



Bellabeat Case Study: How Can a Wellness Technology Company Play It Smart?

July 2022

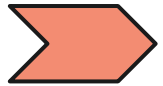
Mohamed Sofiene Kadri

Goal of our discussion today

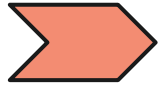


How can the analysis of a smart
device data help guide
marketing strategy for the
Bellabeat company?

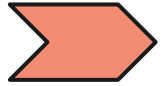
Discussion summary



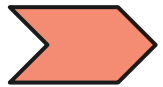
Bellabeat company



Key business question



Analysis, findings, and insights



Recommendations

Bellabeat company



A **wellness** company and a **high-tech** manufacturer of **health-focused** products for women.

Products:

- Bellabeat app
- Leaf
- Time
- Spring
- Bellabeat membership

Key business question



Analyzing smart device data in order to gain **insights** into how people are already using their smart devices.

→ Consumer data can reveal more **opportunities for growth**.

{ How can smart device trends help influence Bellabeat marketing strategy? }

Analysis, findings, and insights

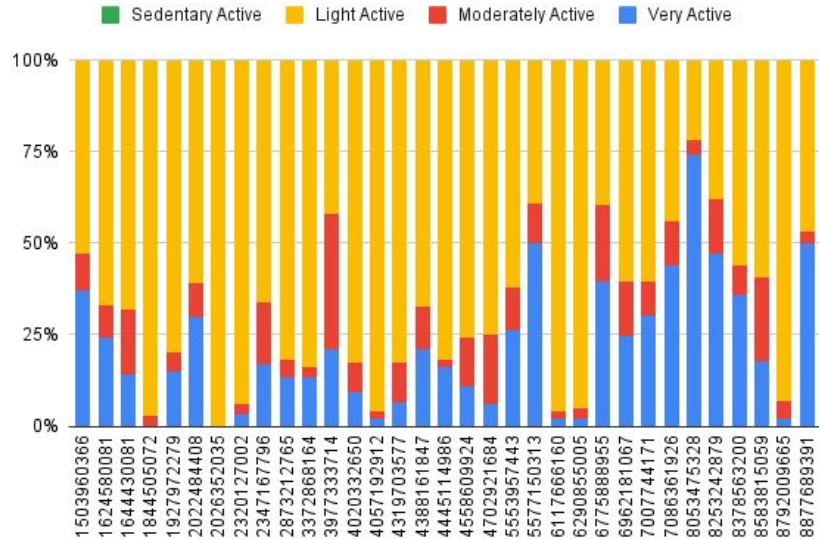


Data overview

- Our data shows the **ratio of distance** travelled under **4 activity intensities**.
 - Data collected from **30 user** and for a period of **2 months**.
- Assist the users to track their activity's intensity and provide recommendations.

Distance Traveled Under Different Activity Intensities

Traveled distance intensities for 4 random users.



Analysis, findings, and insights



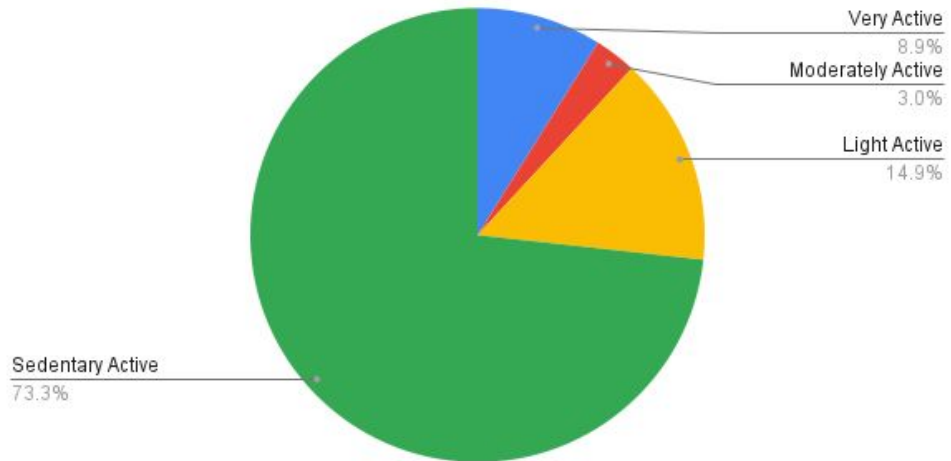
Data overview

- Our data shows the **activity time** spent under **4 activity intensities**.

→ Assist the users to track their activity's intensity and provide recommendations.

Percentage of Activity Time per Activity Intensity

Ratio of activity time per activity intensity for ID number 5577150313.



Analysis, findings, and insights



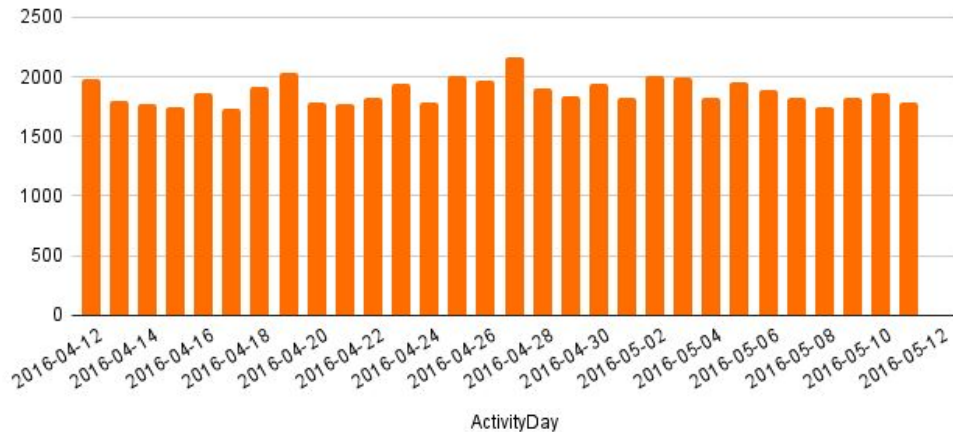
Data overview

- Our data shows an **estimation of burned calories** of one user for a period of **one month**.

→ Provide the users with goal fixing and progress tracking features.

Estimation of Burned Calories

Estimated amount of calories burned for the period of 2 months for the user with ID



Analysis, findings, and insights



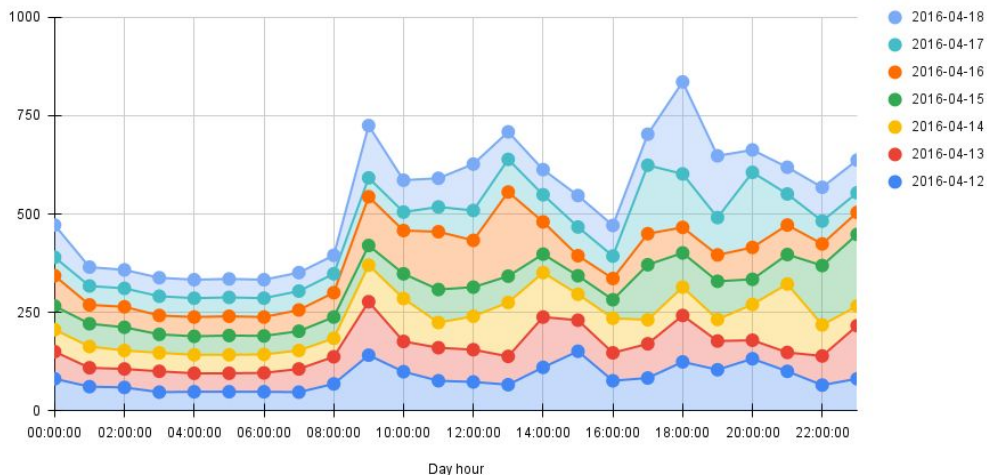
Data overview

- Our data shows the amount of calories burned during the day.

→ An accurate tracking and identification of the pattern, time and the corresponding activity with high impact on calories burning.

Hourly Calories Burned for 7 Days Period

Amount of hourly burned calories for a 7 days period of the ID number 1503960366.



Analysis, findings, and insights



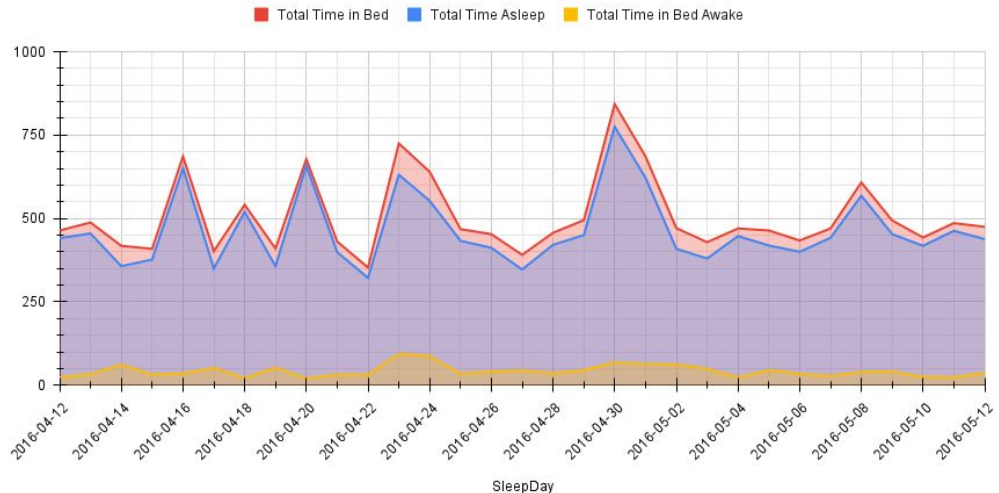
Data overview

- Our data shows the amount of time spent in bed, either awake or asleep.

→ Sleep habits shaping and assistance in controlling and improving bedtime behavior.

Recorded Time in Bed

The amount of time spent in bed either asleep or awake/restless for ID number 5553957443.



Recommendations



- Focus on elaborating a marketing strategy for the Bellabeat Leaf smart device.
- Promote the Bellabeat app features and highlight its capacity of assisting the users in improving her activity habits.
- Emphasize the aspects and perks of Bellabeat Leaf and app usage as a mean of improving self development.



Thank you for your attention!