BELLABEAT product marketing strategy

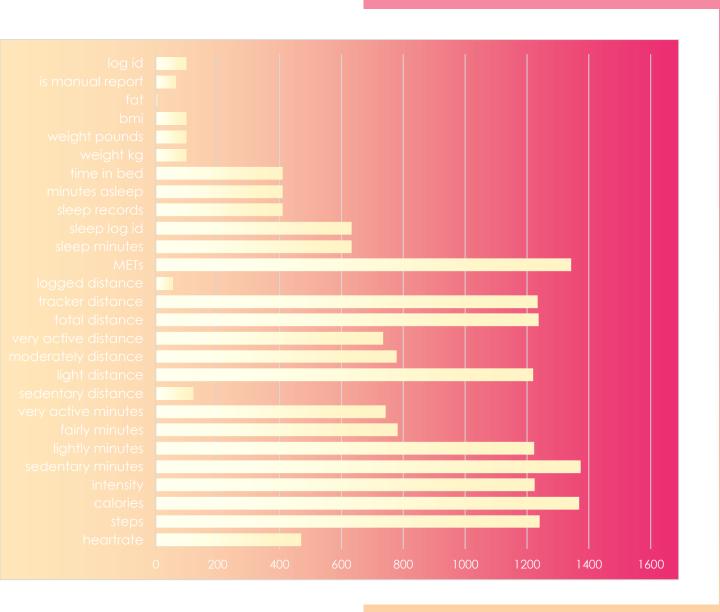
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Objectives of the analysis

- 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.

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

heartrate, steps, calories, intensity				active minutes																						
		10	40	10	40	10	10	10		40	40	40	40	40		40	00	00	05	05						
	0			49 49	49 49		48	48 9	22	48 49	48	48 9	48 49			48 49	39	39	25		3					
	0			40	40		30		22 14	40	30	28	40			40										
	0			30	42		5	3	0	28	5	3	28			42										
	0			28	42		6	4		28	6	4	28			42	16									
	42			42	42		39	39		42	39	39	42			42	0	0	0	0 (0					
	5			42	42					42 38			42			42	42	42	28	28 2	8 0					
	0			38	42		11			38			38			42	00	00			0					
	32			32 42	32 42		26		1.5	32 42			32 42			32 42	32	32			5 1					
	0	92	4Z 2	42	4Z 9	42	24		13	92	0	0	9	42		42										
		30	30	30	30	30	17		23	30			30	30		30										
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	27		62 35	38	62 35	38 21				41 38			48			62	39 25	25			0					
	0			21			- 6	5		20		5	20			35	0	0			0					
	0			41	42					41						42	39				6 2					
	30			30	39		27			30			31			31	26				3 0					
	42			45 42	45 42		13 25 35			45 42			45 42			45 42	39	39	28	28 2	8					
	42			42 44	42 45					44						42 45	44	44	27	27 2	6 7					
	42			42	42					42						43	44				1					
				39	41					39						41	38				6					
				31	38		7	5		31	7	5	31			37	27				8 0					
	0			27	39		4						26			30										
		3	9	3	9	2				2			3			9										
				25	35		20			25			25			35	7	7	3	3		0	0		0	0
				44	44					44					7 18	44	44	44	31	31 3	1 40	3 43	43		43	43
	35			35 41	37 42					35 41					18	37 42	35	35	24	24 2	4 0					
	0			41 41	42					41 41						42 41	35	33	3	3 24	4					
	0	24		24	30	24	18	18		24	18	18	24	24		29										
	0	42	42	42	42	42	34	34		42	34	33	42	42	22	42	42	42	31	31 3	1 0					
	0			33	39					33					0	38	0	0	0	0	0					
	29			30	40					30			30			39	23	23			5 0					

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?

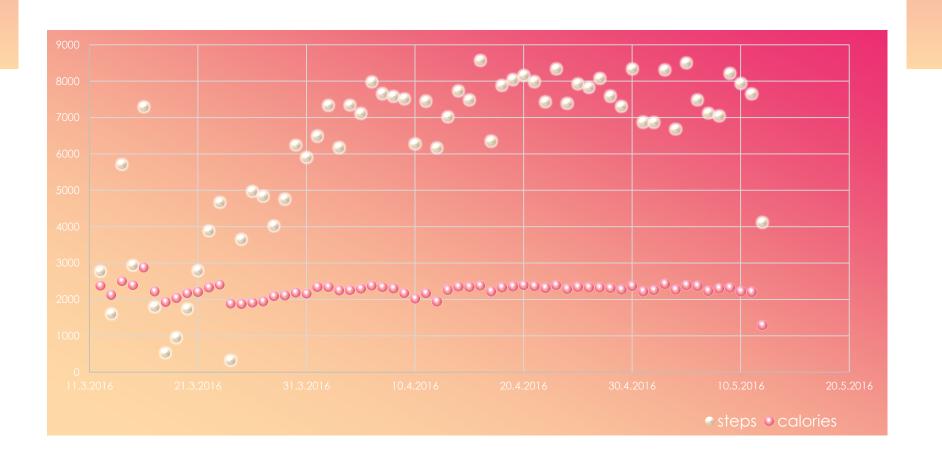
Exploring mechanical measurements

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

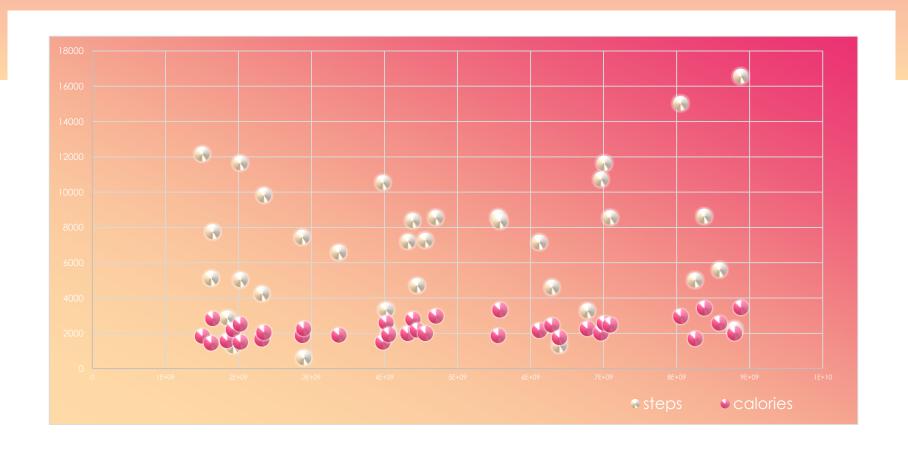


Steps vs. calories

comparing the average amount of steps and calories for each id

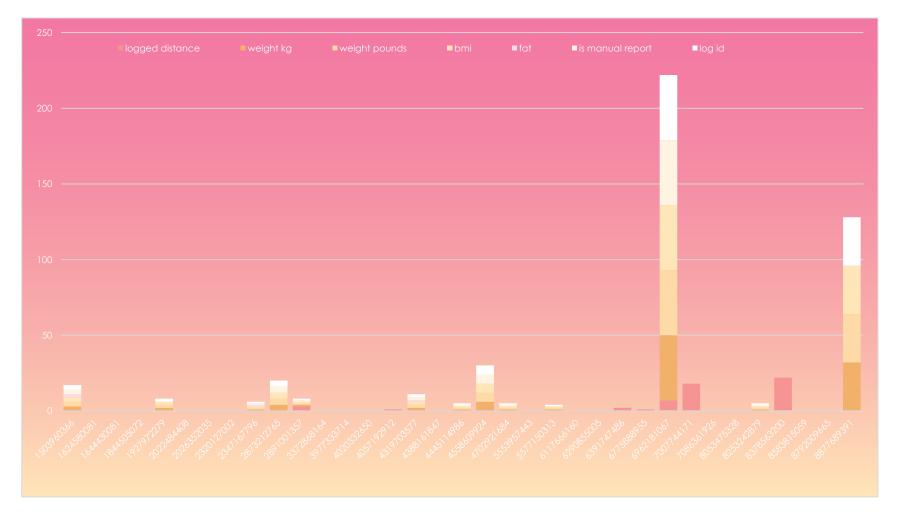
The pattern remains similar to the measurements based on the date:

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



measurements manually recorded by

- 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

