

Fitness Track Data Analysis

To design the marketing strategies for wellness product.

YAXIN GUAN

LAST UPDATED: MARCH 5TH, 2022



Bellabeat's Leaf

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

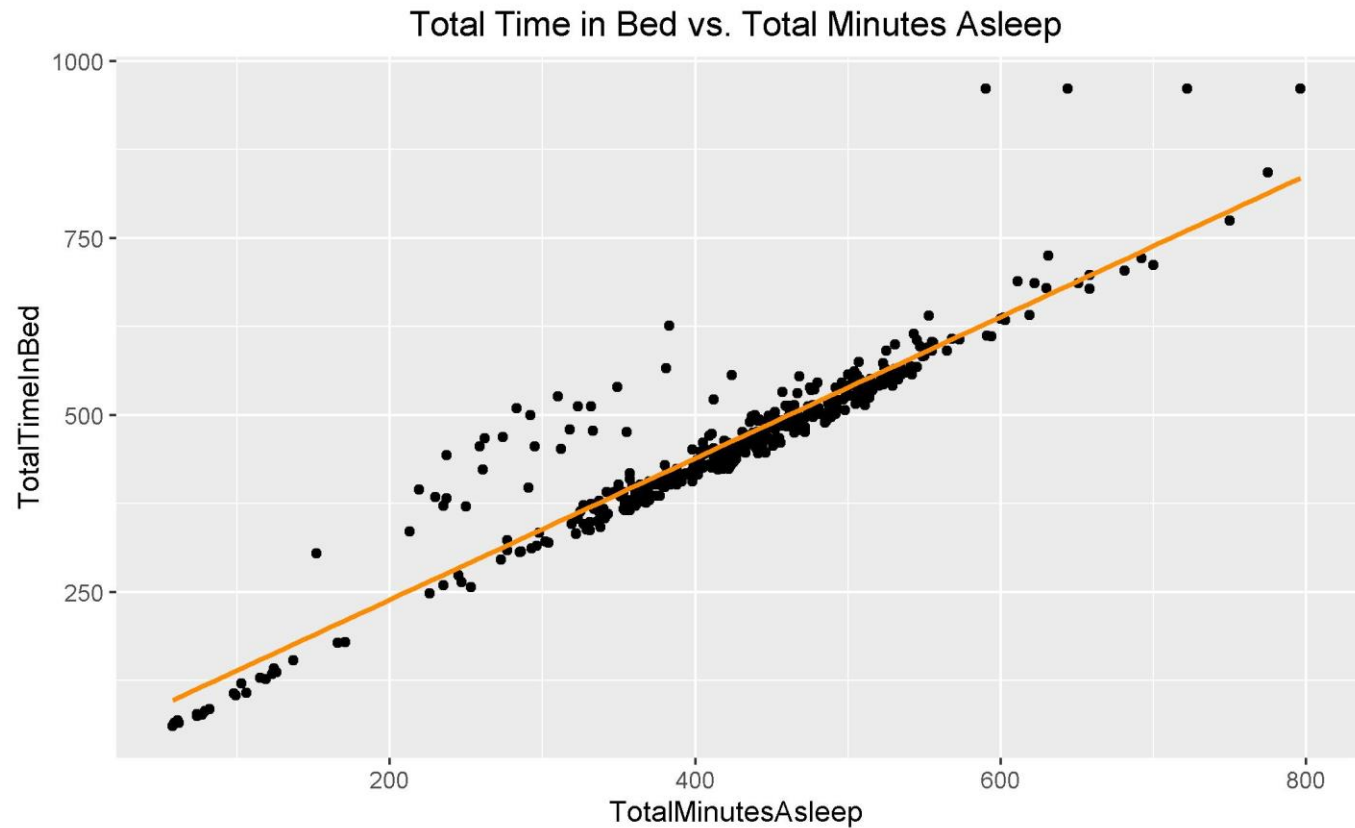
Task & Data

- ❖ 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.

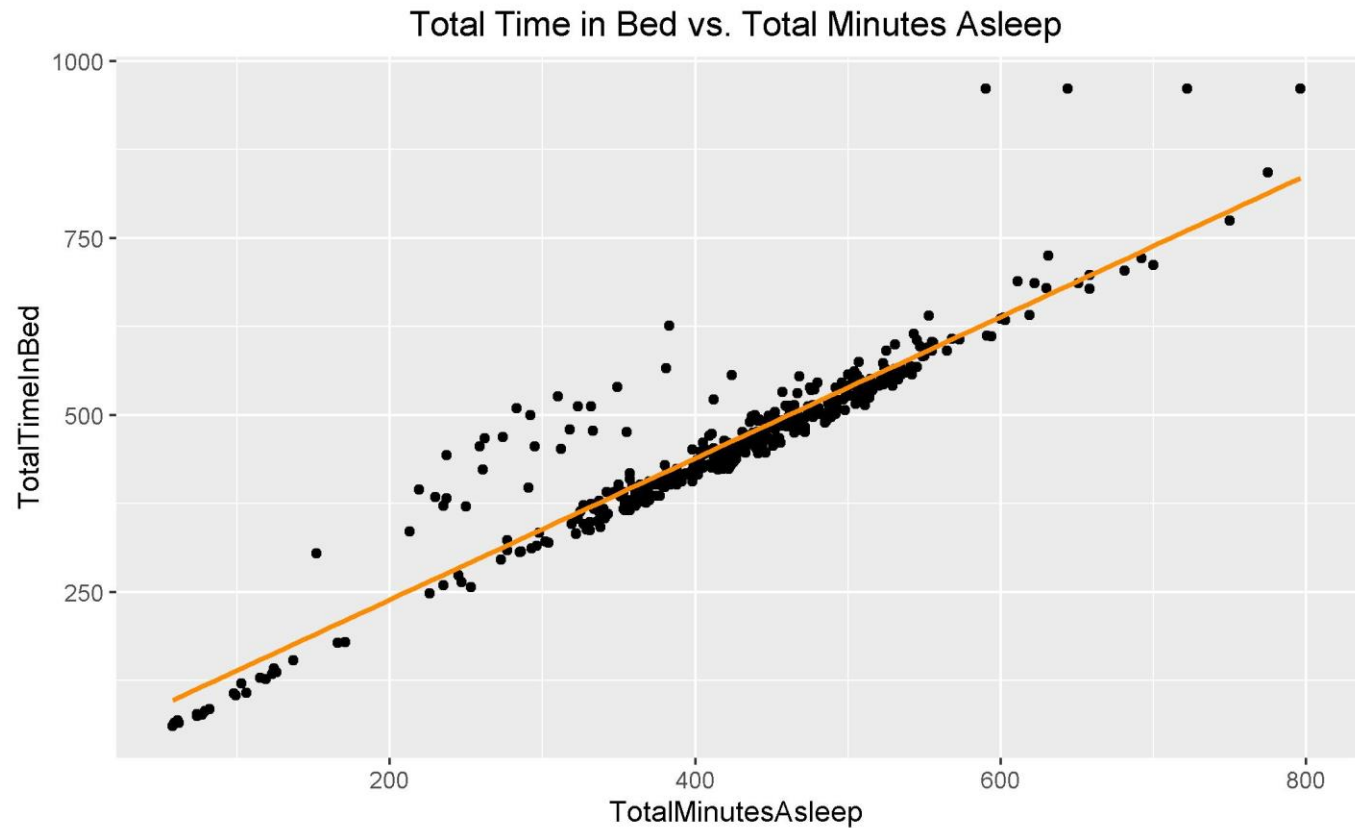
- ❖ The Bellabeat's Leaf can track light sleep and deep sleep.
- ❖ The Leaf tracker can measure sleep time and compare it with sleep goal.
- ❖ Bellabeat users can use alarm function in the app to remind them when to sleep to improve sleep habit.
- ❖ Bellabeat app allows users to share their sleep quality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



Total Time in Bed vs. Total Minutes Asleep

The correlation is strong and positive, 0.9304575.

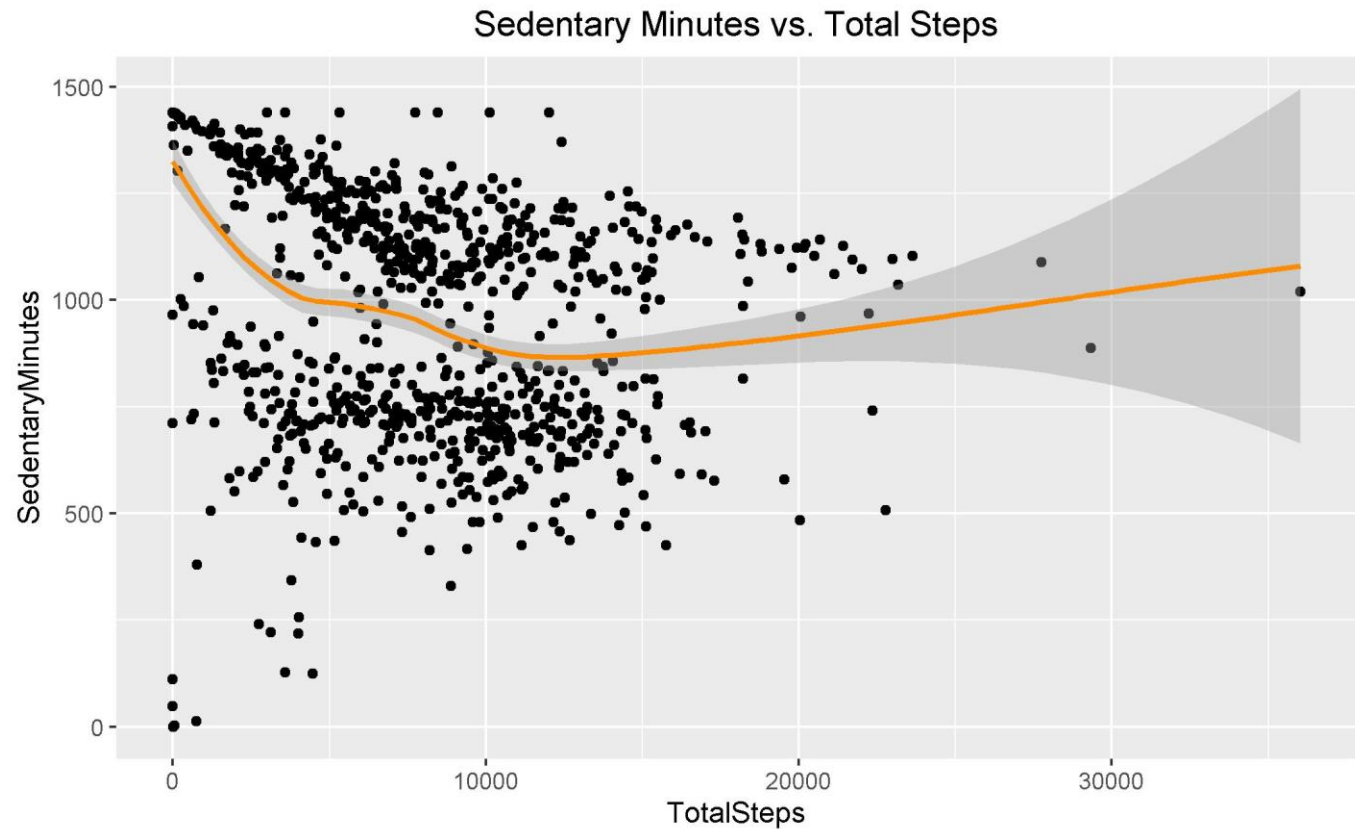
- ❖ One possible reason for the correlation between time in bed and time asleep is insomnia.
- ❖ Based on [OASH](#), insomnia that caused by stress or hormonal changes for women.
- ❖ Leaf works with its app to keep **track of stress**.
- ❖ Bellabeat app also keeps **track of reproductive health** and offers **meditation**.



Sedentary Minutes vs. Total Steps

The correlation is -0.3274835.

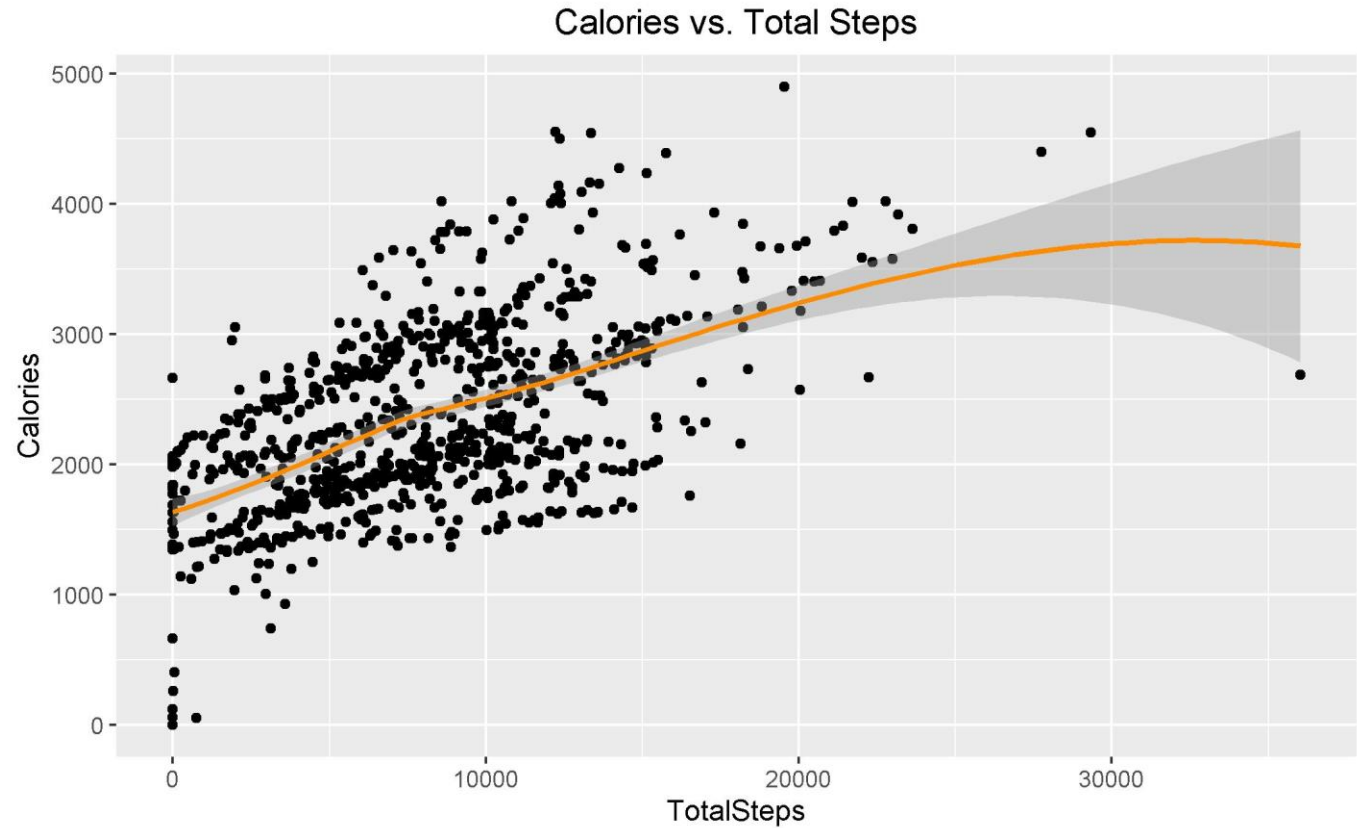
- ❖ Bellabeat users can decrease their sedentary minutes with the inactivity alert feature (The Leaf connects with the app will vibrate when the user has been inactive.)
- ❖ Bellabeat can extend on inactivity feature.



Calories vs. Total Steps

The correlation between calories and total steps is 0.5915681.

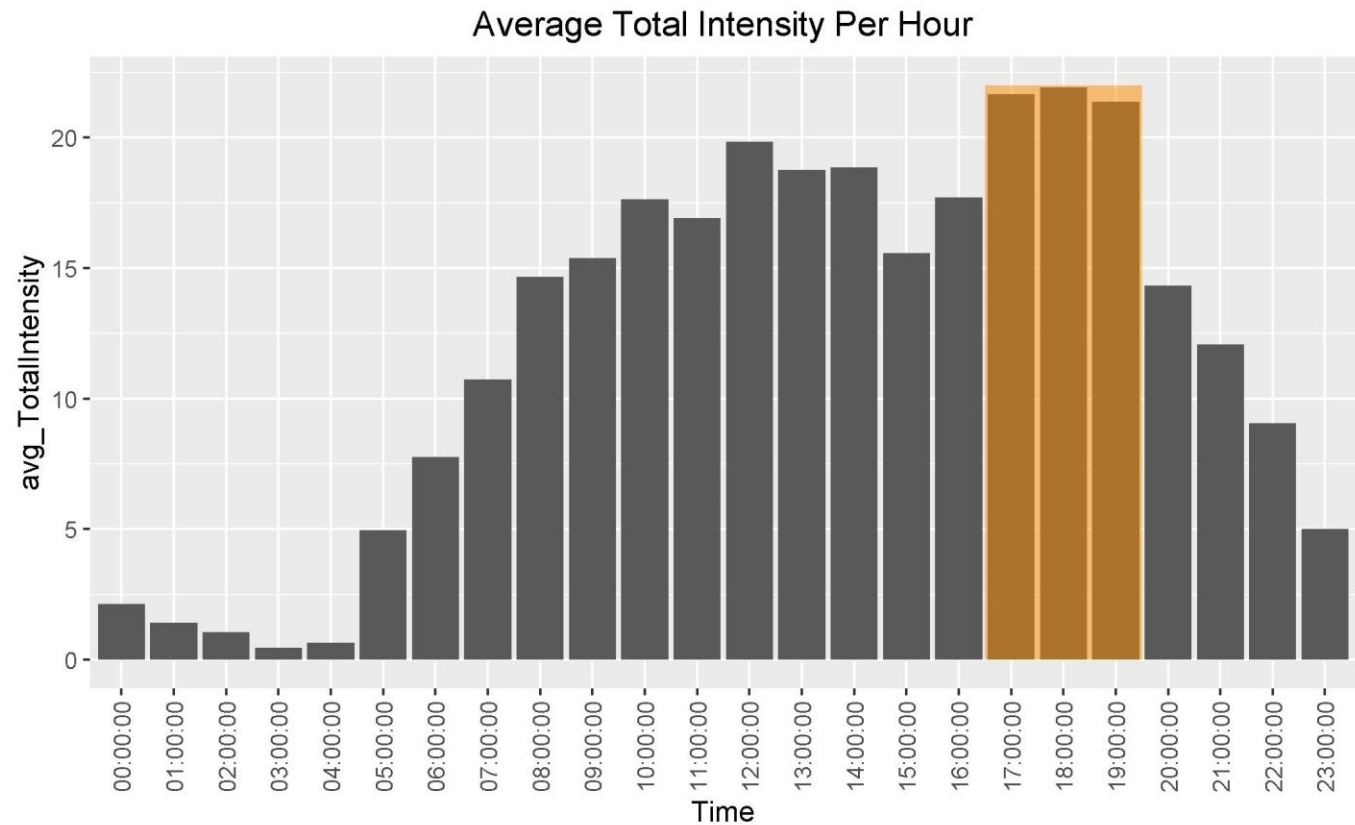
- ❖ The Leaf tracker works with app to allow users to set goal for steps and active hours.
- ❖ The Leaf tracker collect the data of steps and Bellabeat calculates the calories burned.



Average Total Intensity Per Hour

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

- ❖ More data and investigation are needed since the graph is based on the data of 8 participants.
- ❖ Consider the time for more calories to burn.



Recommendations for Market Strategies

- ❖ Collaborate with famous people and influencers (e.g. fitness youtuber, sponsor a show so the actress will wear them in the show) to demonstrate the benefit of Bellabeat's Leaf tracker usage.
- ❖ Collaborate with light luxury brand to make Bellabeat's products as the new trend of useful and cost effective jewelry.
- ❖ Advertise Bellabeat's Leaf as the wonderful gift for women and worthy investment to maintain wellness.