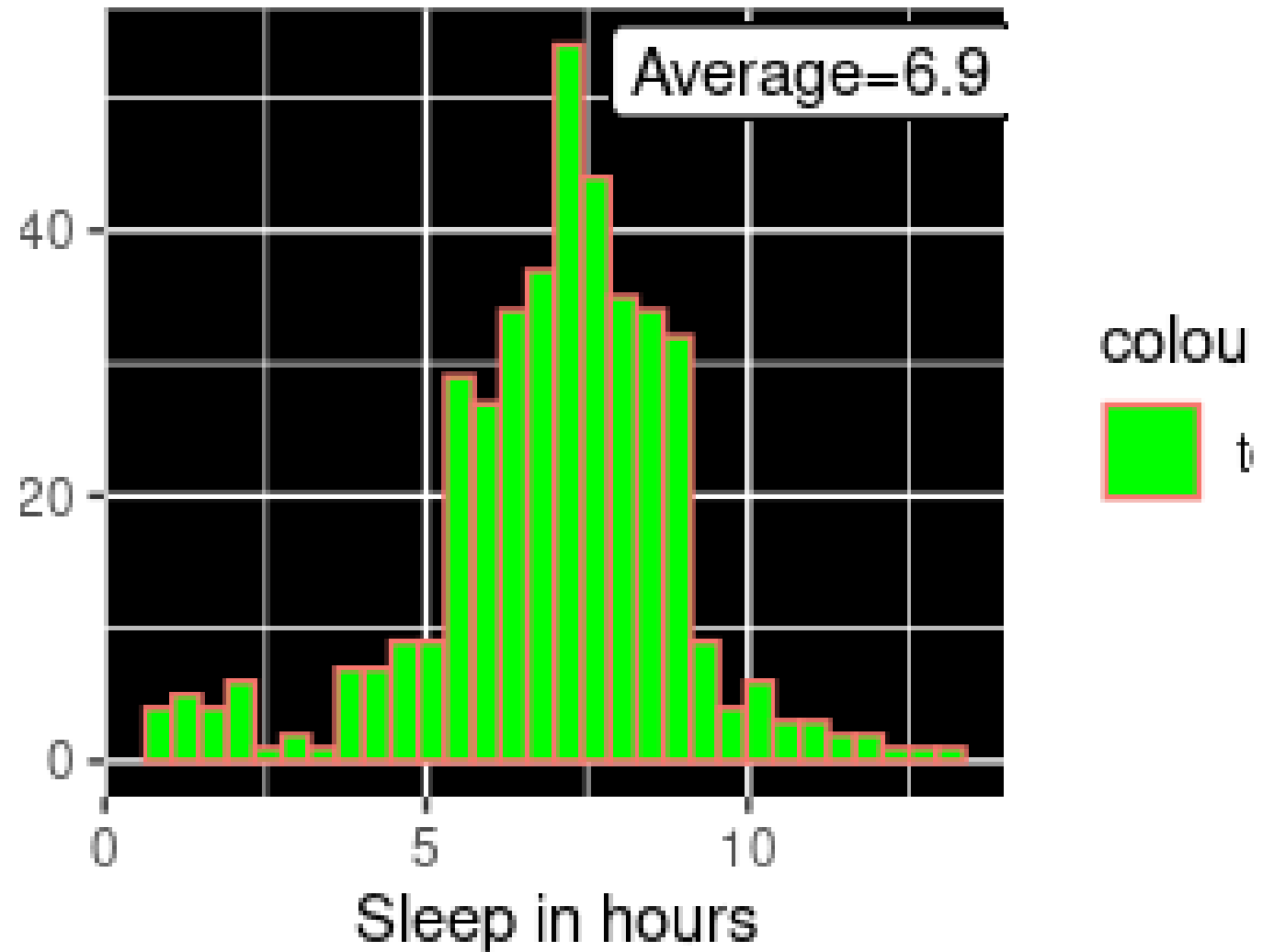
# Heart Rate

- ▶ Average heart beat per min = 75
- ▶ Average beat range : 60 to 90
- ▶ Key point :
  - Software focusing on irregular heartbeats (  $<50$  and  $>100$  ) can be improved to make sure our users know about their heart beats and act accordingly.



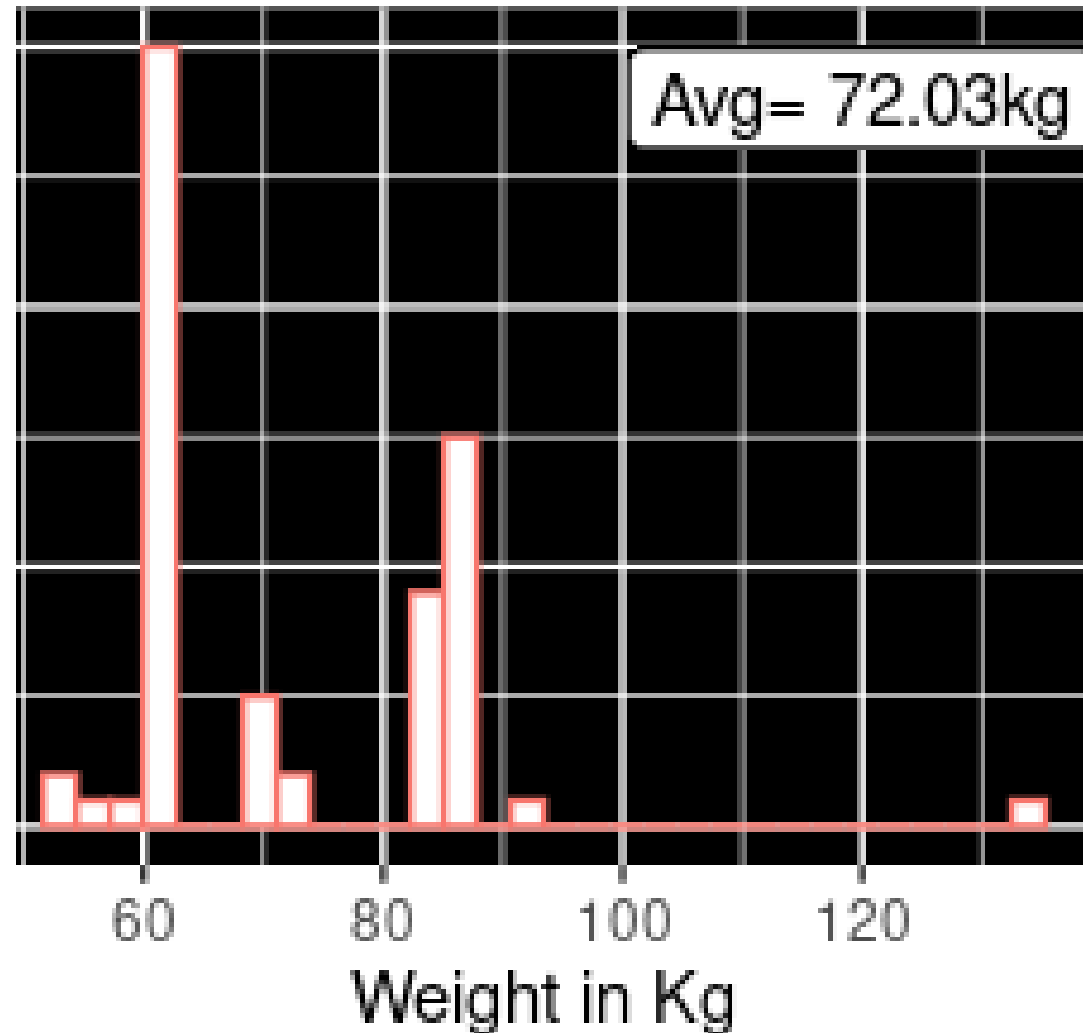
# Sleep

- ▶ 6.9 hours of sleep on average seems healthy.
- ▶ No data regarding alarm feedbacks .



# Weight ( in Kilograms)

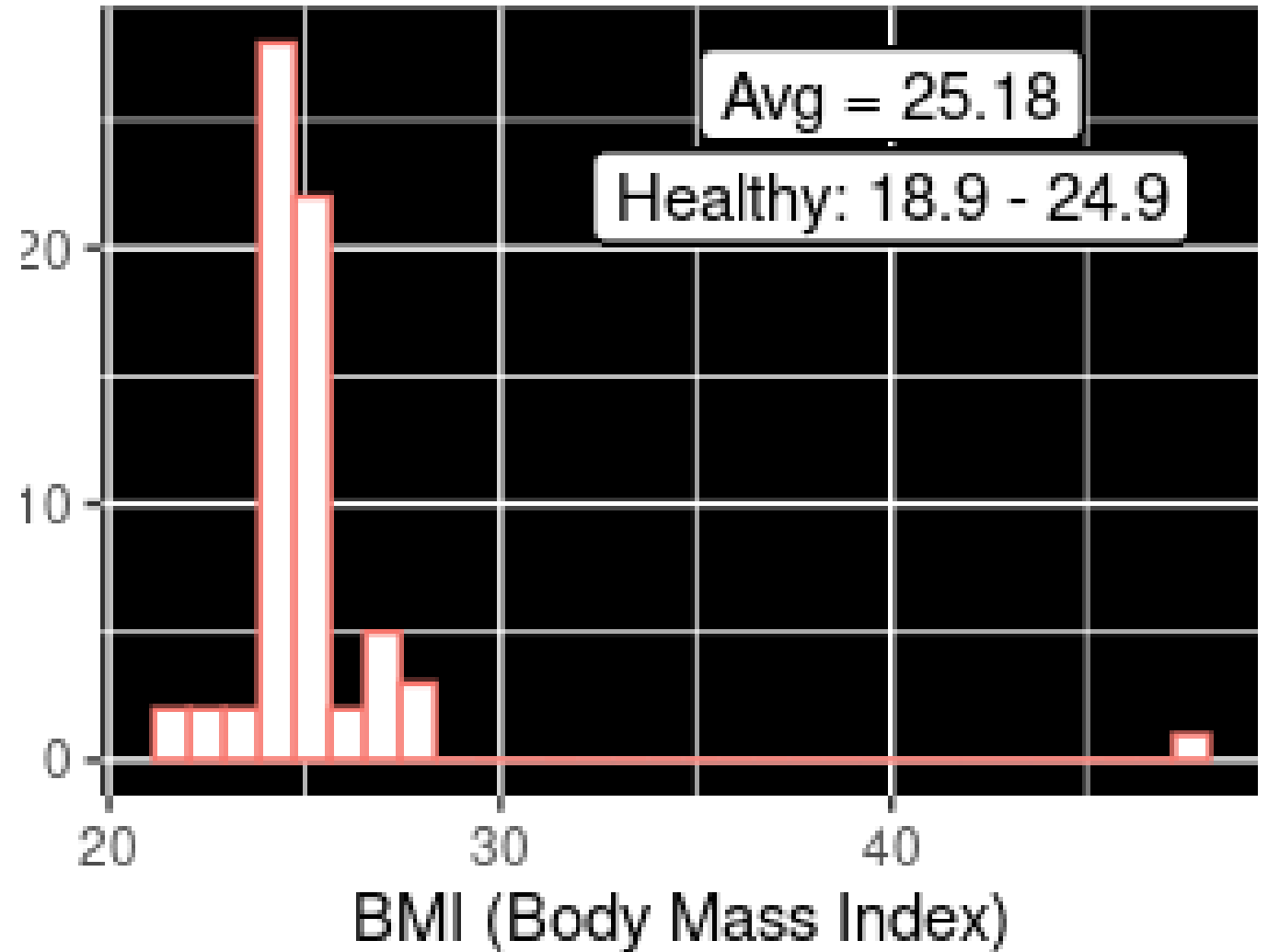
- ▶ Nothing much to look at here.
- ▶ Average weight of our customers :
- ▶ In Kilograms : 72.03
- ▶ In pounds : 158.79



# Body Mass Index (BMI):

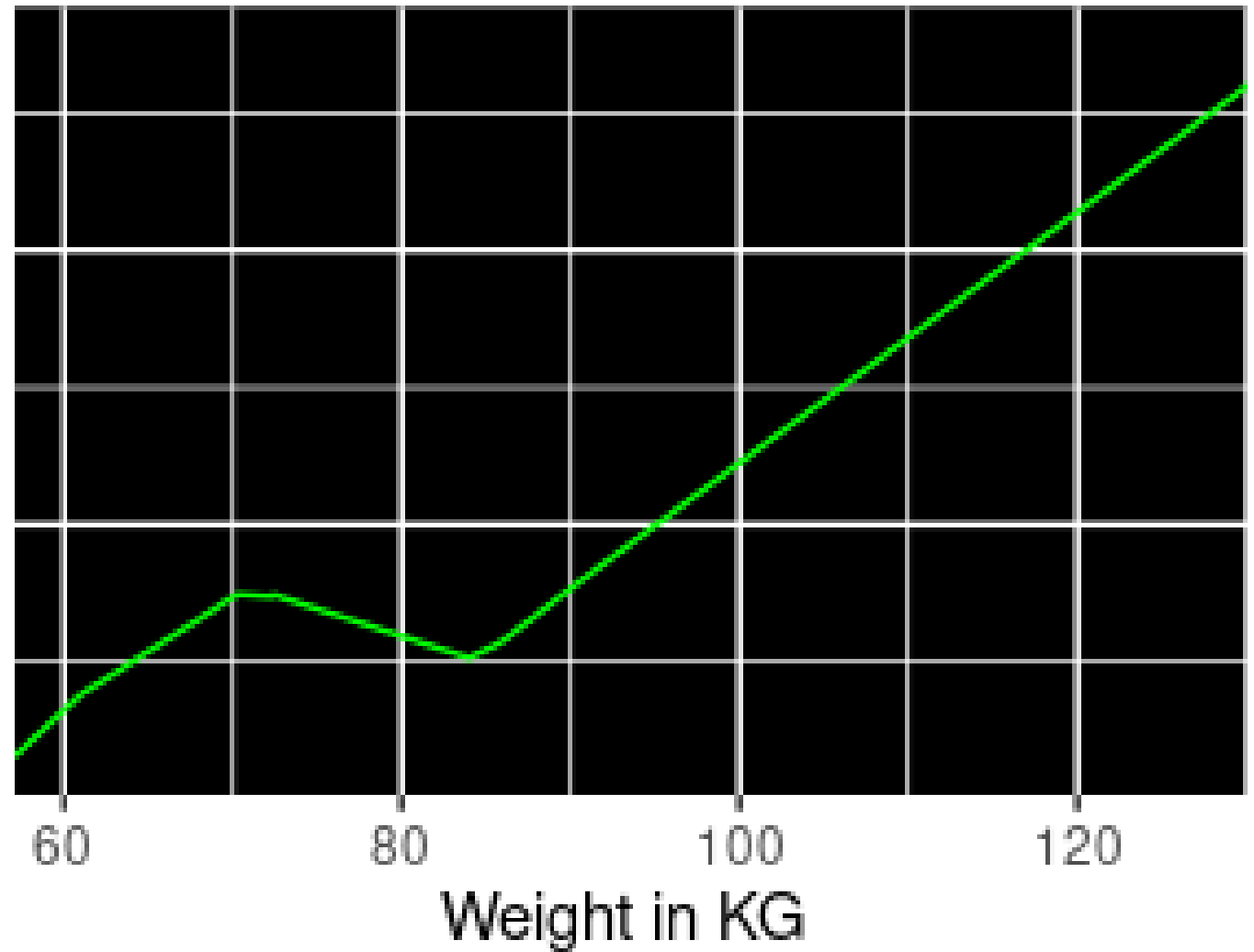
As we can see, a lot of users are just above the healthy BMI range.

From our side, we can let our users know more about their BMI and suggest activities they can do to help improve it accordingly.



# BMI & Weight

- ▶ BMI and Weight has a simple relation and it gets linear as weight increases.
- ▶ Irregularity between 50 and 90 kg.



## Regarding Weight data :

Majority of the values (65/67) in the 'fat' column were 'NA' .  
Questions that arise :

- Do smart devices have difficulty calculating the 'fat' data ?
- How useful can data related with fat be for our users ?

# Insights

**Calorie count** seems to be an important piece of information and associating it with different activities like steps and other activities is crucial.

**Activity minutes** is an information can be used to remind people to regulate their activities to keep them healthy and fit.

**Heart rate** monitor is one of the most important features in a gadget as that information is vital and can even save someone's life.

Information from **BMI** index shows us people might need more features related to their BMI.

**Sleep monitoring** might be an important feature.



# Suggestions

- ▶ Build and upgrade software related to **calorie count and fat** as they are considered vital information to have with the **growing rate of obesity**.
- ▶ **Focus on activity measurement** while **reminding** people to engage in activities from time to time to keep themselves fit.
- ▶ **Prioritize heart rate monitor** as it is considered an important information to have on daily basis.
- ▶ Adding features that make suggestions on the mobile app on the basis of the BMI calculated by our device.
- ▶ **We can even recommend videos, articles ,products and even doctors based on the health of our users on our mobile app based on the information gathered from the devices.**

The background of the slide features a dark purple field filled with a pattern of interlocking gears of various sizes, creating a mechanical or industrial aesthetic. In the top right corner, there is a solid pink rectangular block.

Any Questions?