



Bellabeat

MARKETING STRATEGY

by Clarissa McCarthy



Agenda

01

Introductions

02

**Project Overview
& Goals**

03

Data & Analysis

04

Recommendations

05

Actionable Steps

06

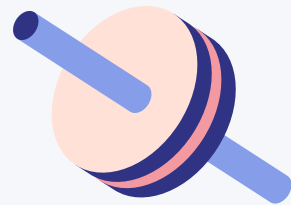
Questions

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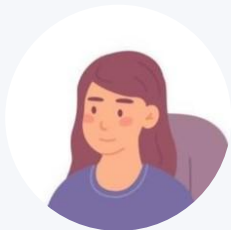
01

Introductions

Hello!



CLARISSA MCCARTHY - Lead Data Analyst



IBARA GRAFF - Data Visualization



CARPE DATUM - Data Cleaner

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02

Project Overview & Goals



Using Fitness Device Trends to Guide Bellabeat Marketing

Bellabeat is in position to become a pillar in the global smart device market.

The goal of this project was to analyze **trends in smart fitness device use** to guide Bellabeat's marketing strategy.

Our focus was on **in-demand features** to be updated and highlighted.

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03

Data & Analysis

THREE DATA SOURCES



FitBit Tracking

Health tracking data from 30 FitBit users.

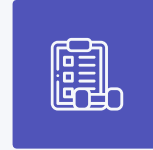
Activity, sleep, weight



Fitness Wearable Survey

Survey responses from 33 fitness wearable users regarding the impact of their device.

Effectiveness of features, length of ownership, demographics

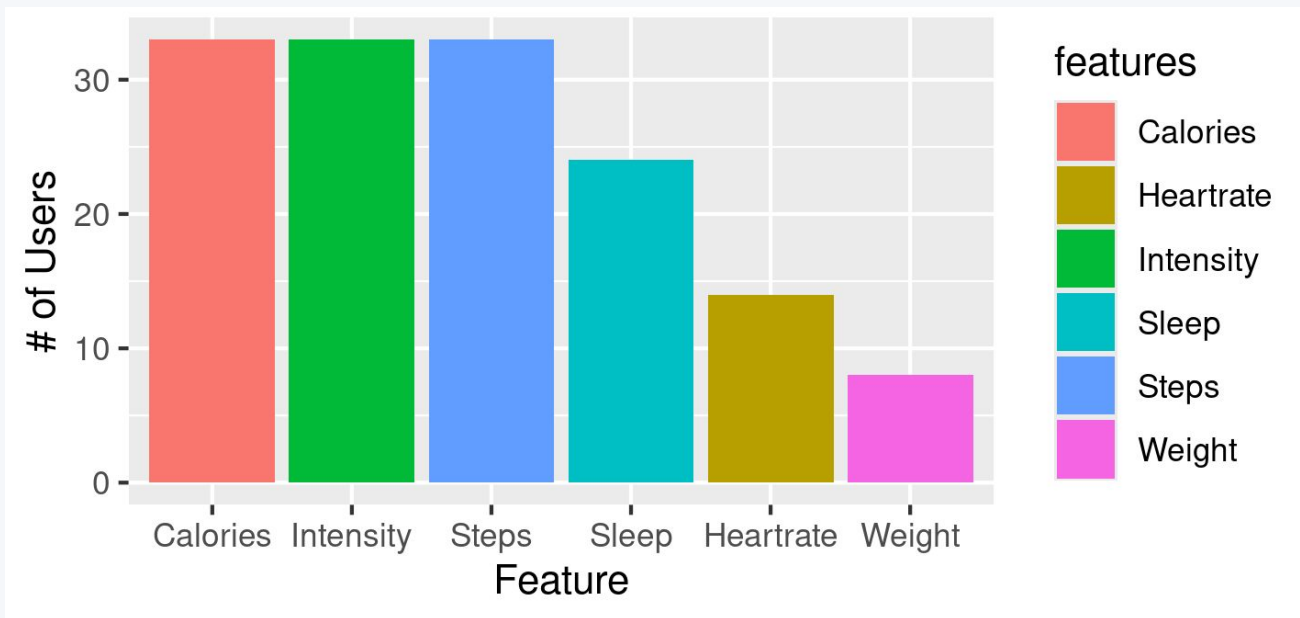


Exercise Survey

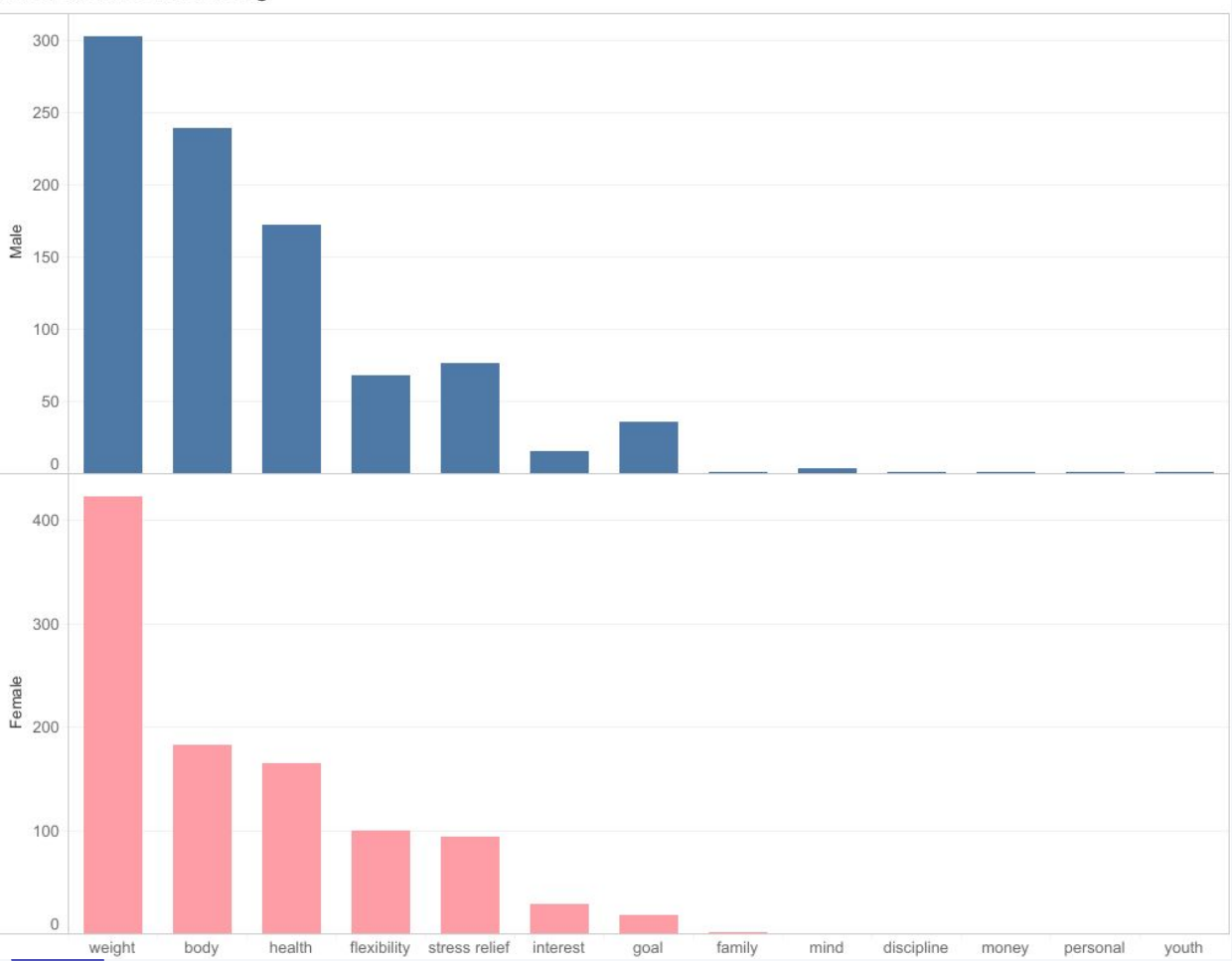
Survey responses from 400+ people regarding their attitudes towards exercise.

Barriers to exercising, motivations

FitBit Feature Popularity



Motivation for Exercising



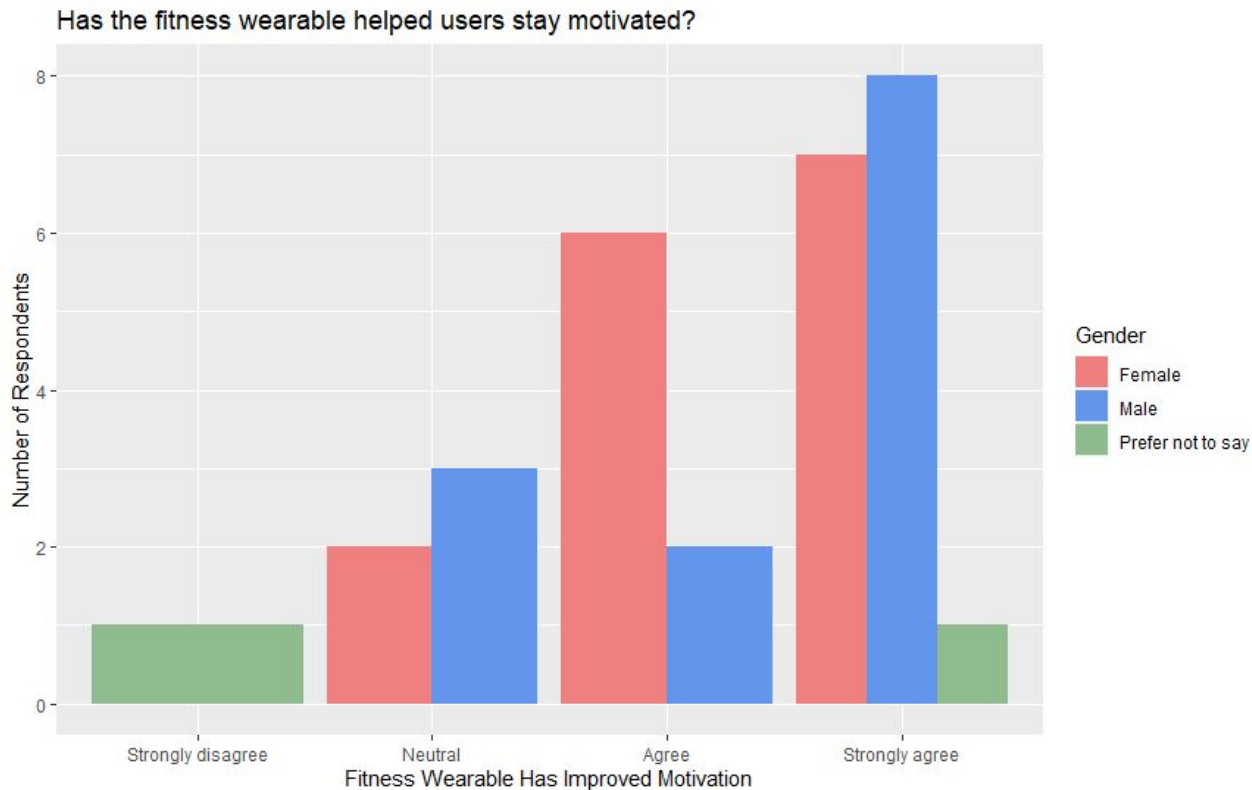
Motivations for Exercising

Top Motivators: **weight loss** (423) and **body image** (182)

Further Research:
Why is the popularity of FitBit's weight feature **so low**?

- Unnecessary? (unlikely)
- Ineffective?
- Poorly advertised?

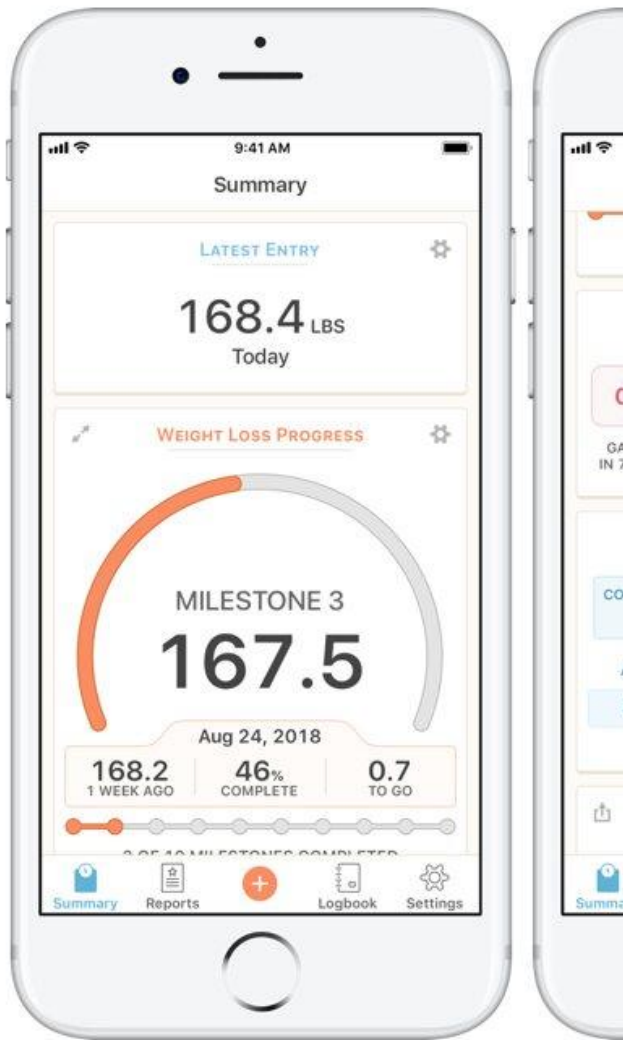
Impact on Motivation to Exercise



80% agree or strongly agree that their fitness wearable helps them **stay motivated**.

Trend is true for men and women.

Appears to be a market for weight tracking/
motivational features.



Further Research into Weight Feature

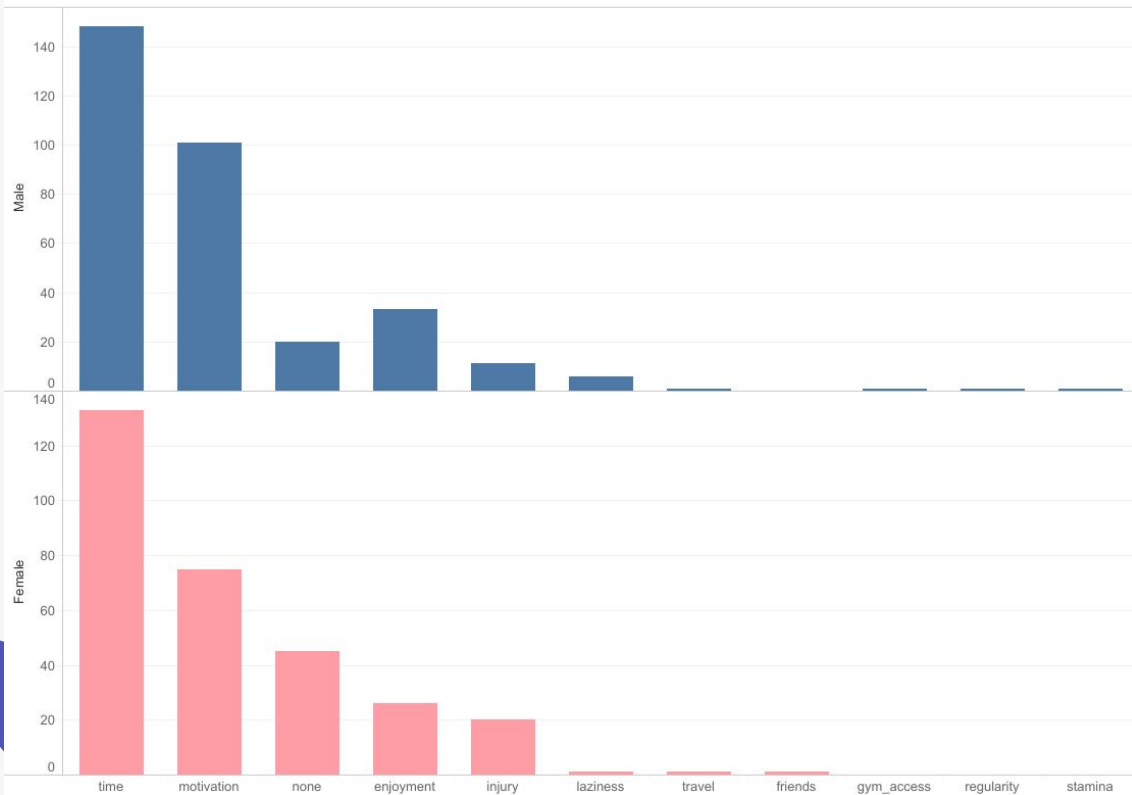
- FitBit's **weight** feature is its **least popular** feature.
- But **weight loss** is the most popular motivation for exercising.
- **80%** of fitness wearable users say their device helps **keep them motivated** to exercise.

Further Research:

- Why is FitBit's feature unsuccessful?
- What do users want in a weight feature?

Barriers to Exercising

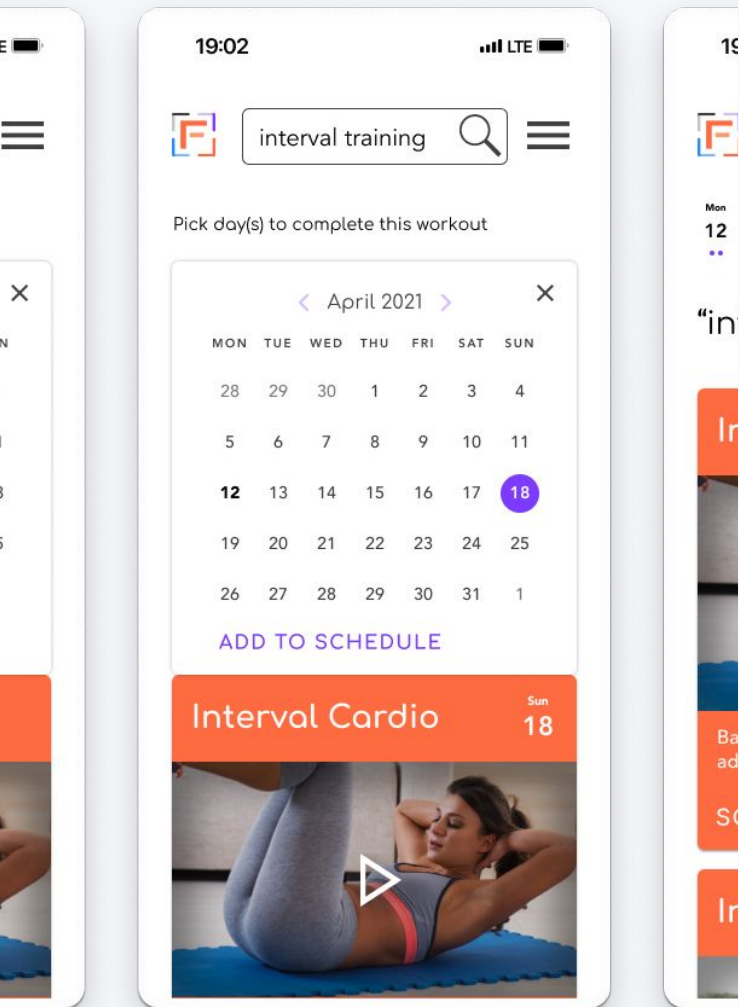
Barriers to Exercising



Top Barriers: **time** (133) and **motivation** (75)

Helping users overcome these barriers can **increase sales** and **customer loyalty**.

Fitness wearable users say their device helps them stay motivated.



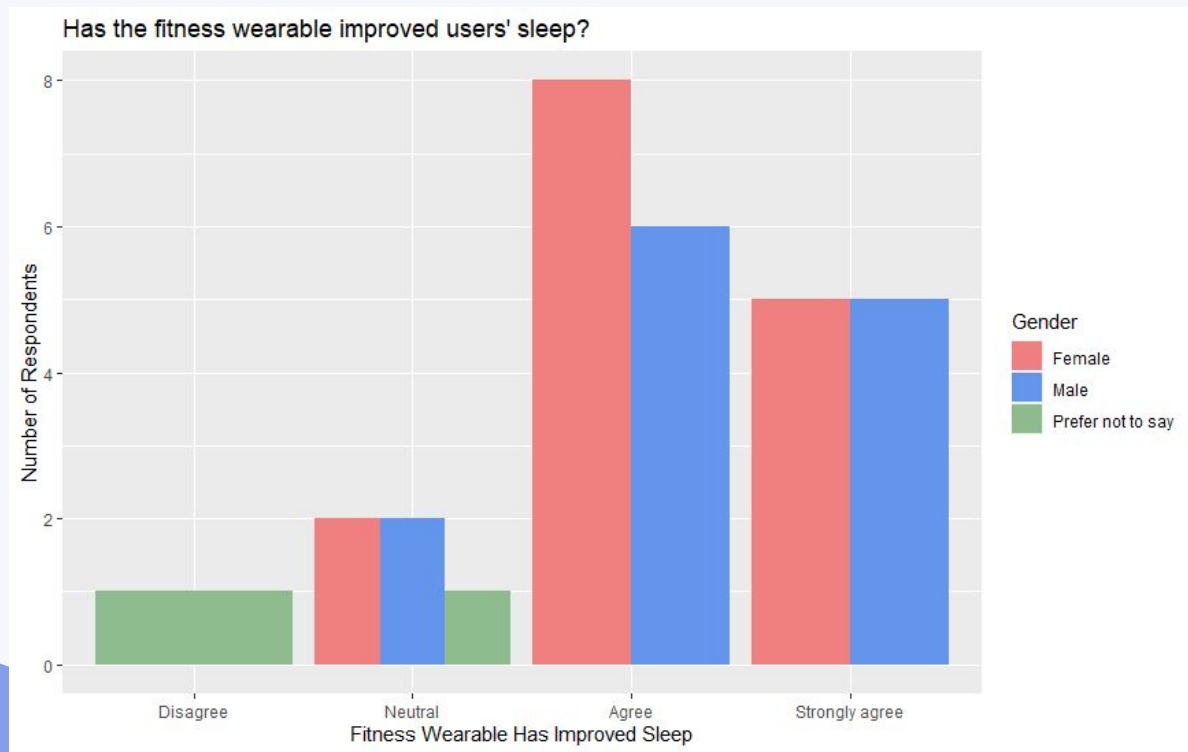
Overcoming Time and Motivational Barriers

Implement features that:

- Help users fit exercising into their schedule.
- Motivate users to continue exercising.

Example: an **exercise scheduler** with **personalized reminders**.

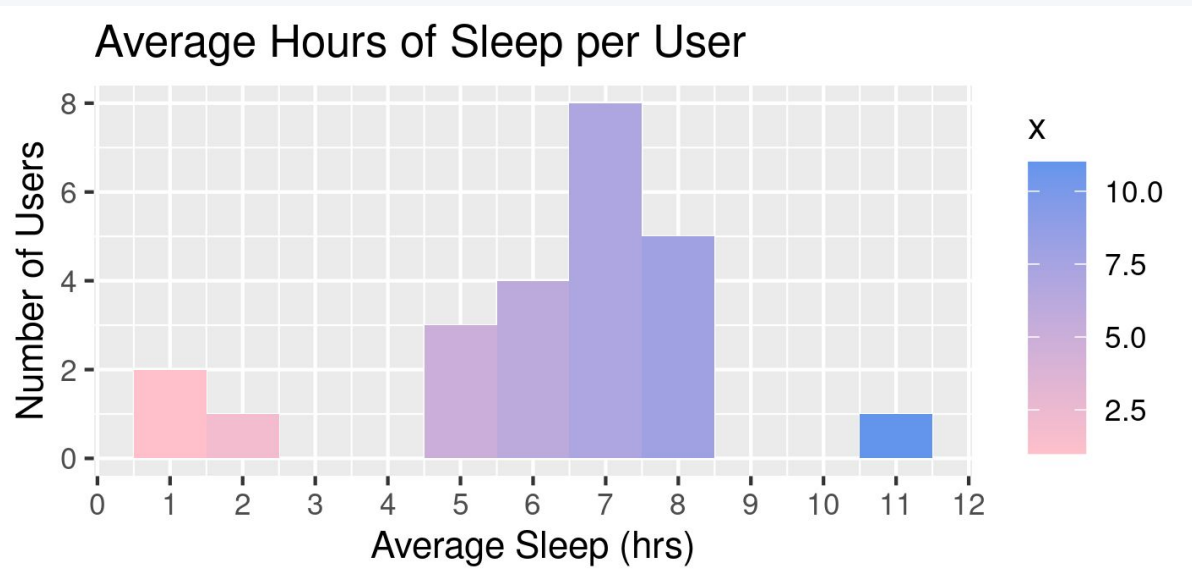
Effectiveness of Sleep Features



80% agree or strongly agree that their fitness wearable **improves their sleep.**

Trend is true for men and women.

Average Sleep of FitBit Users



Recommended sleep is **7-9** hours.

Average sleep is **6.2** hours.

Most users get around **7** hours.



Bellabeat's Sleep Feature

- **80%** of fitness wearable users report an **increase in sleep quality** due to their device.
- FitBit users average at the **lower end** of recommended sleep.

Further Research:

Compare with average sleep of Bellabeat customers.

- If we're better, **highlight it!**
- If we're the same or worse, research how we can **improve**.

04

Recommendations

Marketing In-Demand Features



Investigate Demand for Weight Tracking

- Why is FitBit's weight feature unpopular?
- What do users want in a weight-tracking feature?



Implement Scheduling Features

- Help users overcome barriers to exercising.
- Increase sales and customer loyalty.
- Personalized reminders



Highlight Sleep Features

- Compare quality of sleep for Bellabeat customers vs FitBit.
- Further research in improving sleep quality.



05

Actionable Steps



What's Next?

Analyze FitBit Weight

Analyze why FitBit's weight feature is unpopular. Include survey data to know what users want from this feature.

Analyze Bellabeat Sleep

Compare the sleep metrics of our customers with those of FitBit. If we're better, highlight it! If not, analyze what we could change.



Implement Scheduling

Prompting users to set up a schedule for their workouts helps them overcome the time barrier.

Implement Personalized Reminders

Let users select what motivates them so their reminders can be as effective as possible! Keeping them motivated increases our sales and customer loyalty!

THANKS!

DO YOU HAVE ANY QUESTIONS?

clarissaissy05@gmail.com

<https://clarissamc.github.io/MyWebsite>



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