

# How Can a Wellness Technology Company Play It Smart?

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Last Updated: January 16th, 2023

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What are our goals?

# Objective

- Identify trends in smart device usage to help influence Bellabeat marketing strategy.

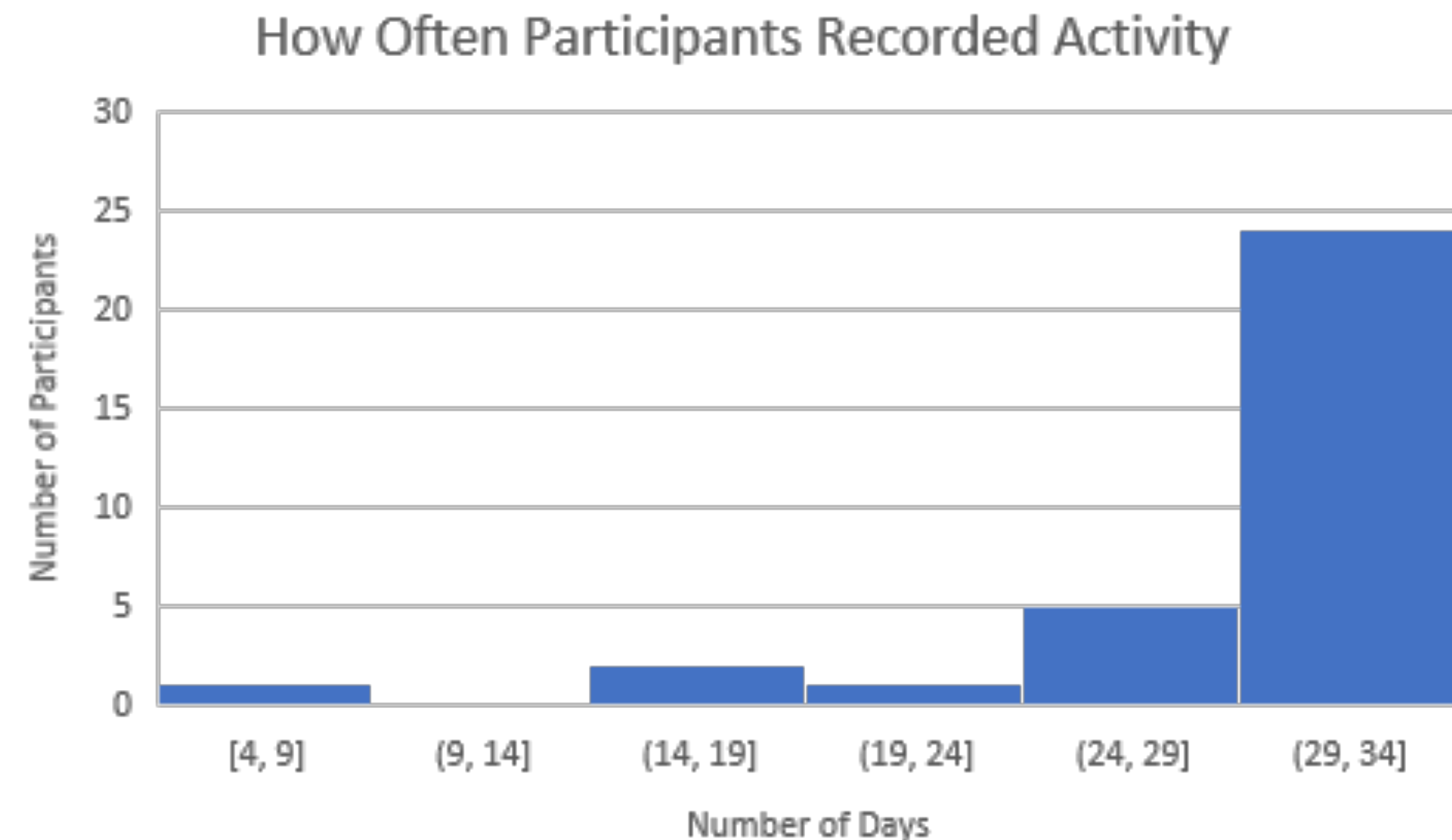
# Data Source

- [Crowd-sourced Fitbit dataset](#) by Furberg, R., Brinton, J., Keating, M., & Ortiz, A.
- Caveat:
  - Small sample size: 33
  - Not clear all participants are female.
  - Not current: 2016, pre-pandemic.

# Findings

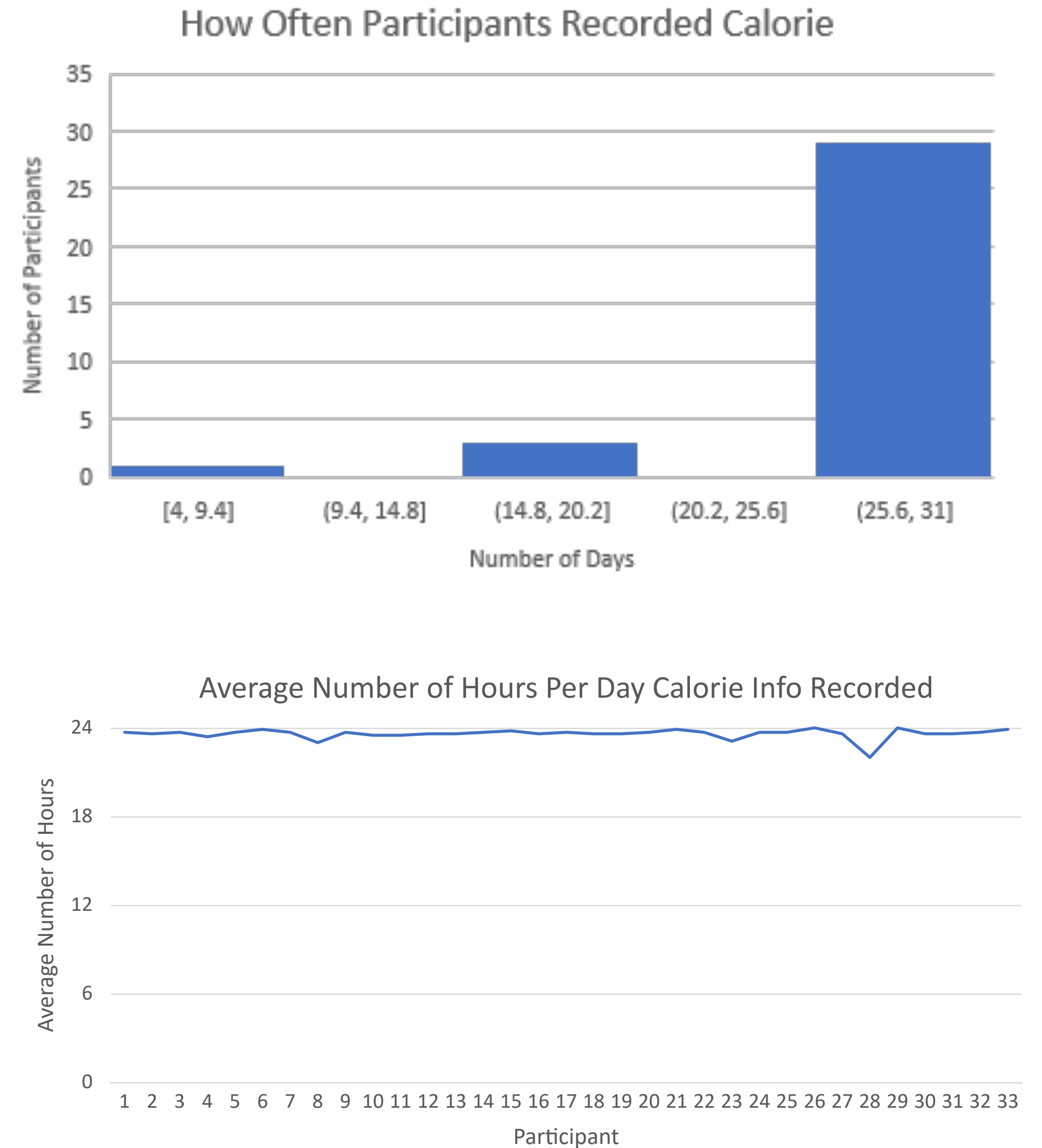
# Daily Activity

- All participants reported their daily activity information.
- Daily activity info includes steps, distance, and active minutes.
- Most participants recorded activity most of the time.



# Hourly Calorie

- All participants reported their hourly calorie.
- Most participants record calorie for a long time.
- On average, each day, every participant almost recorded their calorie for full 24 hours.

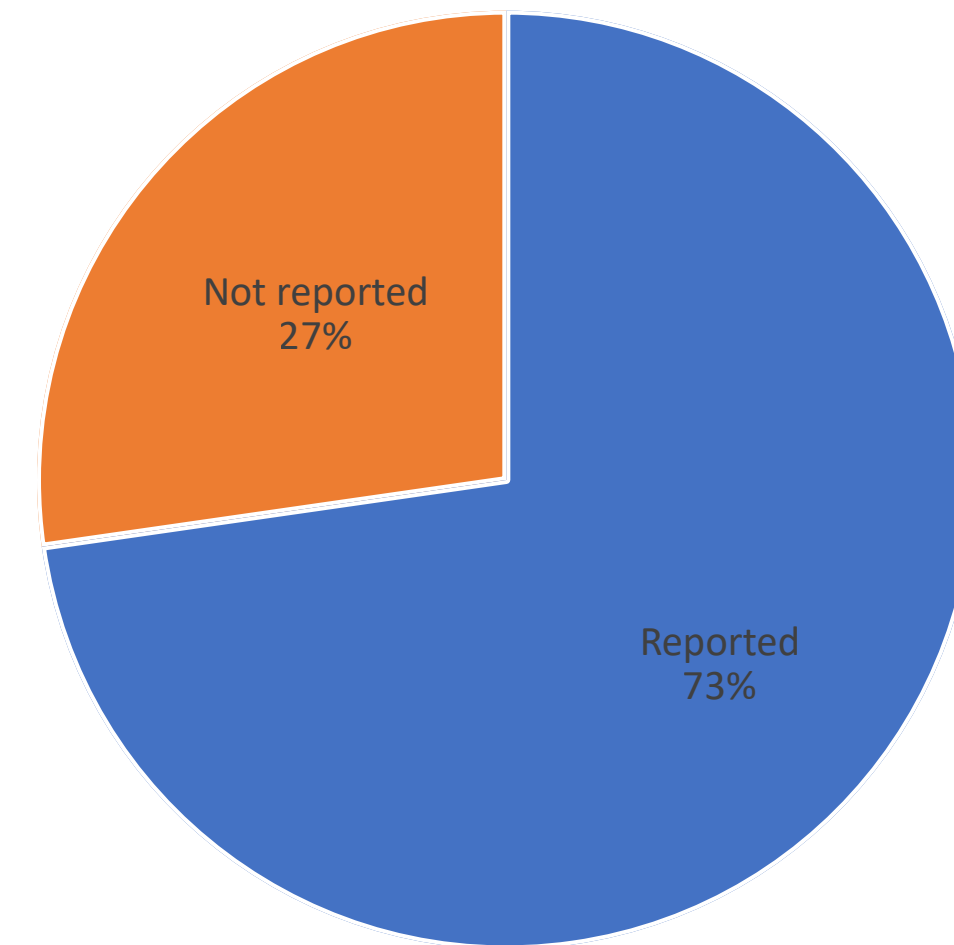




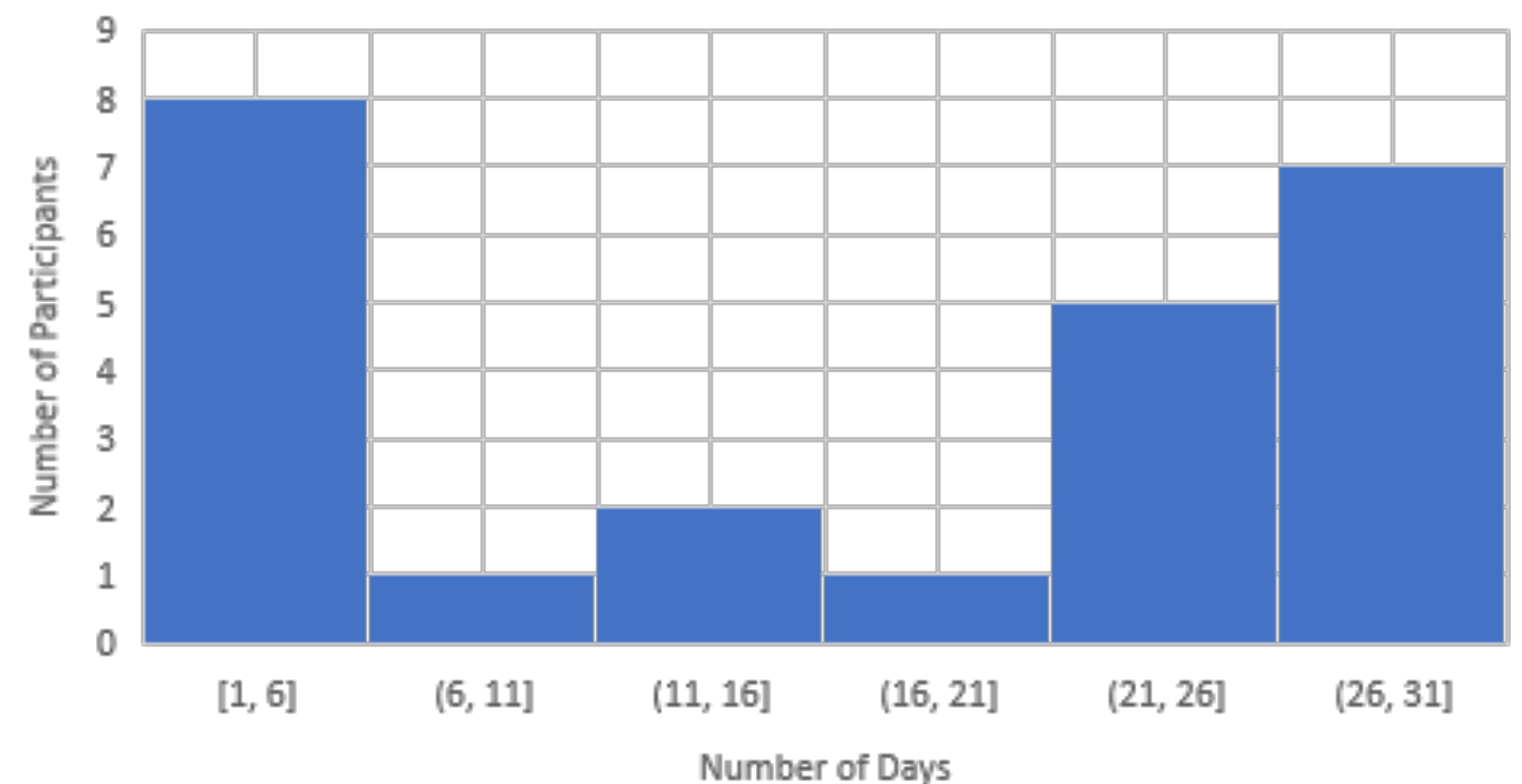
# Sleep

- 73% reported their sleep information.
- Of those who reported, half of the participants did not record their sleep for a long time.

Participants Who Reported Sleep Info



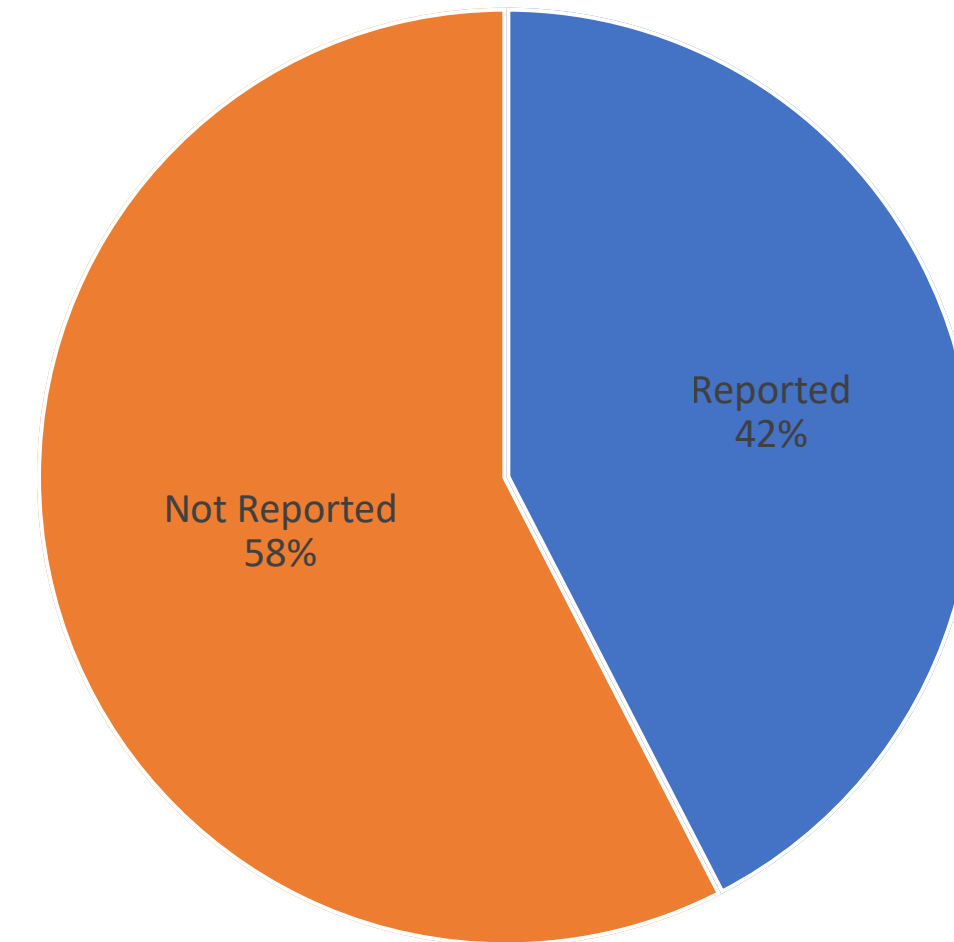
How Often Participants Recorded Their Sleep



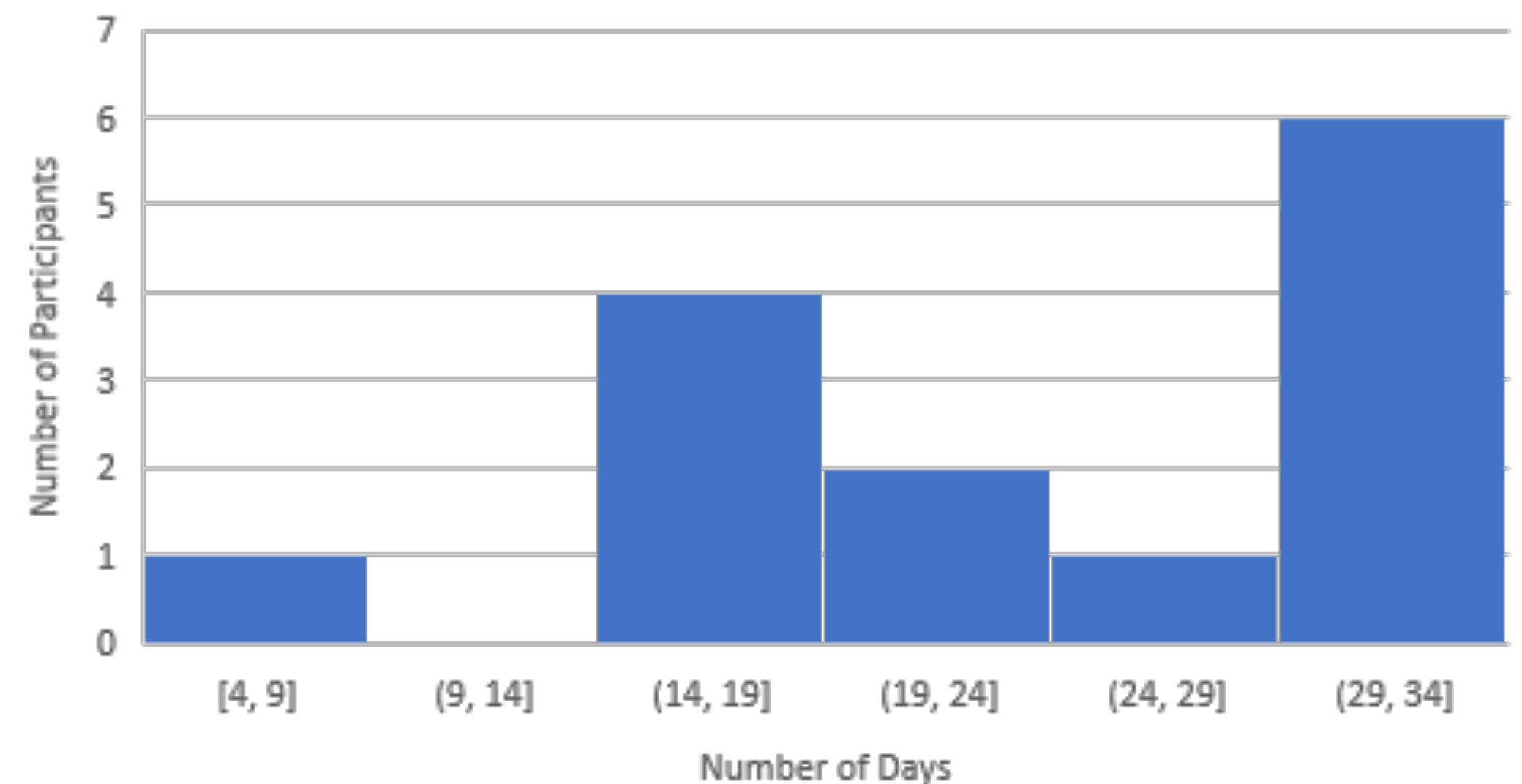
# Heart Rate

- 42% reported their sleep information.
- Of those who reported, most recorded their heart rate for a long time.

Participants Who Reported Heart Rate Info



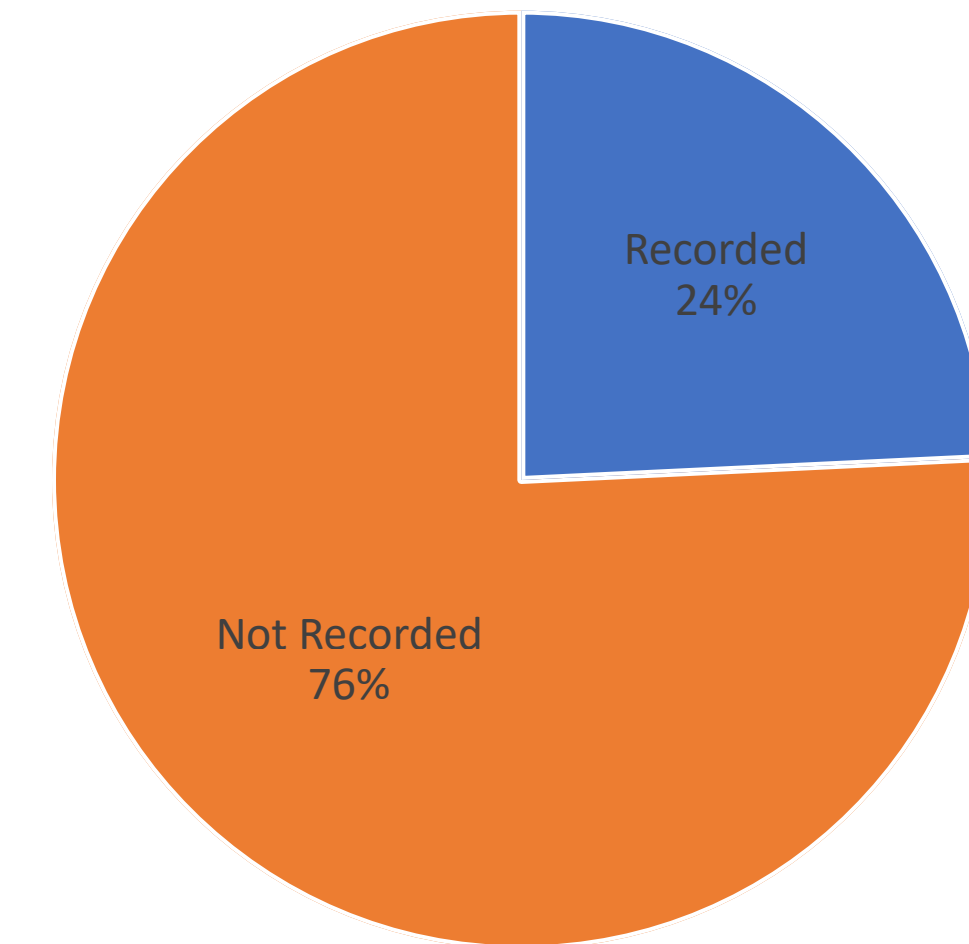
How Often Participants Recorded Heartrate



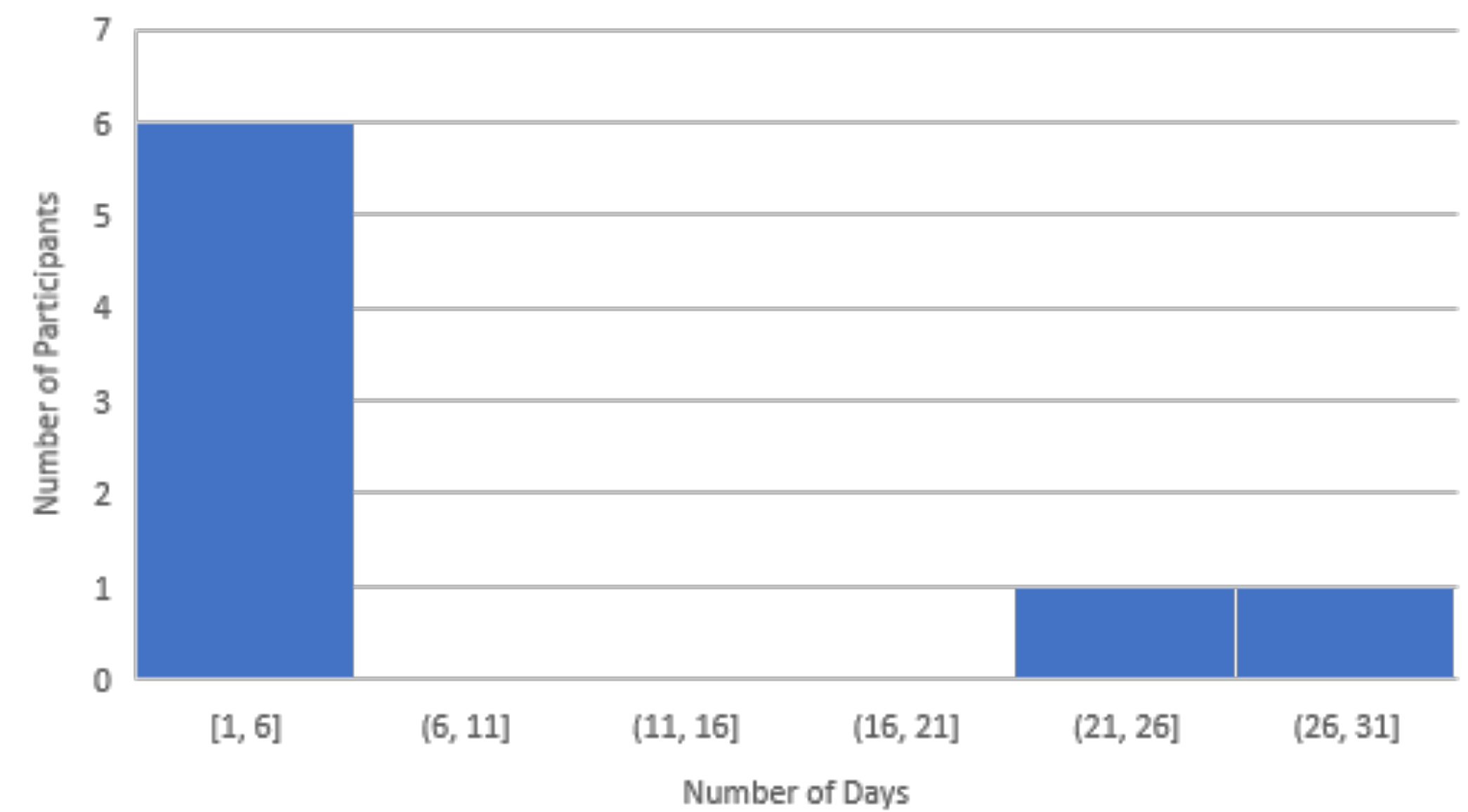
# Weight Info

- 24% reported their weights.
- Of those reported, most did not record their weights for more than 5 days.

Participants Who Reported Weight Information



How Often Participants Recorded Their Weights



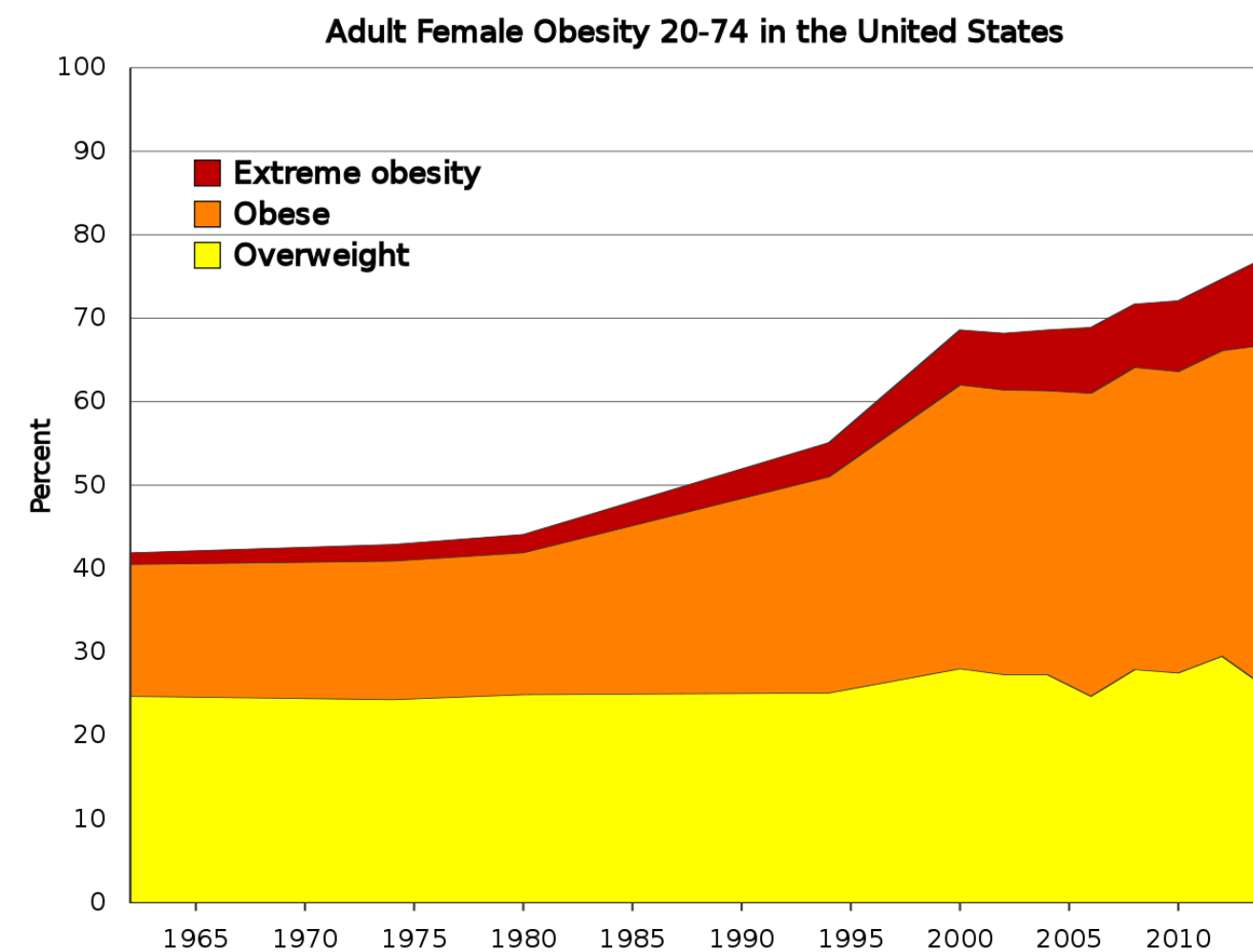
# Conclusion

# Conclusion

- All users use smart device to record daily activity (steps, distance, active minutes) and hourly calorie.
- Most users also recorded their sleep info.
- Most do not record heart rate and weight info.
- In Bellabeat's marketing, they should at least show that their device can record daily activity, hourly calorie, and sleep info in addition to other features.

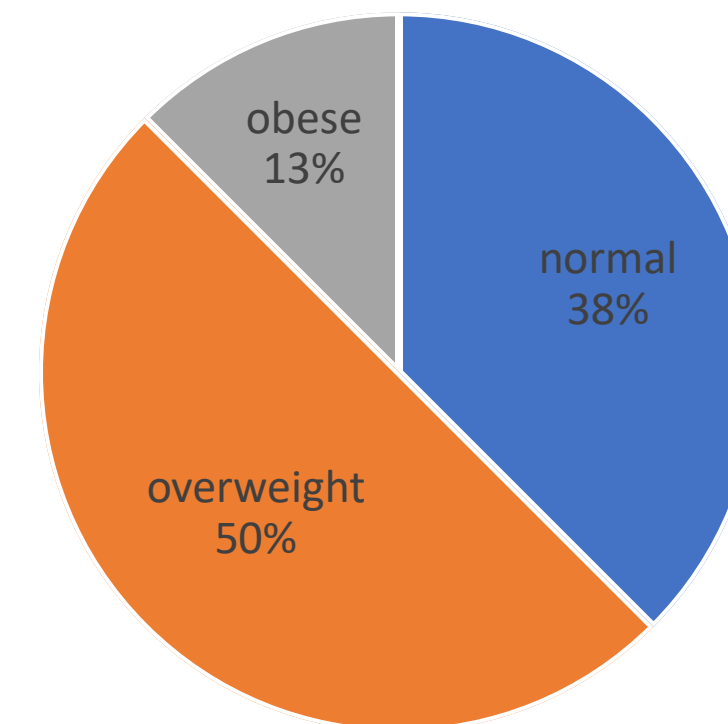
# Appendix

# Does the sample reflect the population?



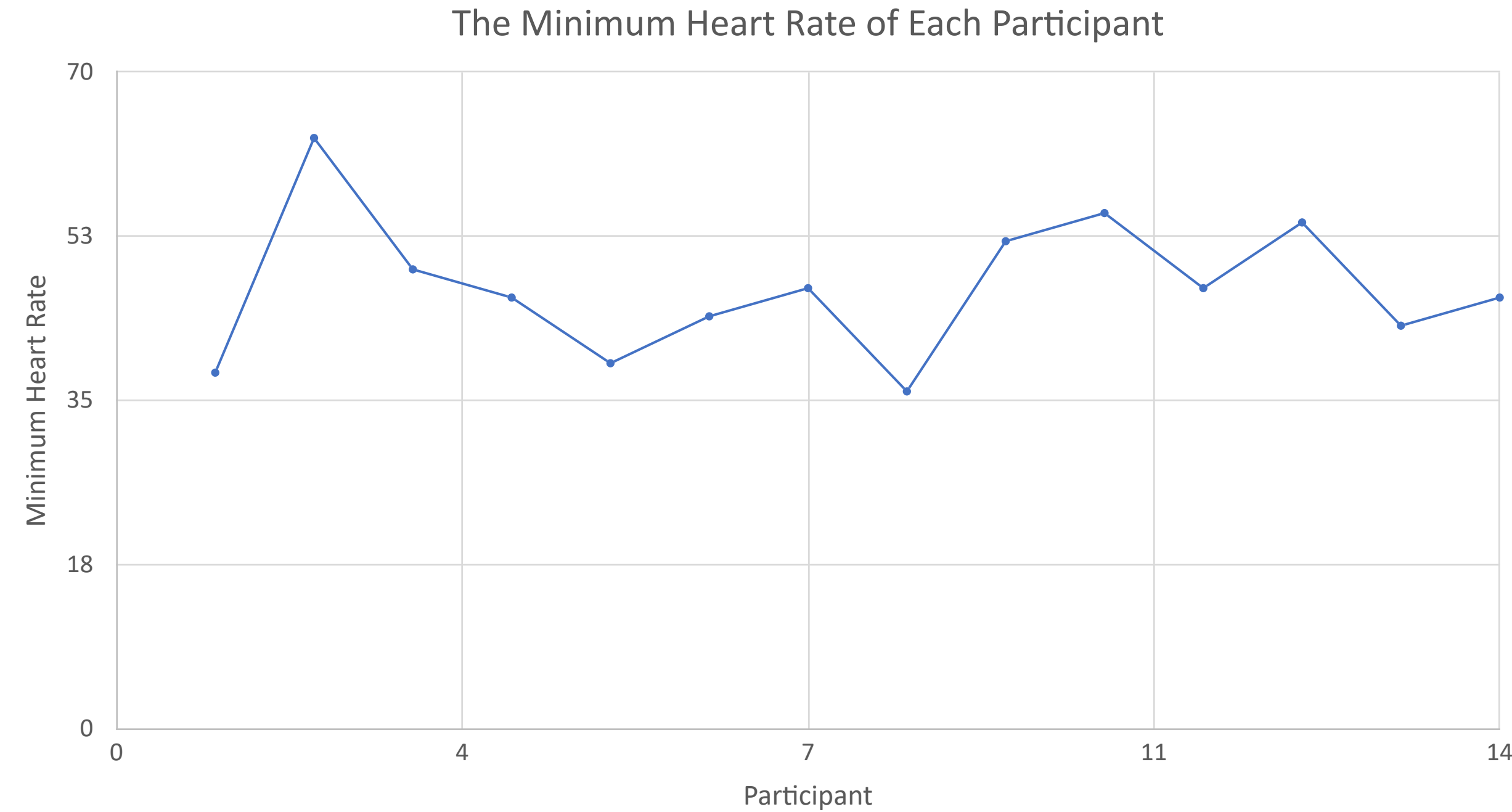
Data source: [CDC](#), Image credit: [Delphi234](#)

Participants' Weight Class



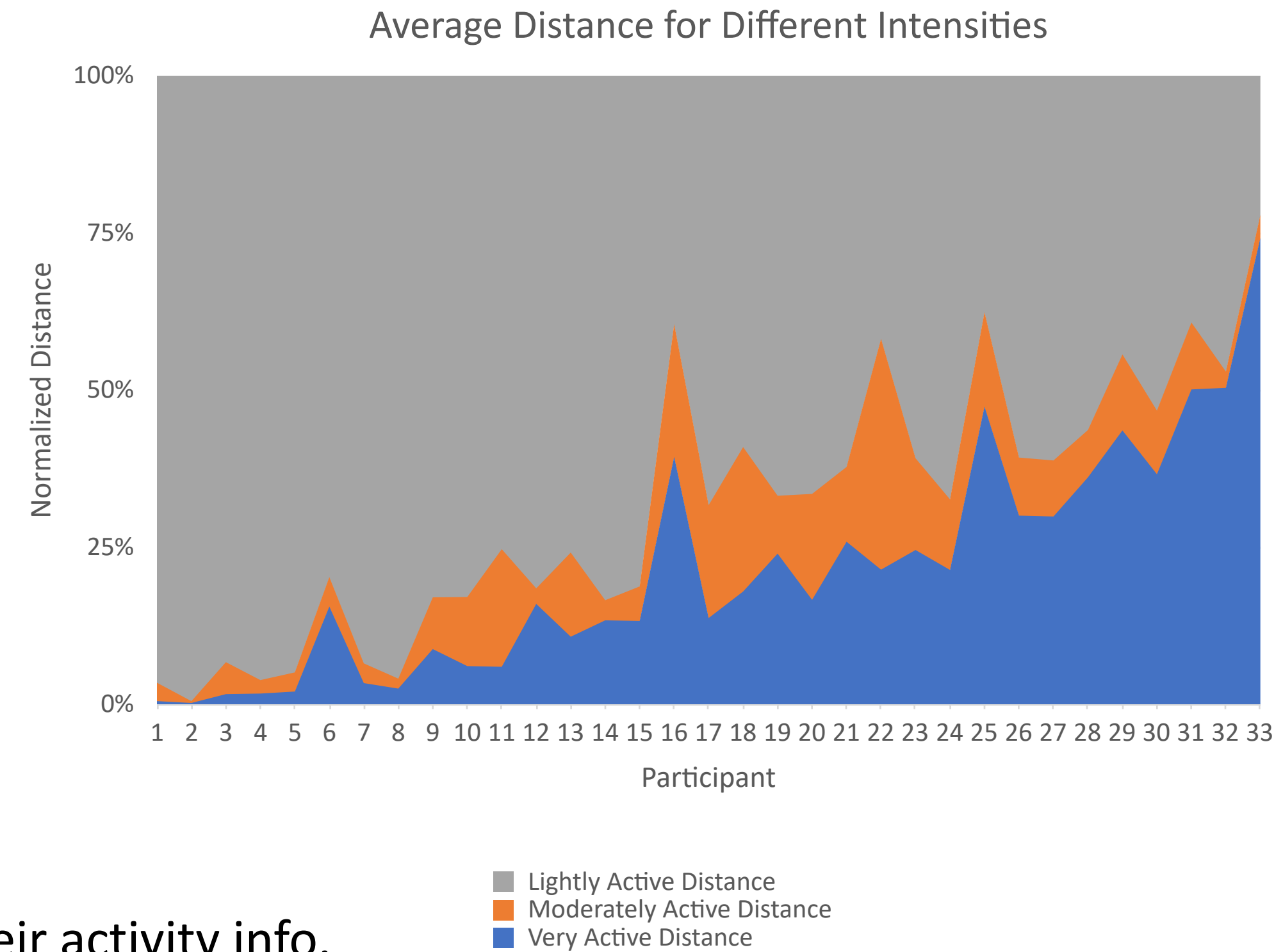
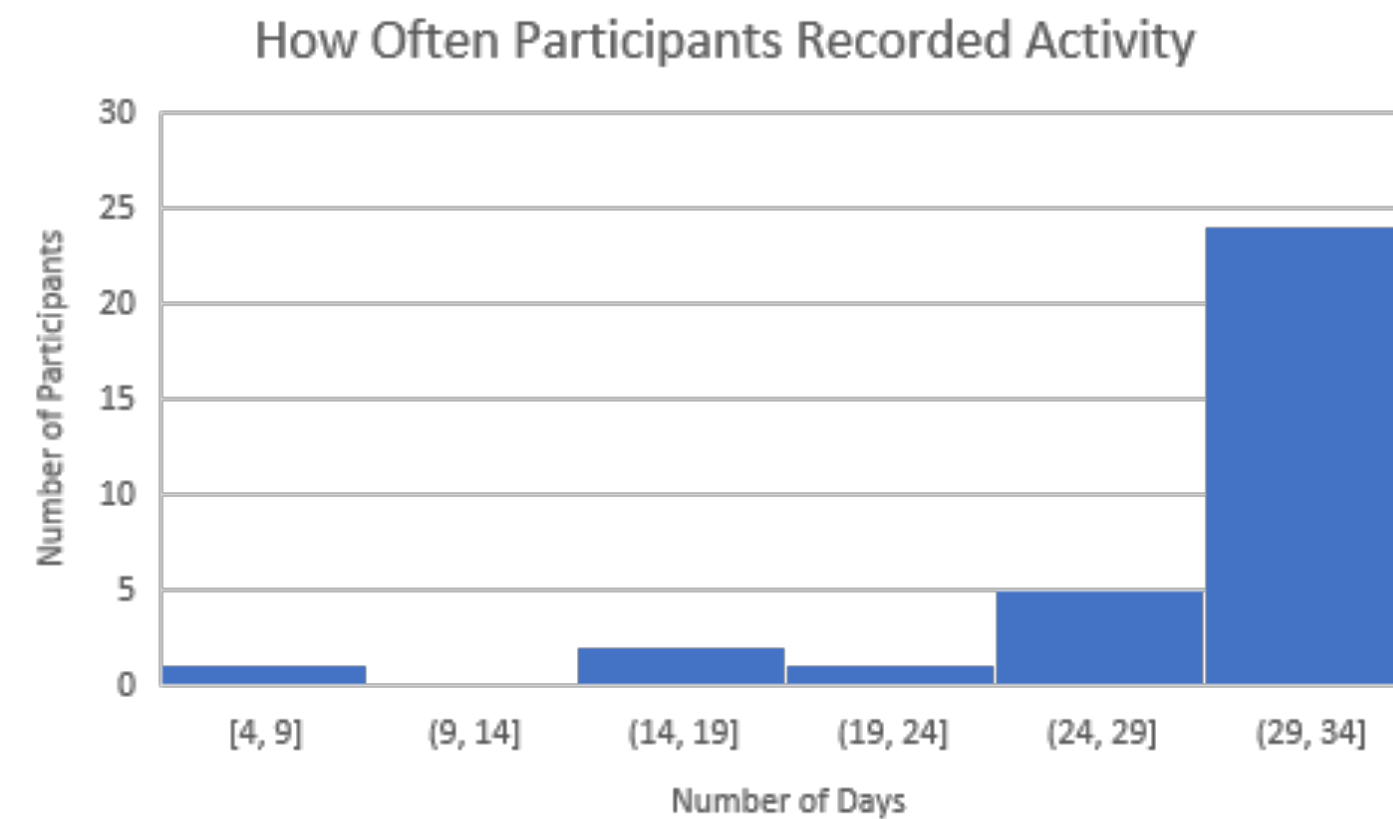
- There are too few obese participants who reported their weights.
- Two explanations:
  - Sample does not represent well.
  - Obese participants underreport.

# Inaccurate Heart Rate



- Normal resting heart rate: 60-100 bpm. Lower means healthier.
- Most participants' heart rate is lower than 60, including overweight participants.





All participants reported their activity info.

Activity information includes number of steps, number of active minutes, and distance.

Most participants recorded their activity for more than half the duration of the study.

When participants moved, they were usually lightly active. Perhaps they are only walking.