Bellabeats Case Study

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Overview

Bellabeat is a high-tech company founded by Urška Sršen and Sando Mur that specialized in health-focused smart products. Their smart products include an app, fitness tracker, wellness watch, and water bottle. Urška has tasked us to analyze data from non-Bellabeat smart devices to gain insight on how consumers are using their devices and how that information can be used to inform Bellabeat's marketing strategy.

Business Task:
Analyze Fitbit data to gain insight on consumer use and help guide marketing strategy.

Stakeholders

- Urška Sršen
- Sando Mur
- Executive Team
- Marketing Analytics Team

Understanding the data

The dataset used in this case study was generated by 30 respondents to a distributed survey via Amazon Mechanical Turk between March 3, 2016 and May 12, 2016. The users consented to the submission of personal tracker data, including minute-level output for physical activity, heart rate, and sleep monitoring.

Prepare the data

- **Check for unique values.**
- **Some NAs were dropped when necessary**
- **Redundant duplicates cleaned**
- **New column created to identity "day of week"**
- **Daily activity and sleep tables merged by unique user Id**

Analysis

- There is an obvious correlation between the distance/steps and calories.
- The respondents were most active between Tuesday and Thursday.
- The most sedentary minutes were recorded between Tuesday and Thursday.
- Not enough data exist for the weight log. Only 8 respondents.
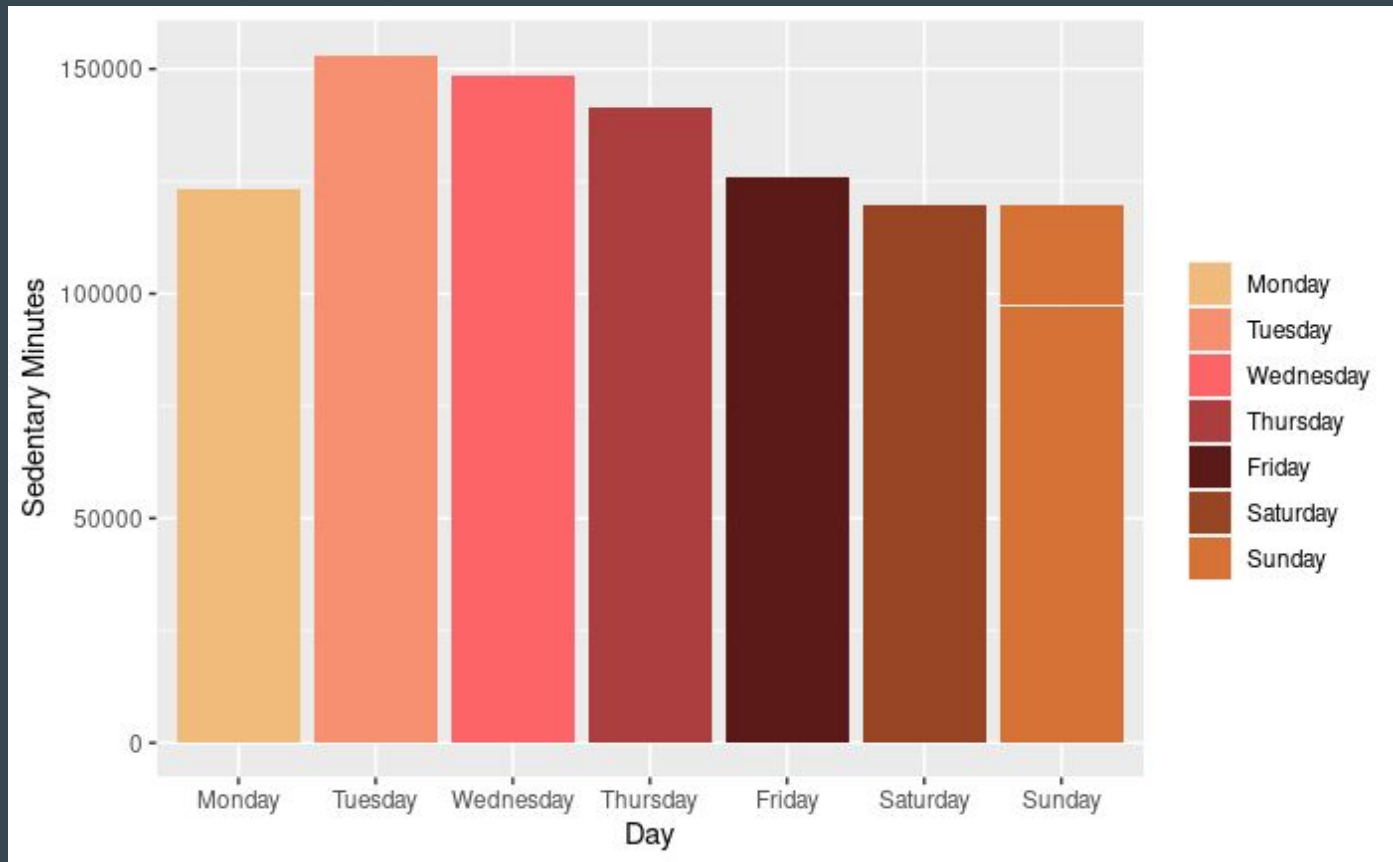- The respondents were most active between 5-7pm each day.
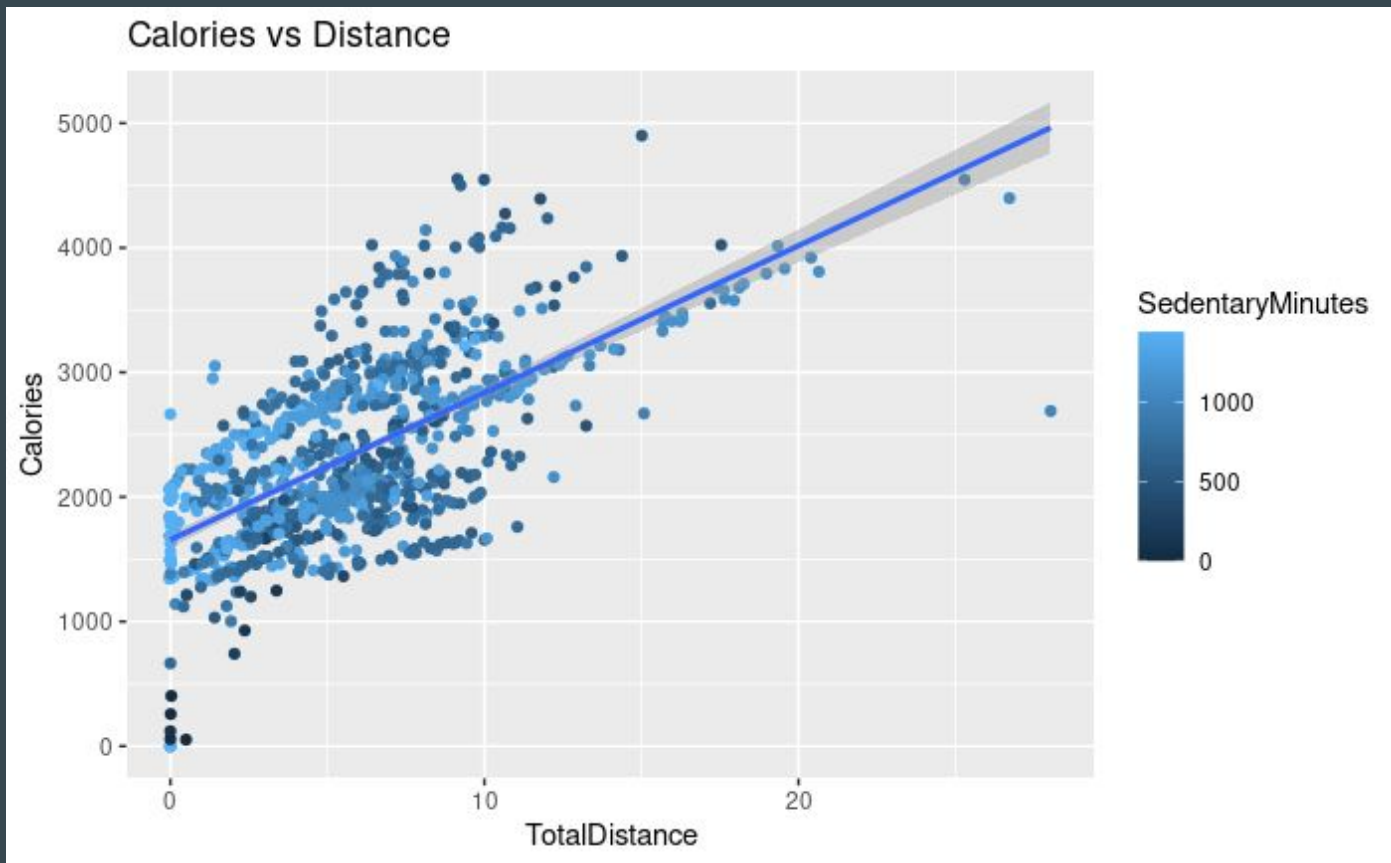
Visualizations

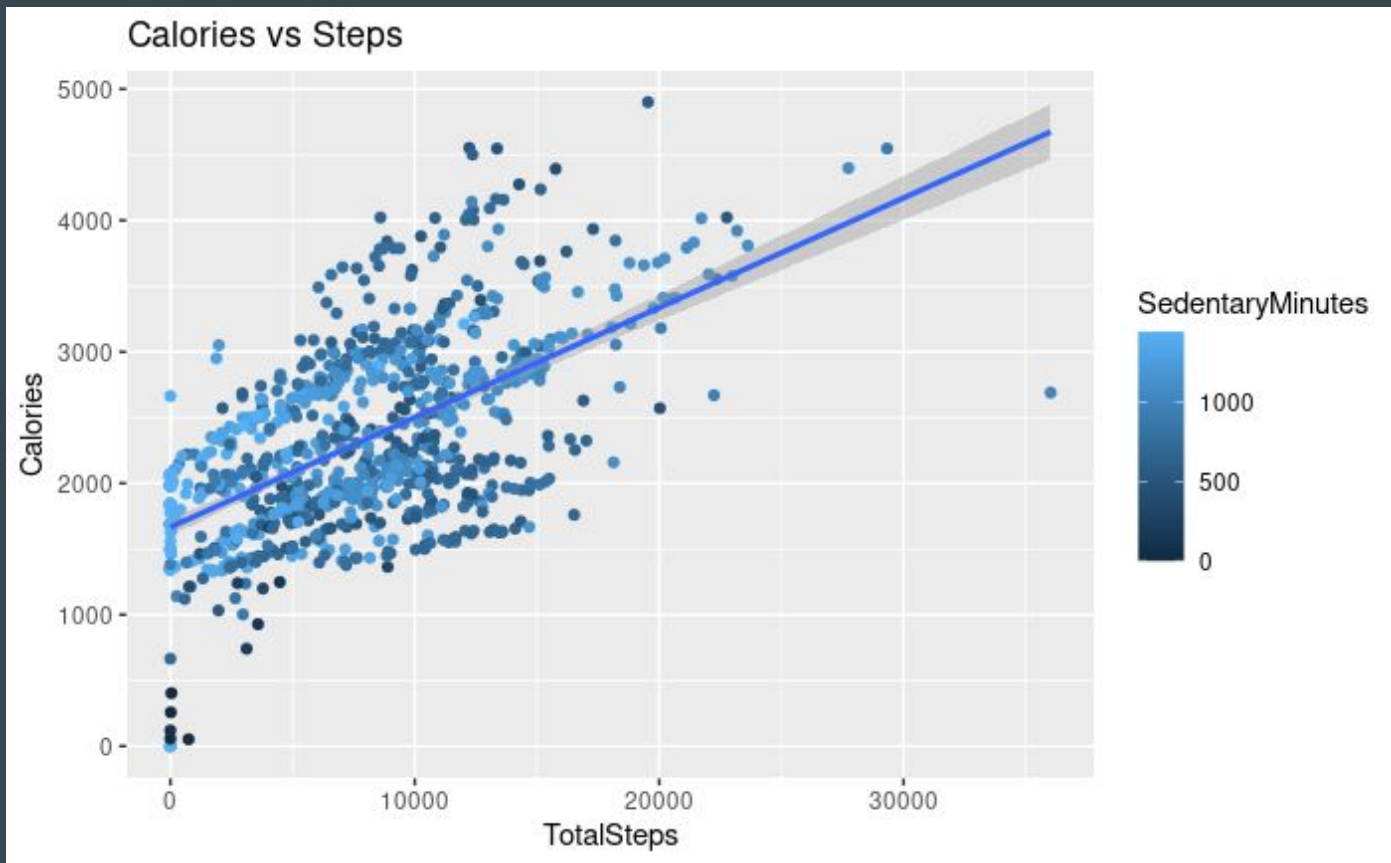# Activity per day of the week
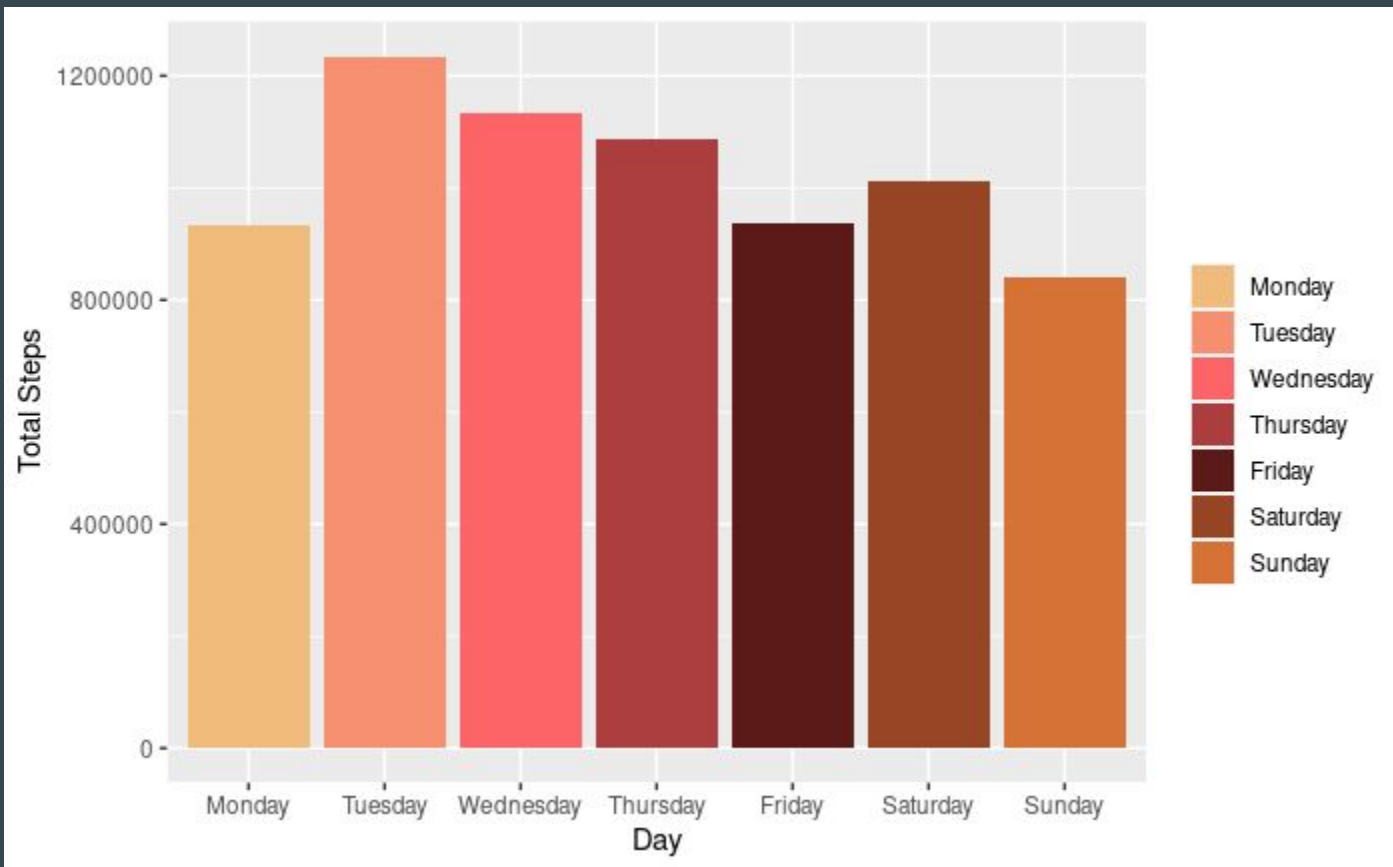
Activity per hour of day
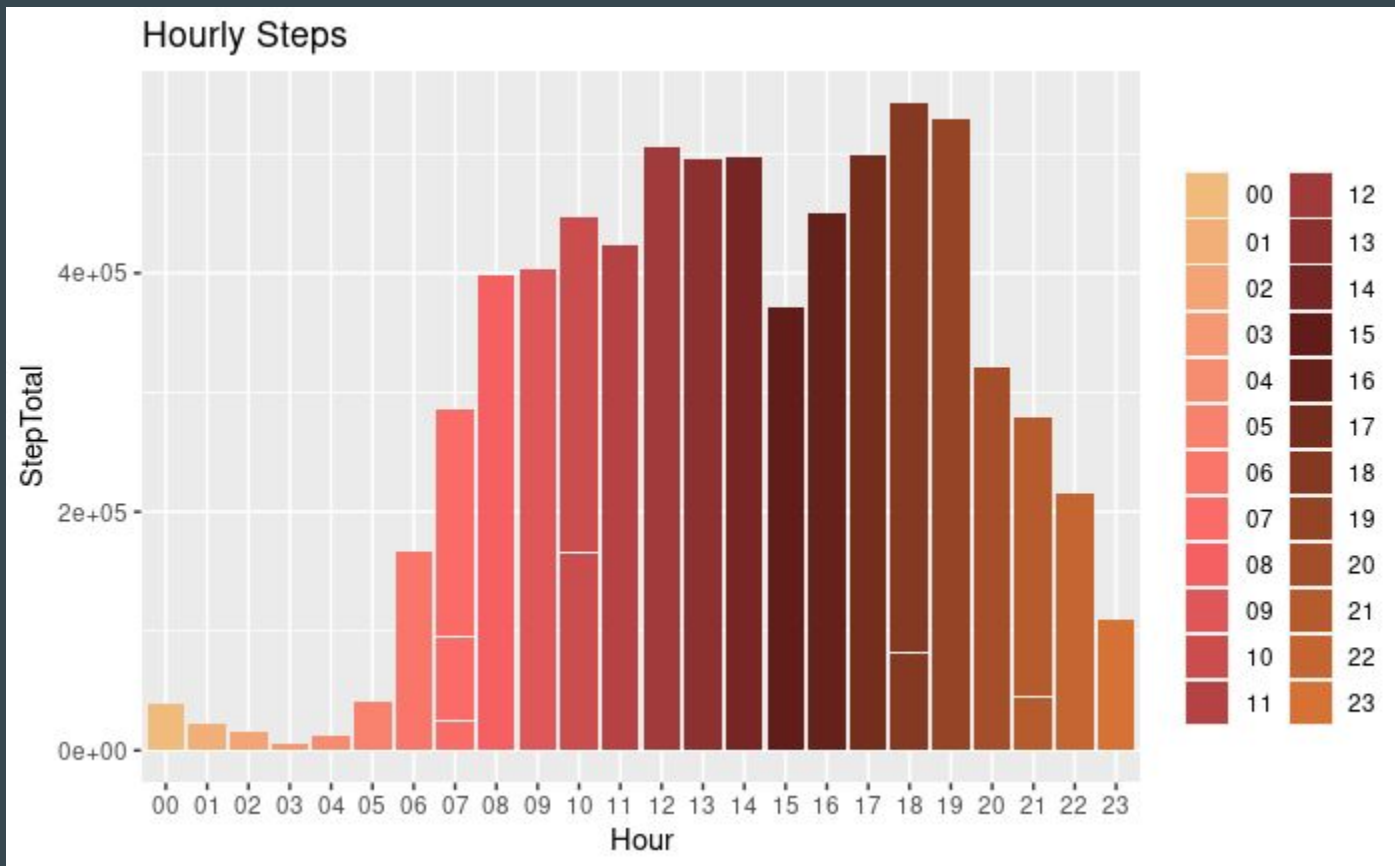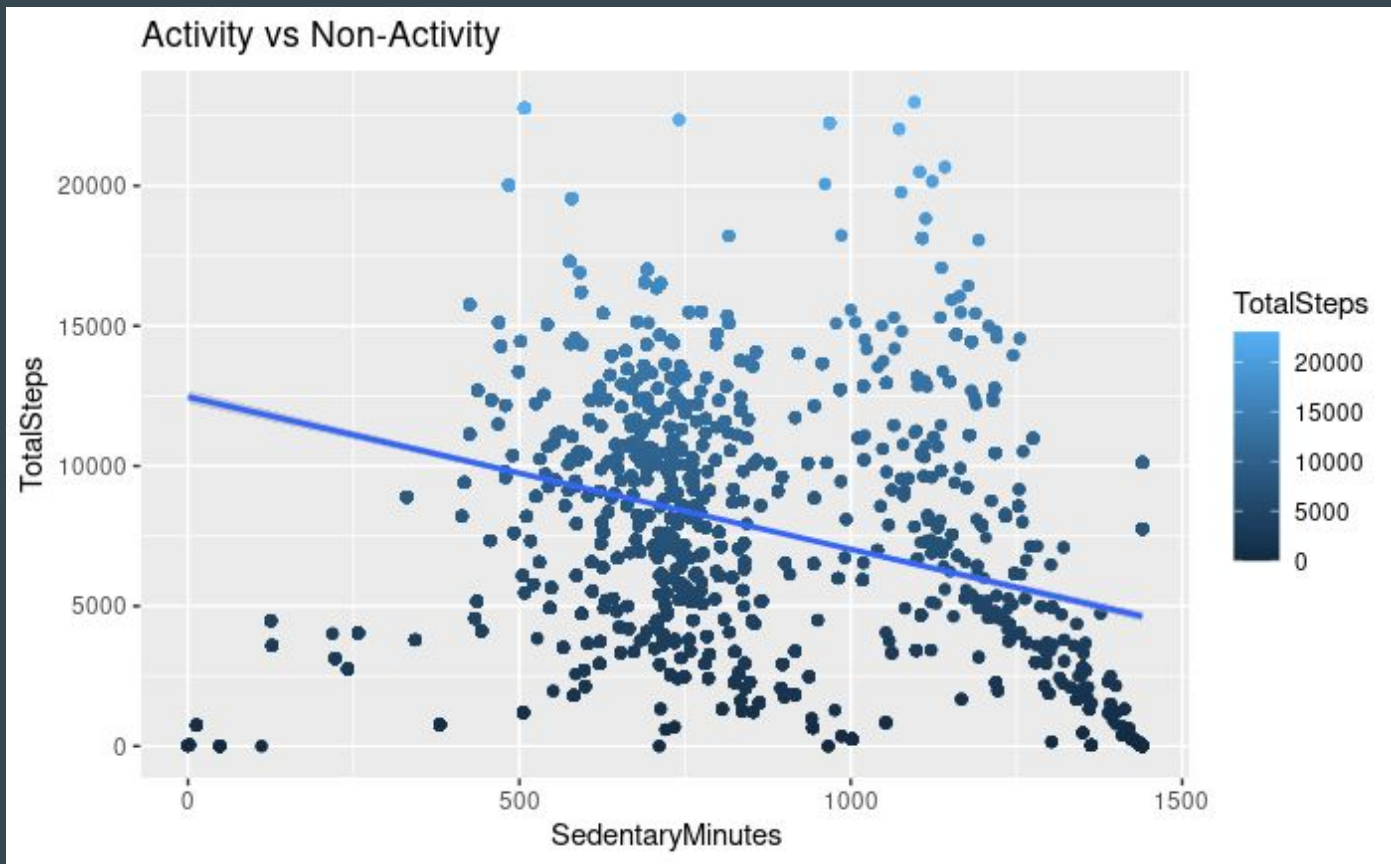
Days of sedentary activity

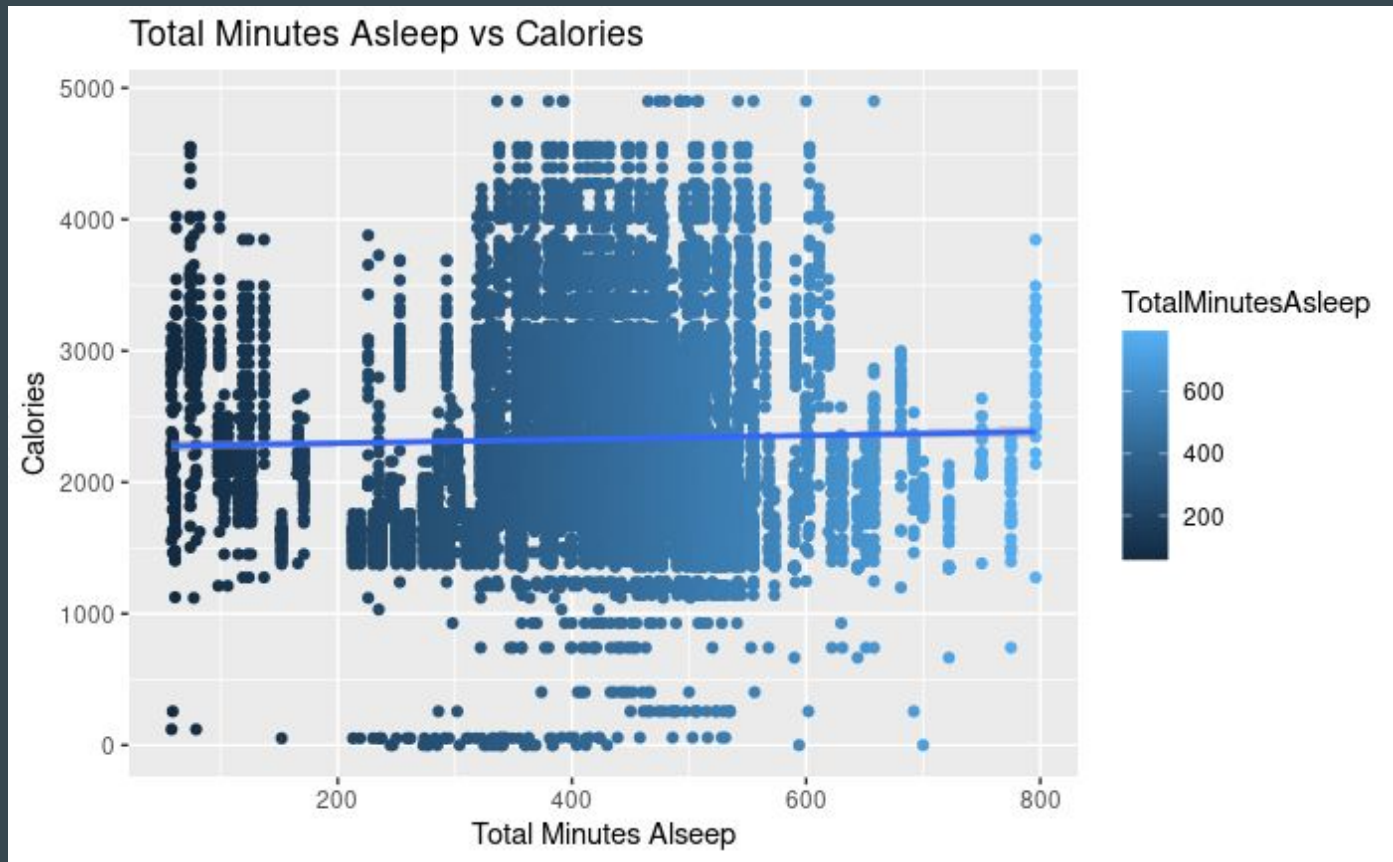# Correlation of Calories and Distance

Correlation of Calories and Steps

Correlation of sedentary minutes and steps

Correlation of activity and sleep

Findings and Recommendations

- The marketing team can show the correlation that less sedentary activity is healthier and results in more calories burned.
- Not enough data around weight since the logging was manual. Is there an opportunity for more smart scales sales? Or have a reminder to input weight manually for tracking in the app. More data needed.
- The sleep data does not seem to correlate positively with more activity or less.
- The app can be used to set alarms or reminders to be "active" when a threshold of sedentary minutes is met to encourage activity.