

# BELLABEAT

## product marketing strategy

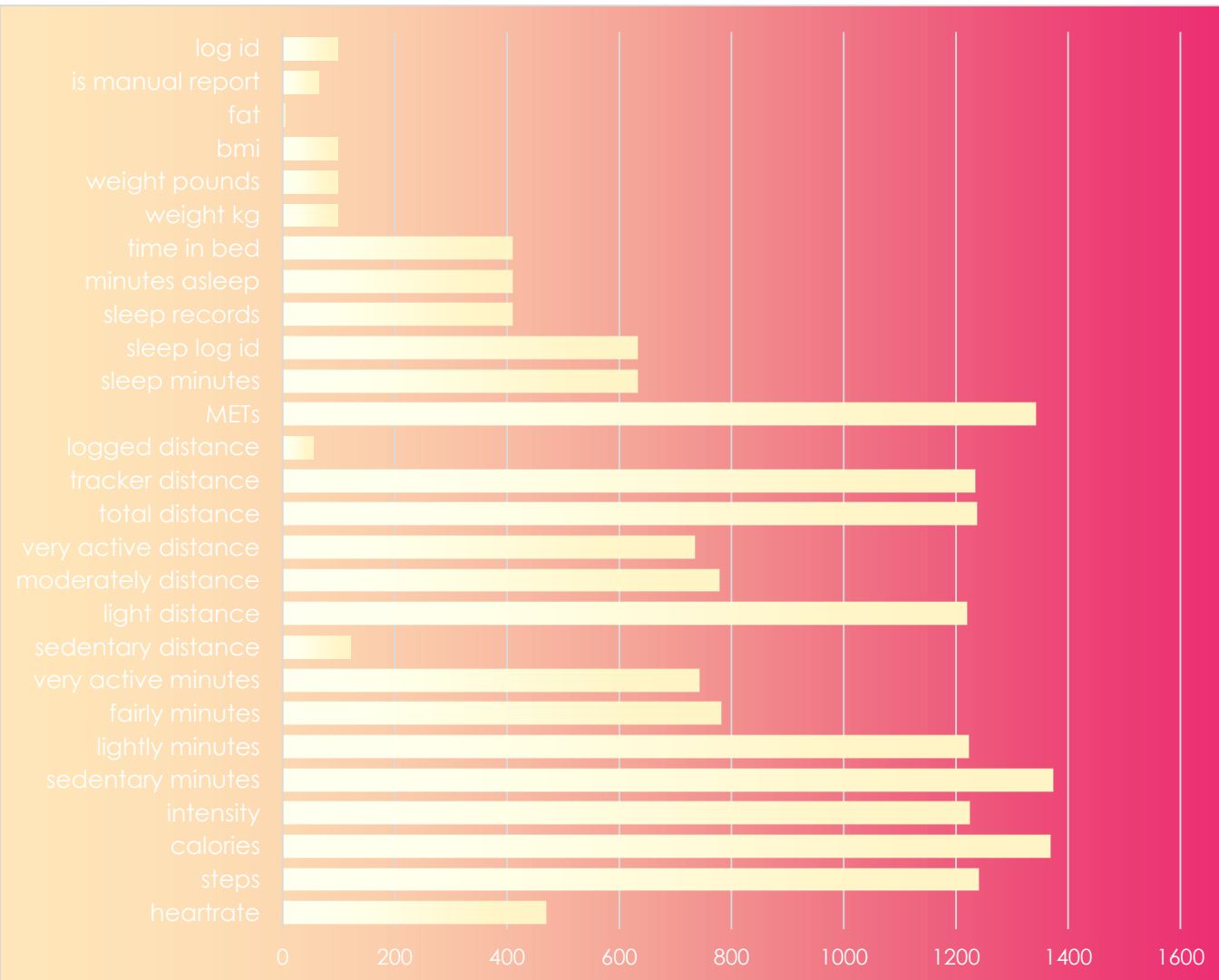
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# Objectives of the analysis

- Insights into how consumers use smart devices in general.
- Presenting marketing strategy recommendations for the Bellabeat app based on analytics insights.

Which **measurements**  
are most commonly  
**used**  
by fitness app  
consumers ?

# Overall picture for the measures used



- Biometric measurements have the least usage.
- Measurements, based on the common steps count have the highest usage.

Counted by id

for the period from March 12, 2016 to May 12, 2016

In more **detail**  
what does  
the overall picture of  
the **measures used**  
look like?

# Overall picture for the measures used

- The functions that are automated have the highest usage: number of steps, number of calories, distance.
- Biometric functions have the least usage: weight, BMI, sleep.

Counted by id

for the period from March 12, 2016 to May 12, 2016



# Insight number 1

- mechanical measurements are used the most;
- biometric measurements are used the least.

## Hence the conclusion:

- Biometric measurements are personal measurements.
  - The lack of biometrics  
=  
lack of personality.

Does this mean  
that  
mechanical measurements  
also **lack**  
**personality?**



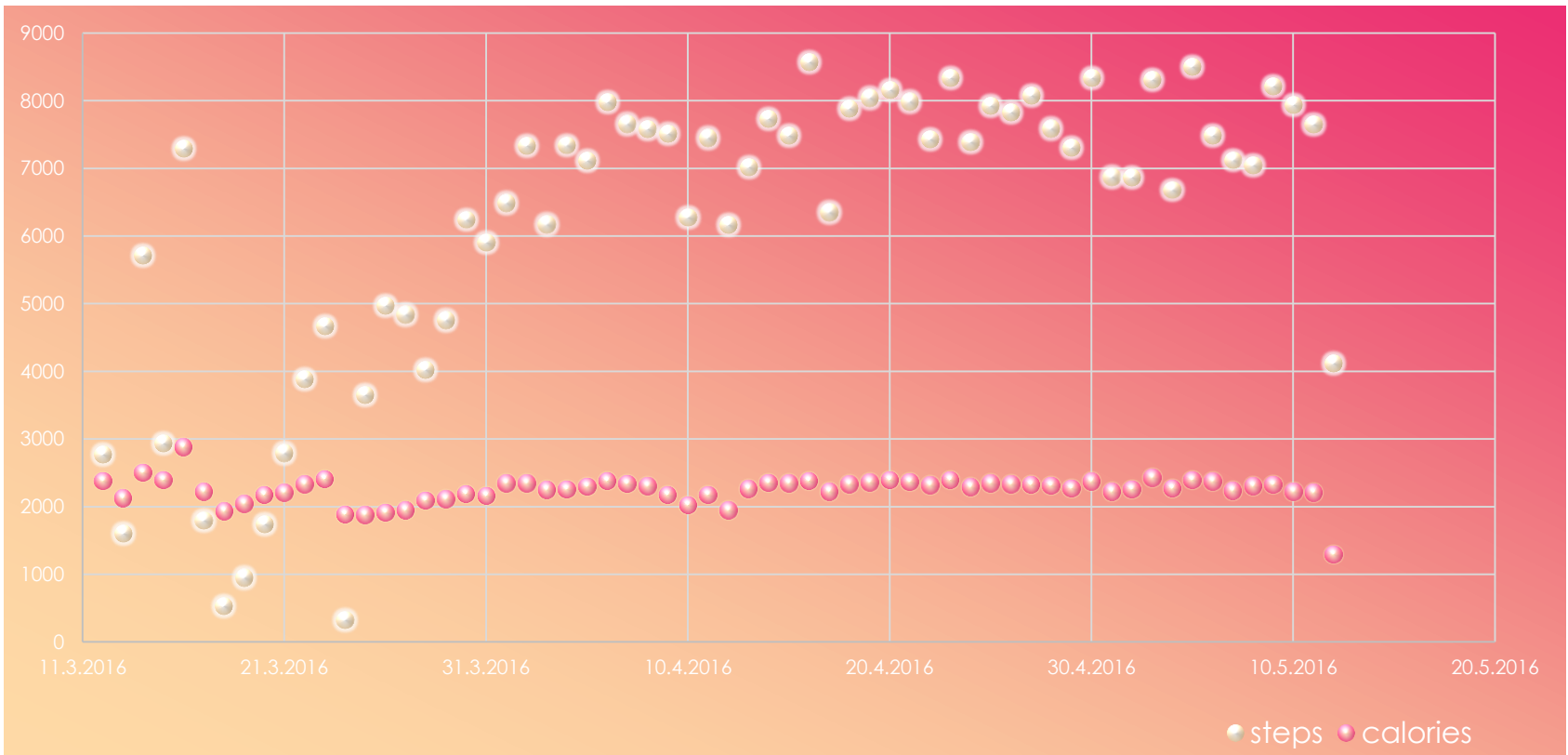
# Exploring mechanical measurements

for the two main dimensions:  
steps & calories

# Steps vs. calories

comparing the average number of steps and calories for each day of the period

- The number of steps increases but the number of calories burned remains at a relatively constant level.
- The relation between the two measurements doesn't exist.
- There is no stable personalized measurement.

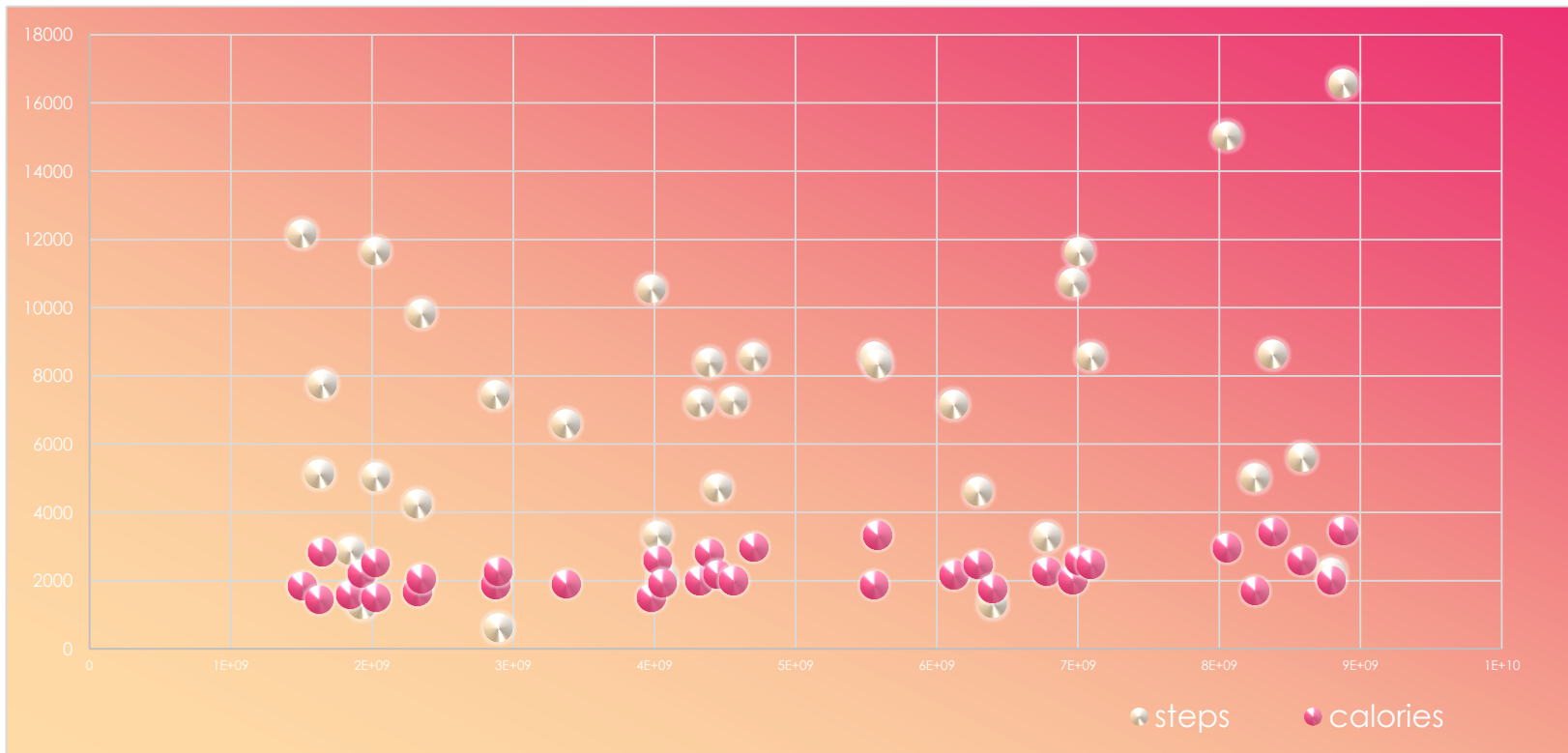


# Steps vs. calories

comparing the average amount of steps and calories for each id

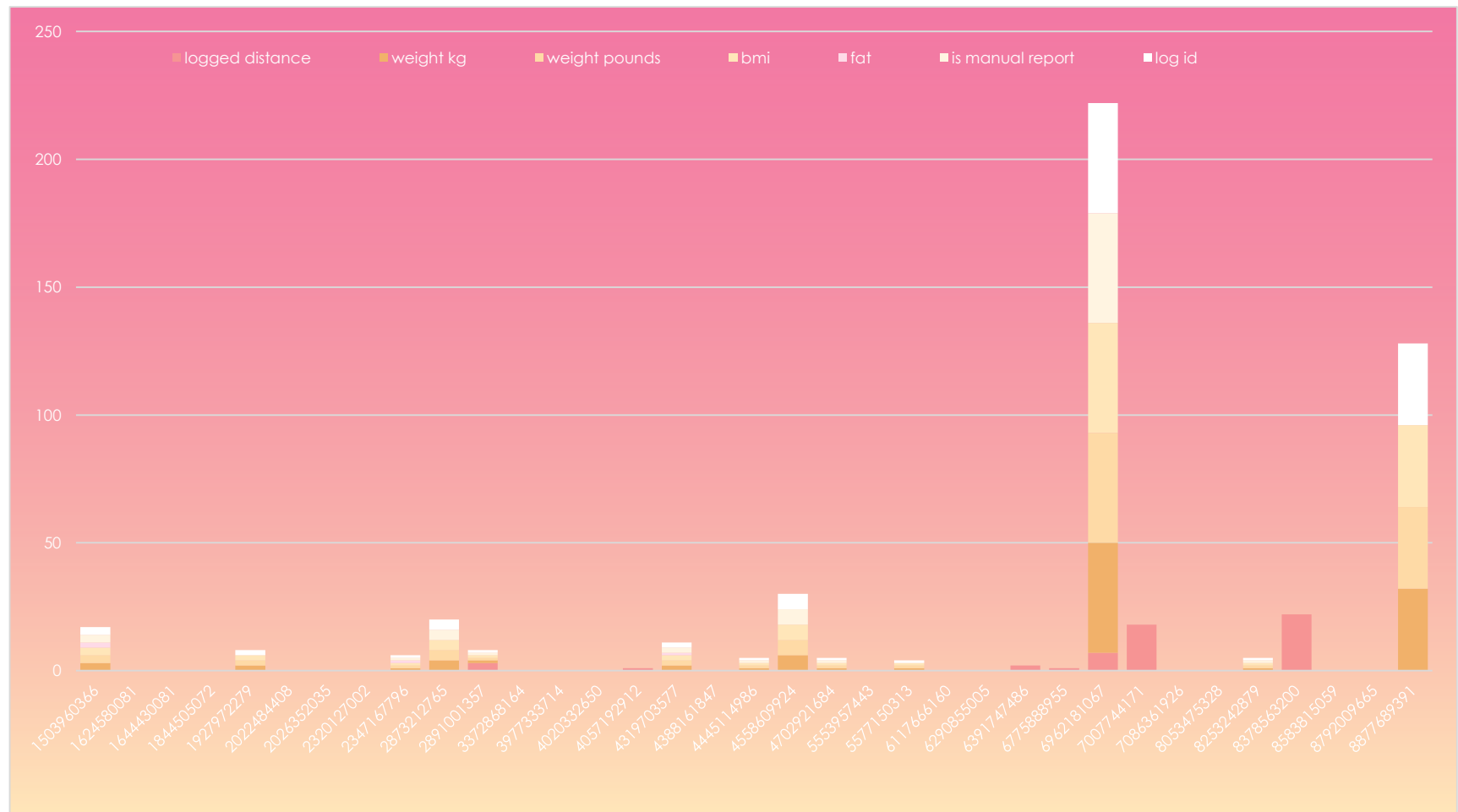
The pattern remains similar to the measurements based on the date:

- Despite different amount of steps, calories remain at the same level.
- There is no stable personalized measurement



Exploring  
**measurements**  
**manually**  
**recorded** by  
the consumers

- Manually recorded measurements have almost no use.
- Of all 35 consumers, only two used them relatively actively for the two months period.



## Insight number 2

- the measurements used are impersonal;
- biometric data is not measured;
- users do not use measurements that require them to manually record their data.

### Hence the conclusion:

Required automatization for:

- biometric data;
- data, recorded by the user.

# **MARKETING STRATEGY PROPOSAL**

- Bellabeat already take care of the successful automation of biometric data collection.
- Bellabeat has an affinity and success with fashion products.

**Let's  
take  
this  
further !**



# The idea:

## Smart sports shoes

that have a mechanism in their sole  
for measuring  
weight, load, pressure.

# Bellabeat smart sport shoes

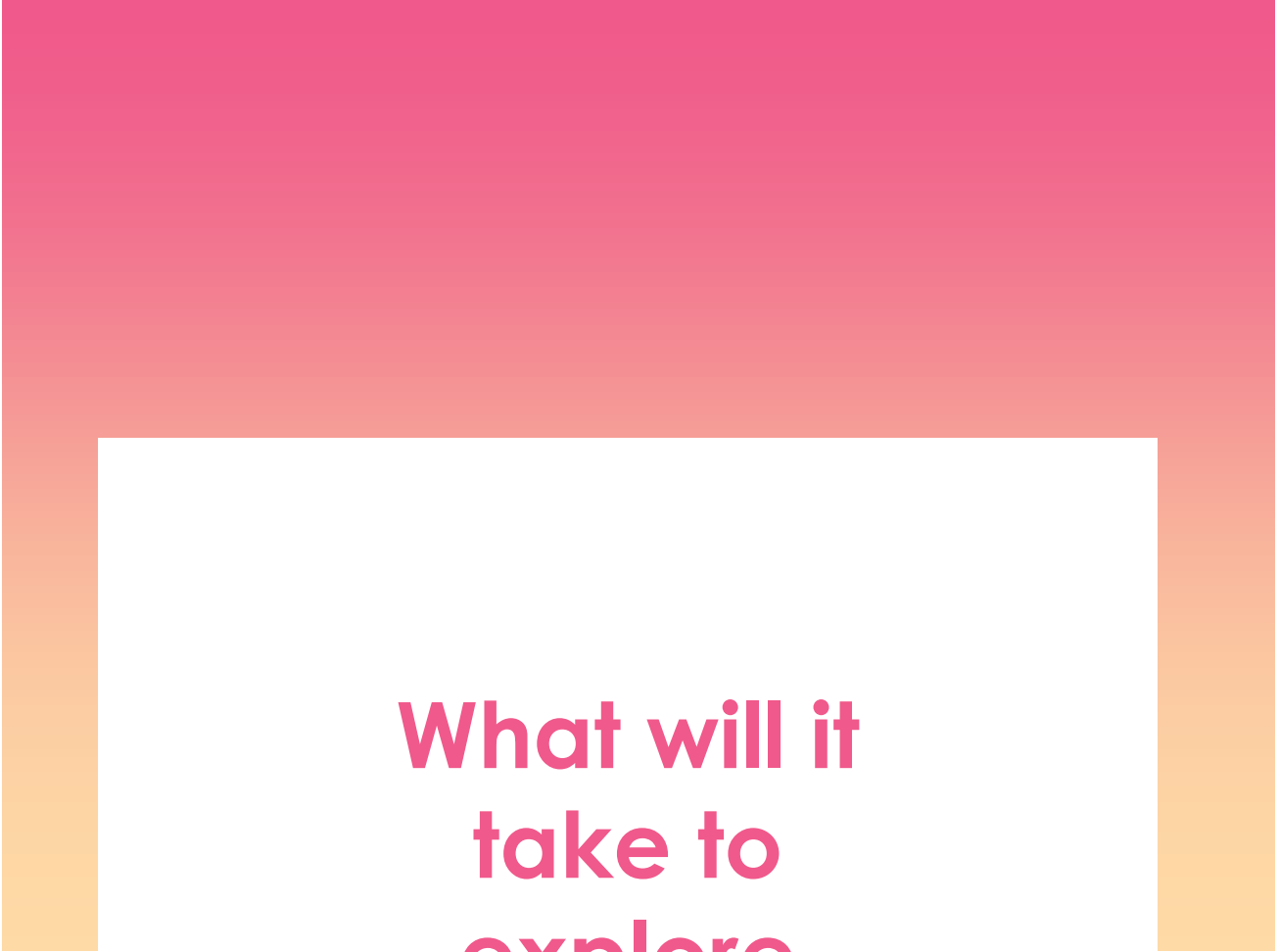
## benefits

- Develop the company's fashion image
- Complement the functionality of Bellabeat app.
- Help develop a complete Bellabeat fashion line.

# Bellabeat smart sport shoes

benefits  
for consumers

- Monitor their complete biometric data.
- Do not waste time manually entering data.
- Have an elegant overall fashion look.



**What will it  
take to  
explore  
the idea ?**

## Requirements for the further analysis

- Analysis of more accurate data from fitness apps.

- Analysis of the sports fashion product market.

Thank you!

