

How Can a Wellness Technology Company Play It Smart?

Presented by Keane Tan

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What is our goal?

Objective

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

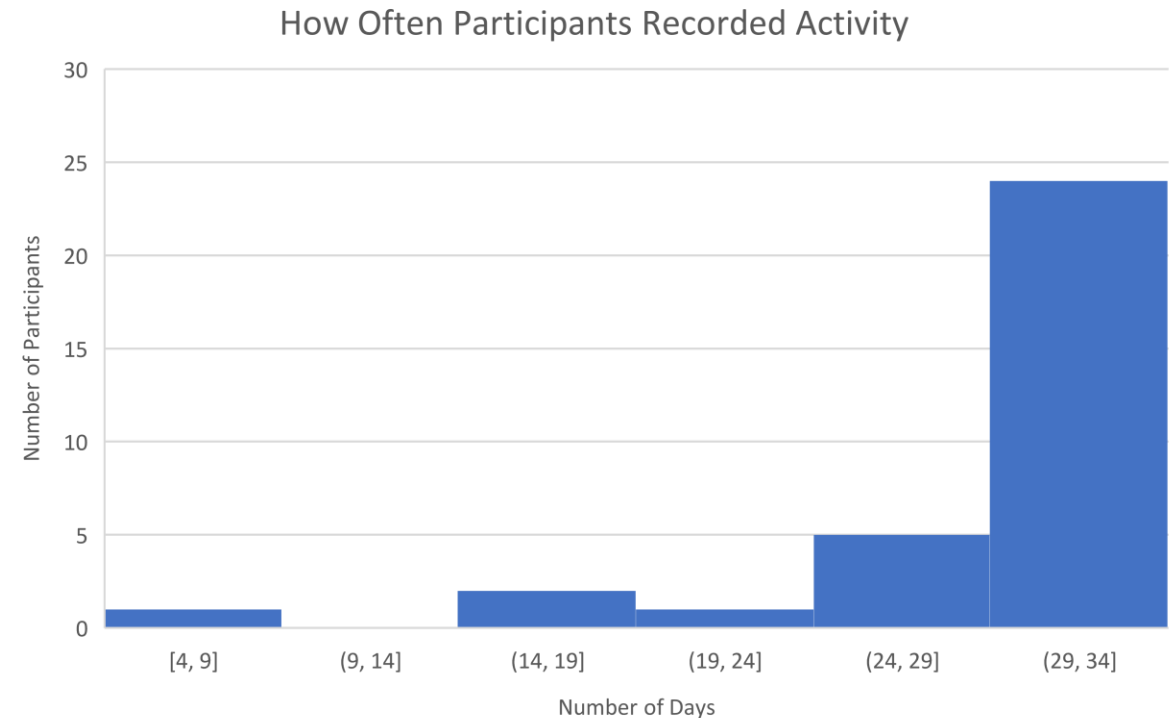
Data Source

- [Crowd-sourced Fitbit dataset](#)
- Caveat:
 - Small sample size: 33
 - Not clear all participants are female (Bellabeat's target market)
 - Not current: 2016, pre-pandemic

Findings

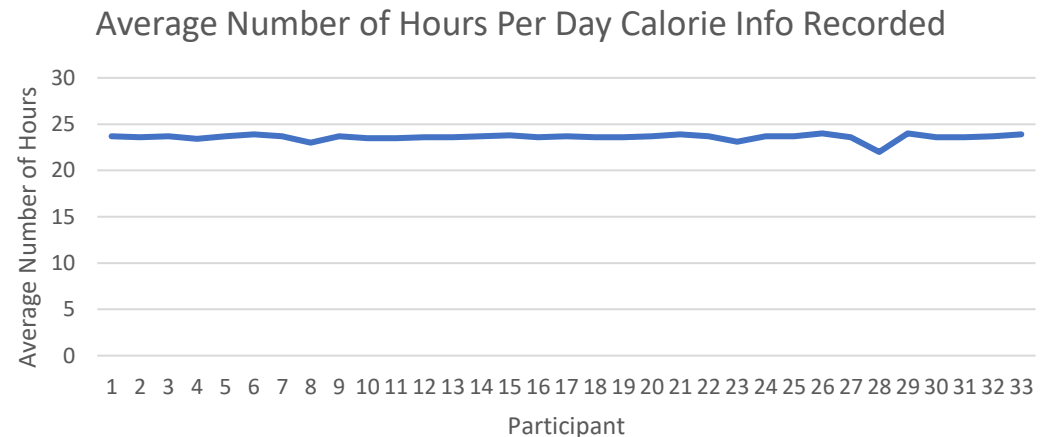
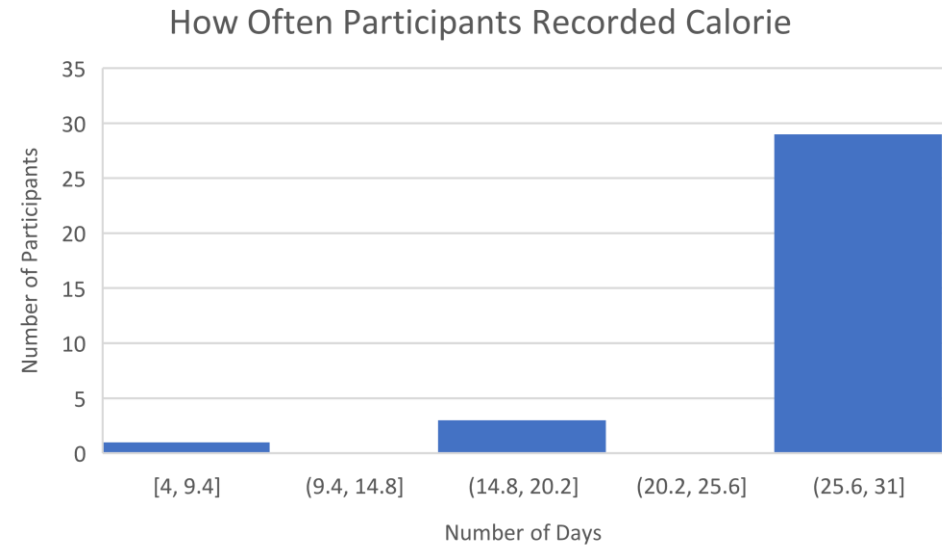
Daily Activity

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



Hourly Calorie

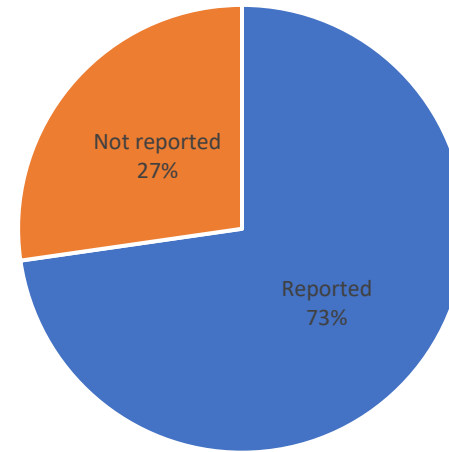
- All participants reported their hourly calorie.
- Most participants recorded calorie for a long time.
- On average, each day, every participant almost recorded their calorie for full 24 hours.



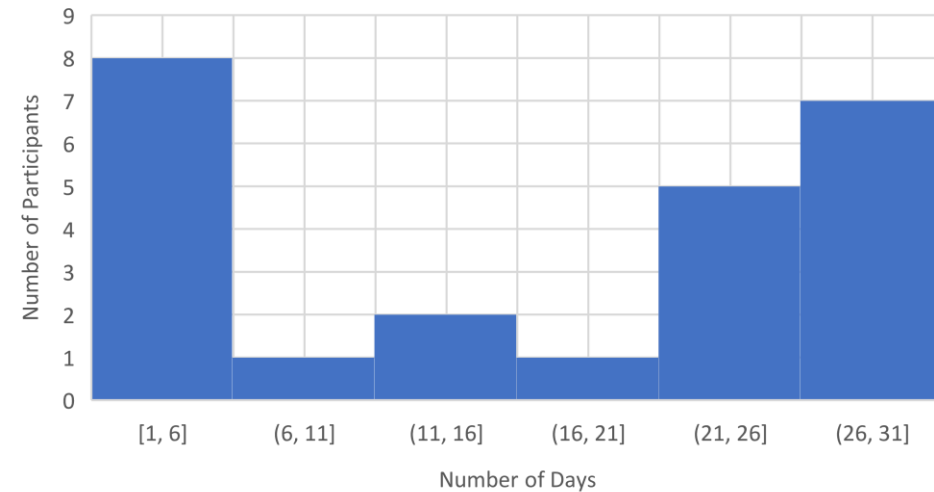
Sleep

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

Participants Who Reported Sleep



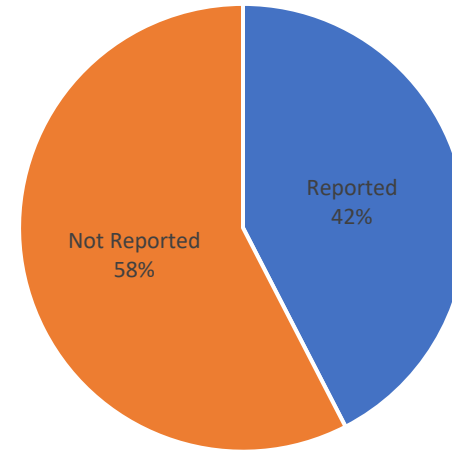
How Often Participants Recorded Their Sleep



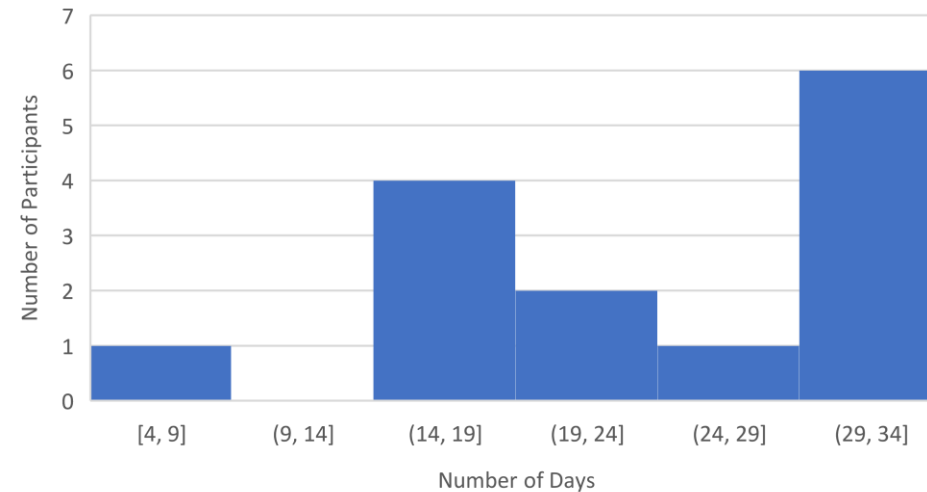
Heart Rate

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

Participants Who Reported Heart Rate



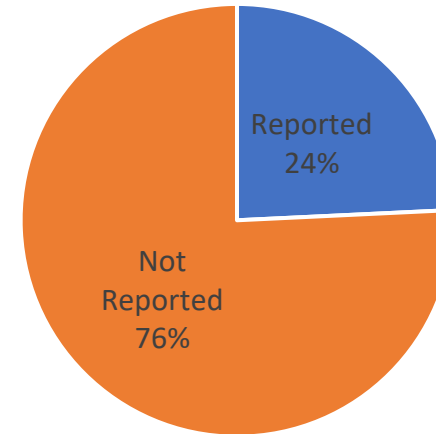
How Often Participants Recorded Heart rate



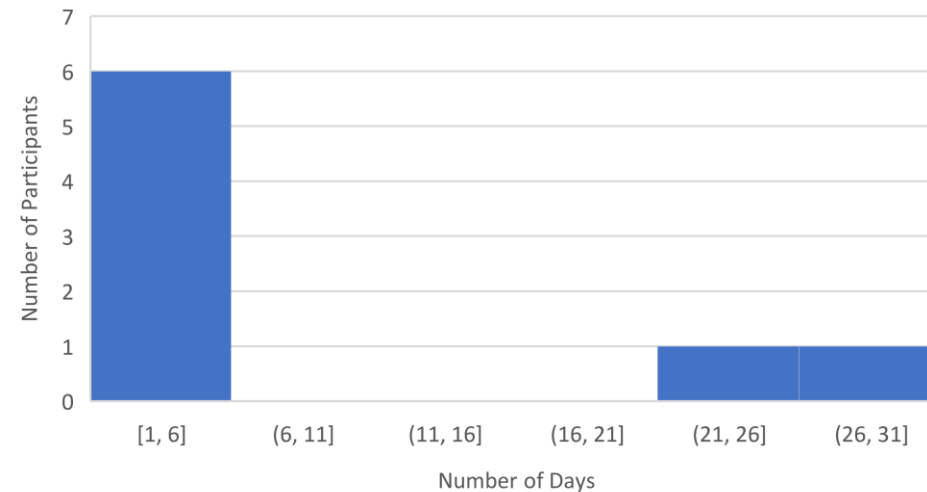
Weight Info

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

Participants Who Reported Weight



How Often Participants Recorded Their Weights



Conclusion

Summary of Results

- All users use smart device to record daily activity (steps, distance, active minutes) and hourly calorie.
- Most users recorded their sleep.
- Most did not record heart rate and weight.

Marketing Strategy

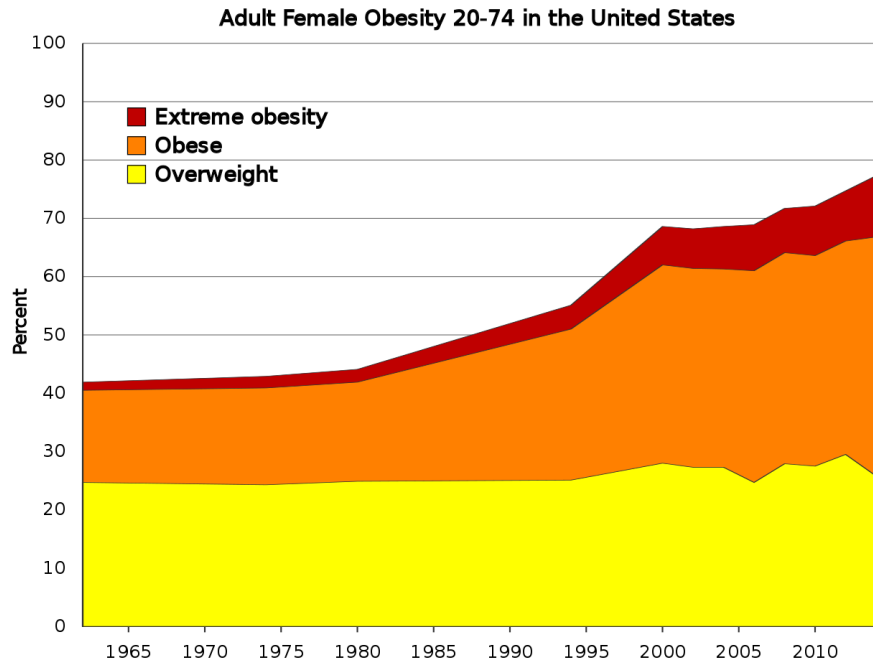
- Marketing campaign should emphasize that Bellabeat's device is highly capable of recording daily activity, hourly calorie, and sleep.

Research Suggestions

- Figure out why the heart rate and weight features were not being used.
- Possible explanations:
 - Not easy to record (weight)
 - Not accurate (heart rate)
 - Less emphasized in existing marketing

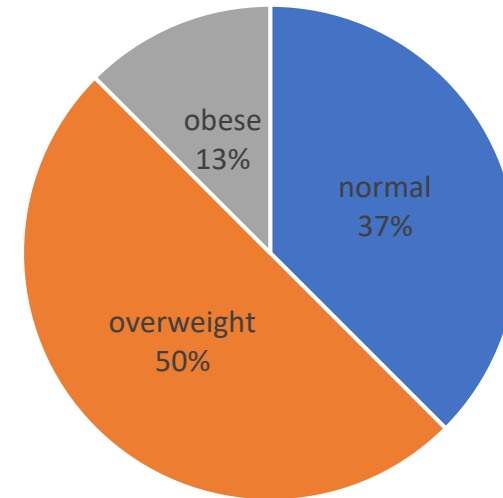
Appendix

Does the sample reflect the population?



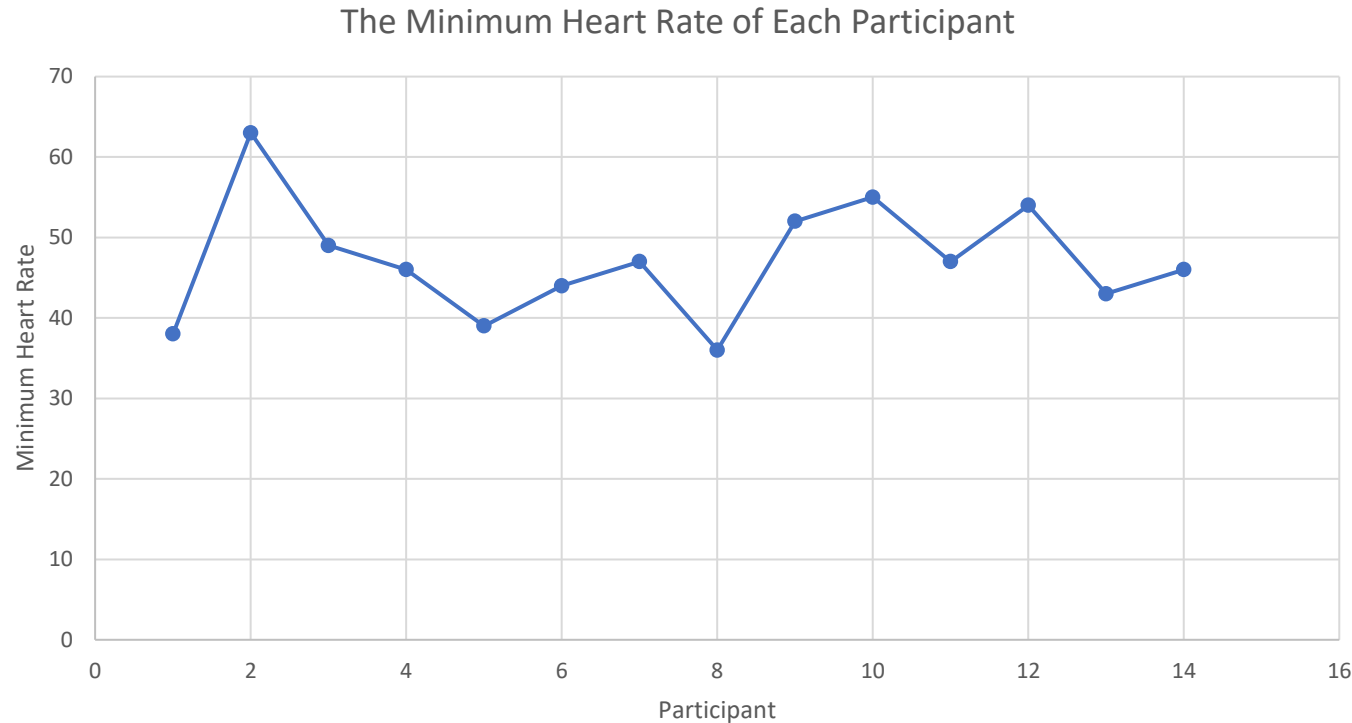
Data source: [CDC](#), Image credit: [Delphi234](#)

Participants' Weight Class



- There are too few obese participants who reported their weights.
- Possible explanation:
 - Sample did not reflect population.
 - Obese participants underreported.

Inaccurate Heart Rate



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