

Fitness Track Data Analysis

To design the marketing strategies for wellness product.

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Bellabeat's Leaf

- ❖ Bellabeat Leaf (wellness tracker): Leaf Chakra & Leaf Urban.
- ❖ The Leaf tracker connects to the Bellabeat app to track activity, sleep, and stress.

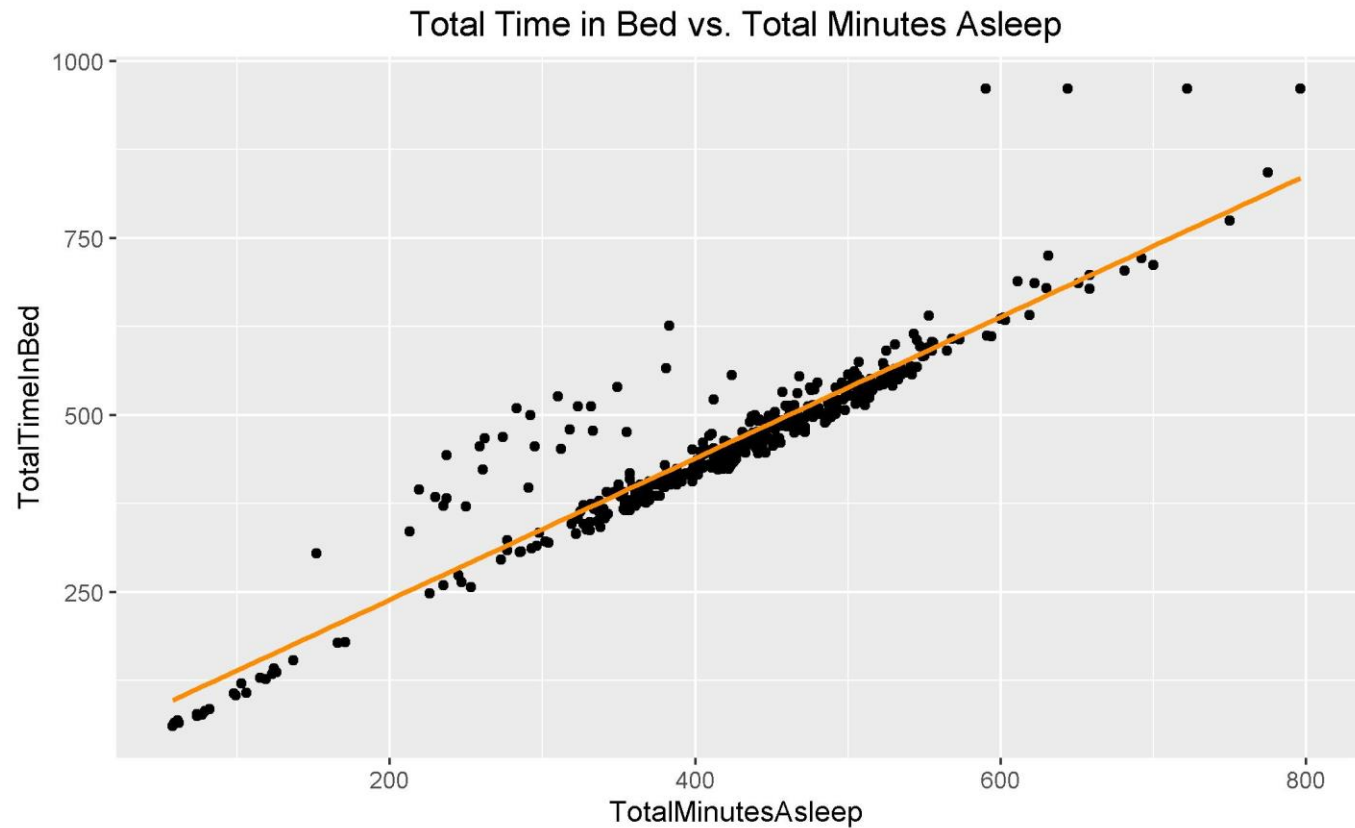
Task & Data

- ❖ Task: analyze smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices and apply the insight to Bellabeat's product to design marketing strategy.
- ❖ FitBit Fitness Track Data is used.

Total Time in Bed vs. Total Minutes Asleep

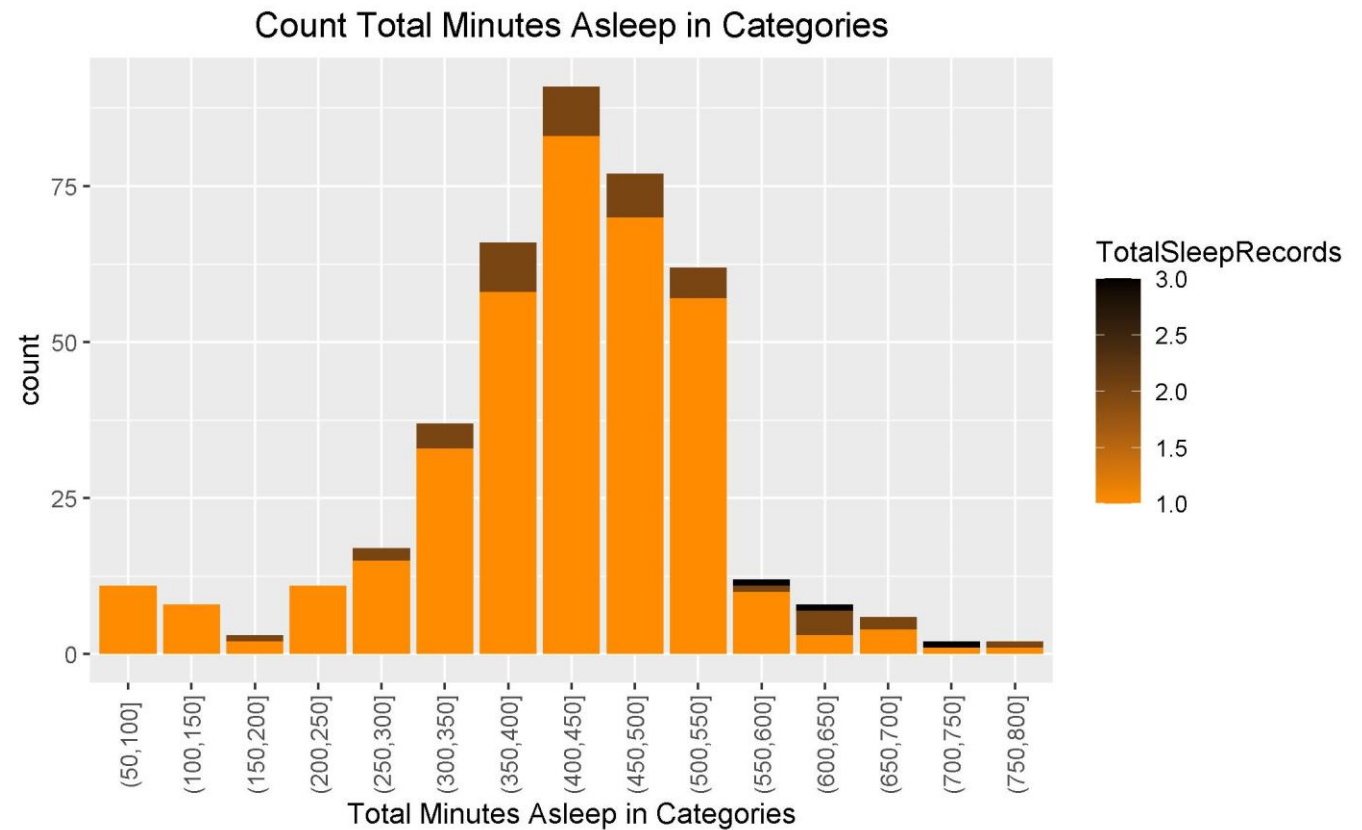
The correlation is strong and positive, 0.9304575.

- ❖ The Bellabeat Leaf tracker can track light sleep and deep sleep.
- ❖ Bellabeat users can use alarm function in the app to remind them when to sleep to improve sleep habit.
- ❖ Bellabeat app allows users to share their sleep quality data on social media to get motivated.



Total Minutes Asleep

- ❖ Based on [CDC](#), adults need 7 or more hours of sleep per night for the best health and wellbeing.
- ❖ The Leaf tracker can measure sleep time and compare it with sleep goal.



Total Steps & Sedentary Minutes

Only the total steps from Q3 and above in this data reaches the goal of 10,000.

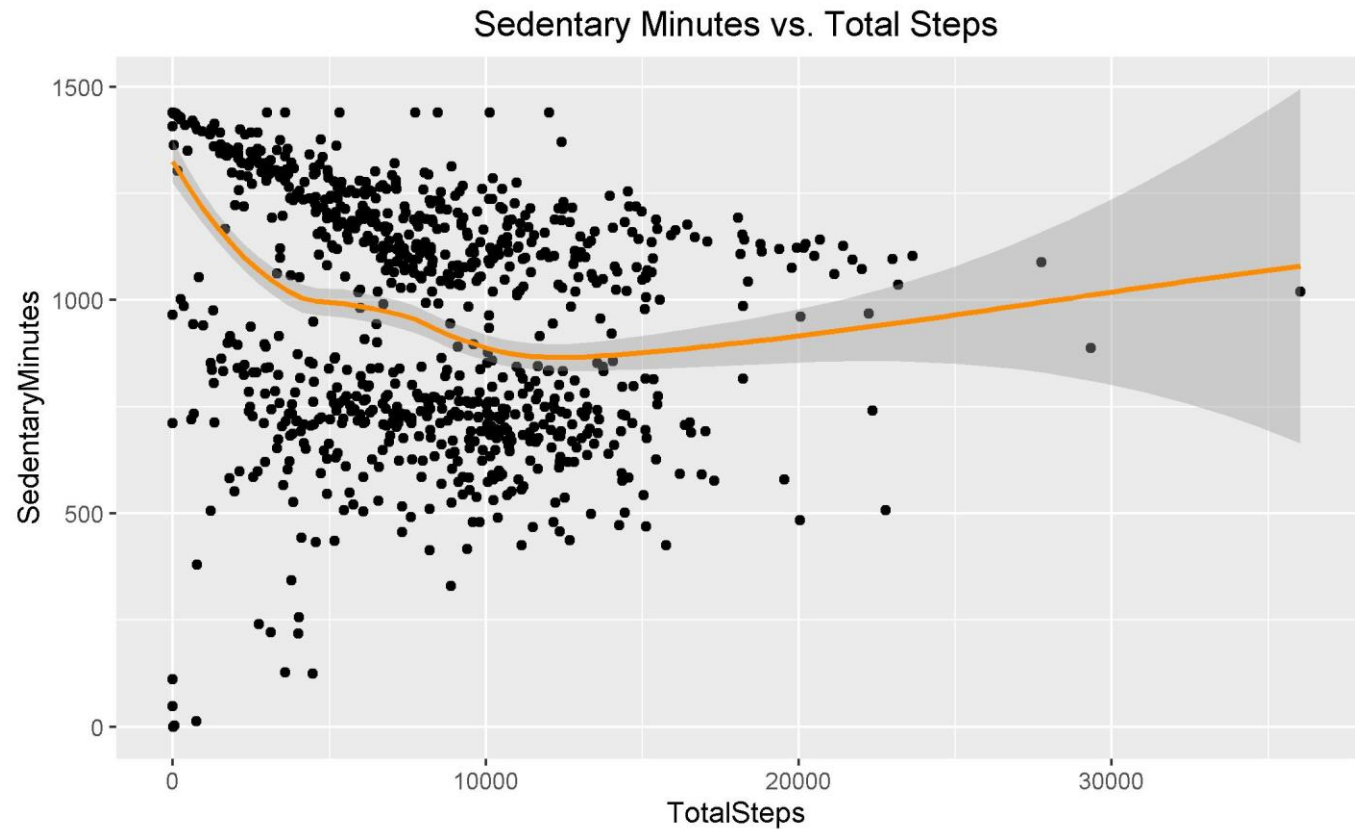
- ❖ Based on [Lifestyle Coach Facilitation Guide: Post-Core of CDC](#), the goal of daily total steps to maintain wellness is 10,000.

TotalSteps		TotalDistance		SedentaryMinutes	
Min.	: 0	Min.	: 0.000	Min.	: 0.0
1st Qu.	: 3790	1st Qu.	: 2.620	1st Qu.	: 729.8
Median	: 7406	Median	: 5.245	Median	: 1057.5
Mean	: 7638	Mean	: 5.490	Mean	: 991.2
3rd Qu.	: 10727	3rd Qu.	: 7.713	3rd Qu.	: 1229.5
Max.	: 36019	Max.	: 28.030	Max.	: 1440.0

Sedentary Minutes vs. Total Steps

The correlation is -0.3274835.

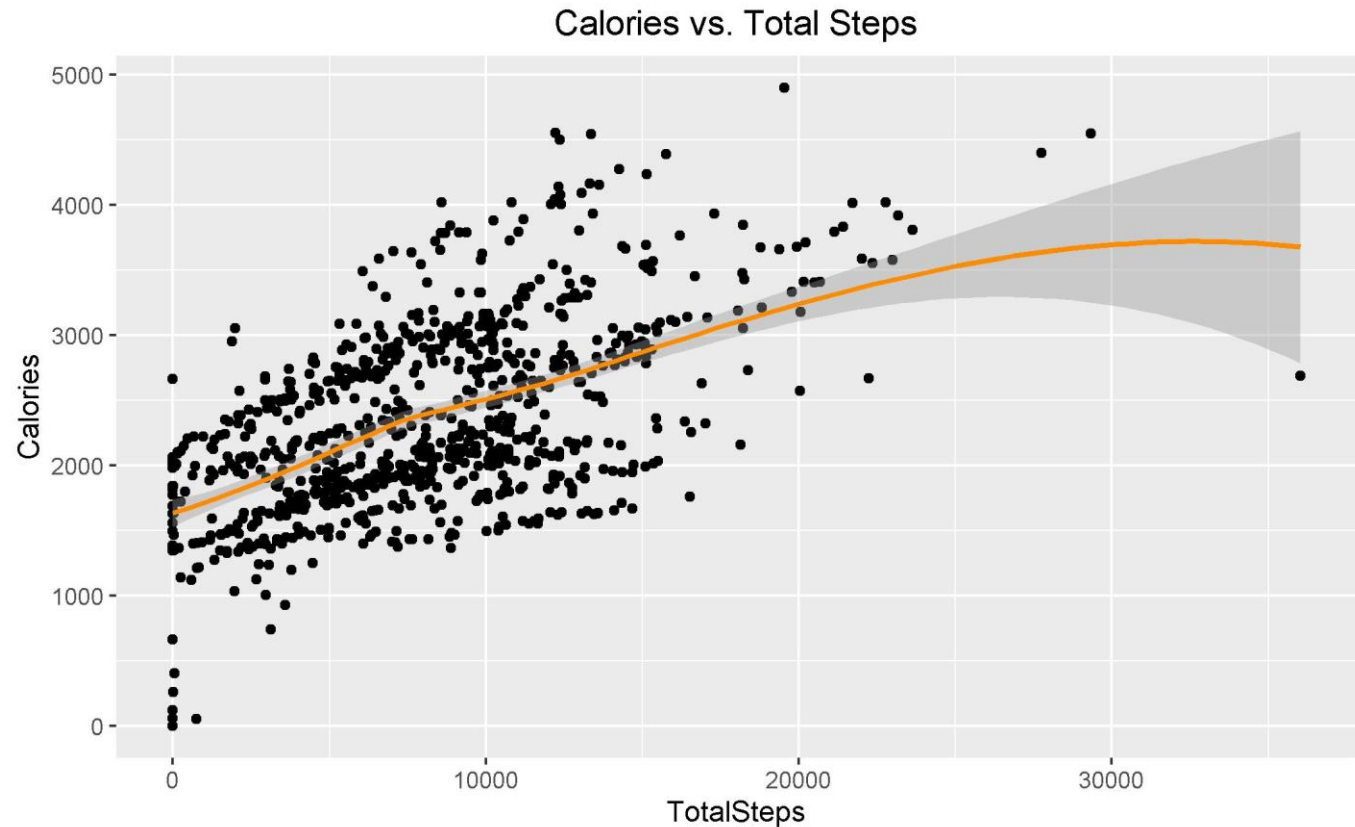
- ❖ Bellabeat users can decrease their sedentary minutes with the inactivity alert feature (The Leaf tracker connects with the app will vibrate when the user has been inactive.)
- ❖ Bellabeat can extend on inactivity feature.



Calories vs. Total Steps

The correlation between calories and total steps is 0.5915681.

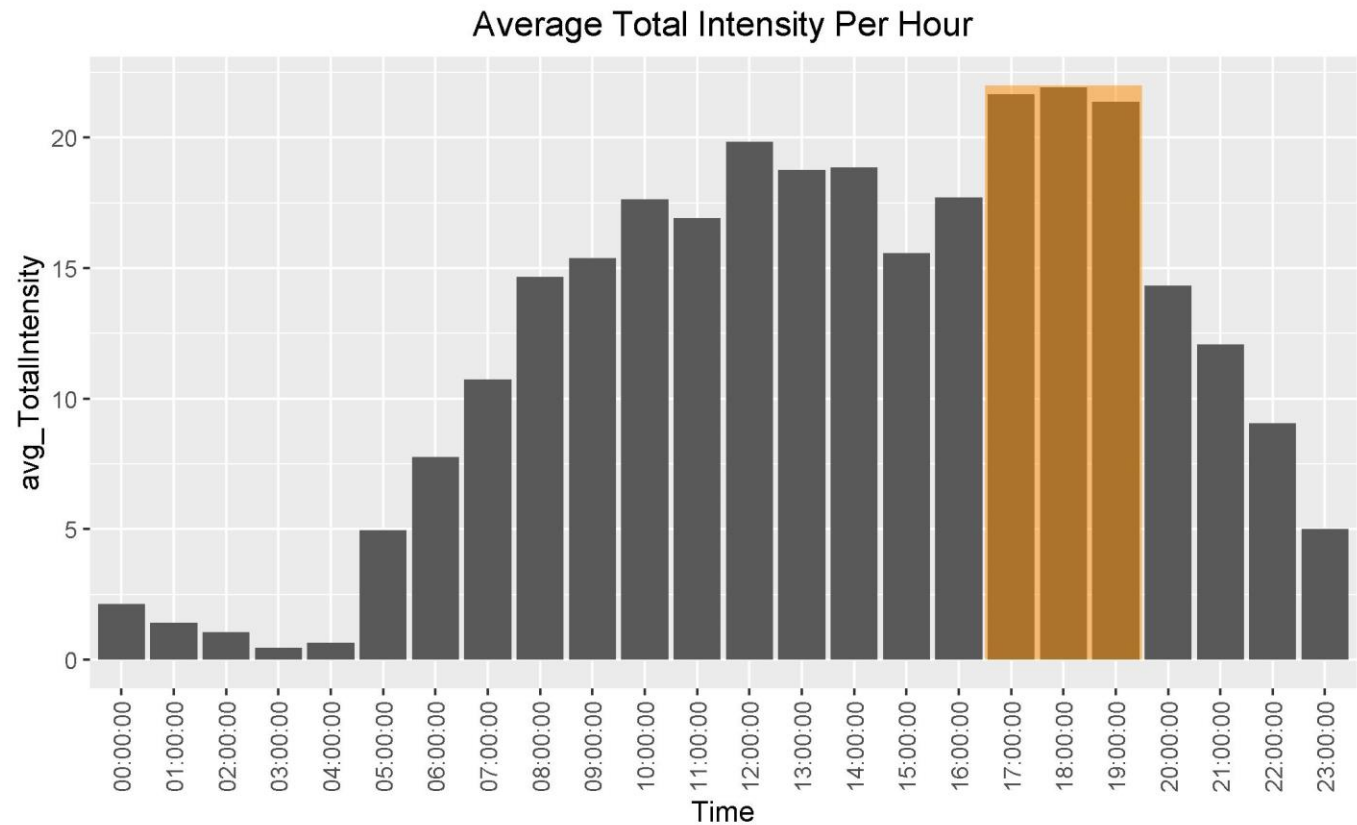
- ❖ The Leaf tracker works with the app to allow users to set goal for steps and active hours.
- ❖ The Leaf tracker collects the data of steps and Bellabeat app calculates the calories burned.



Average Total Intensity Per Hour

Participants have the most intensities at 5pm to 7pm.

- ❖ More data and investigation are needed since this graph is based on the data of 8 participants.
- ❖ Investigate to ensure when will be the time for most wellness tracker users to exercise and burn more calories.



Recommendations

- ❖ The data demonstrates that total steps and total minutes asleep of the participants need to be improved. Bellabeat can develop **a feature of daily planner with recommendation** in the app, so the Bellabeat user can input her daily schedule into the app, and the Leaf tracker that connects to the app will alert when it is the best time to exercise or sleep.
- ❖ The **inactivity alert** should be mentioned not only on the feature page , it should be also in the Leaf's introduction website page since **reducing the sedentary minutes are needed**.

Further Analysis Suggestions

- ❖ Bellabeat can ask their users' permissions to collect the data of total time in bed and total time asleep to measure the correlation and compare with the correlation found from FitBit track data to check the effectiveness of Bellabeat product.