How Can a Wellness Technology Company Play It Smart?

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What are our goals?

Objective

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

Data Source

- <u>Crowd-sourced Fitbit dataset</u> by Furberg, R., Brinton, J., Keating, M., & Ortiz, A.

- Caveat:

  - Small sample size: 33

  - Not clear all participants are female.

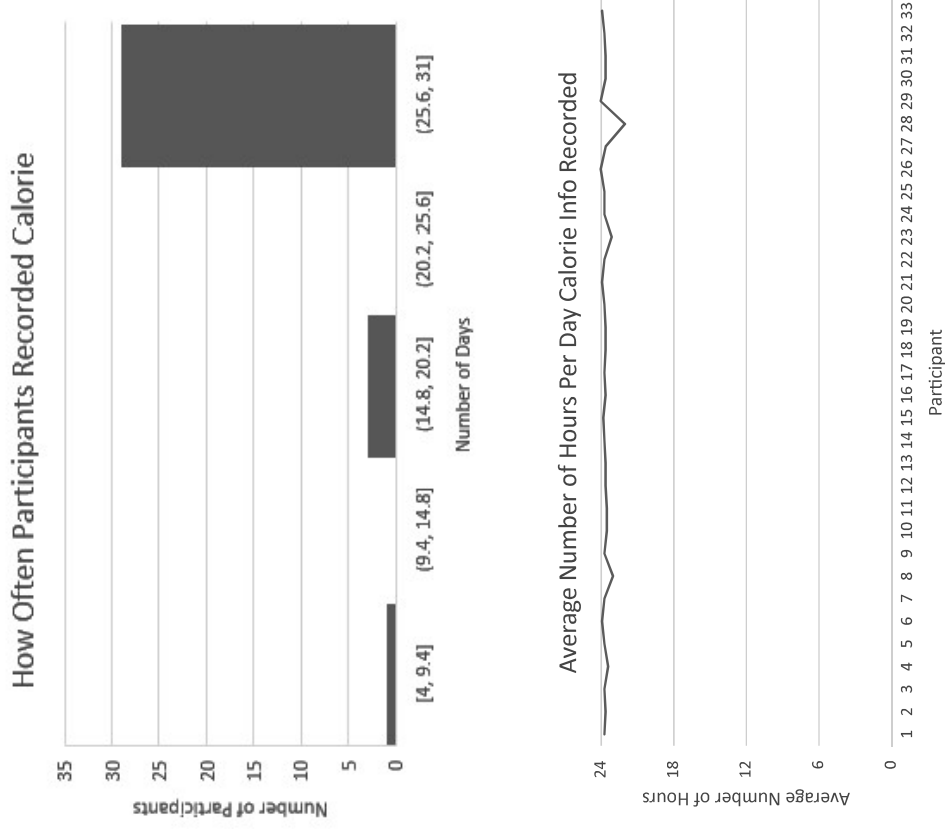 - Not current: 2016, pre-pandemic.

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.

How Often Participants Recorded Activity

Number of Participants

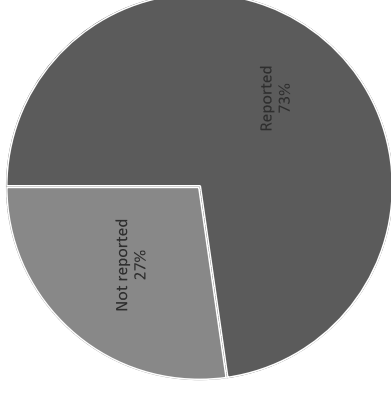| Number of Days	
[4, 9]	
[9, 14]	
[14, 19]	
[19, 24]	
[24, 29]	
[29, 34]	
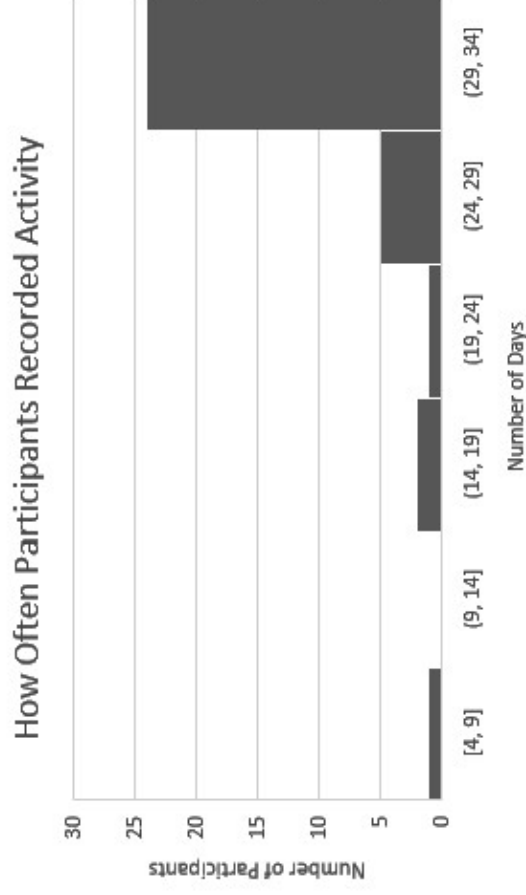
Hourly Calorie

- 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.

How Often Participants Recorded Calorie

Number of Participants (y-axis): 0, 5, 10, 15, 20, 25, 30, 35

Number of Days (x-axis): [4, 9.4], (9.4, 14.8], (14.8, 20.2], (20.2, 25.6], (25.6, 31]

Average Number of Hours Per Day Calorie Info Recorded

Average Number of Hours (y-axis): 0, 6, 12, 18, 24

Participant (x-axis): 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33
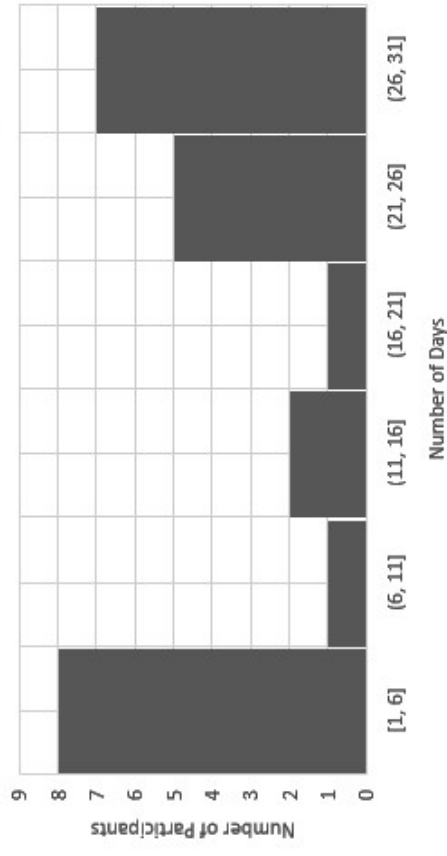
Sleep

- 73% reported their sleep information.

- Of those who reported, half of the participants did not record their sleep for a long time.
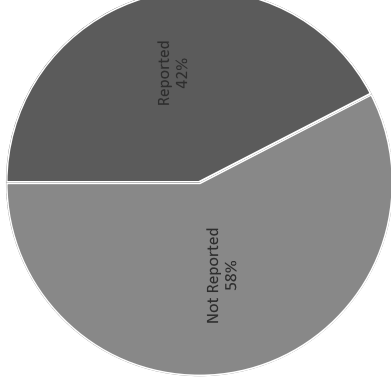
Participants Who Reported Sleep Info

Reported 73%

Not reported 27%

How Often Participants Recorded Their Sleep

Number of Participants

Number of Days

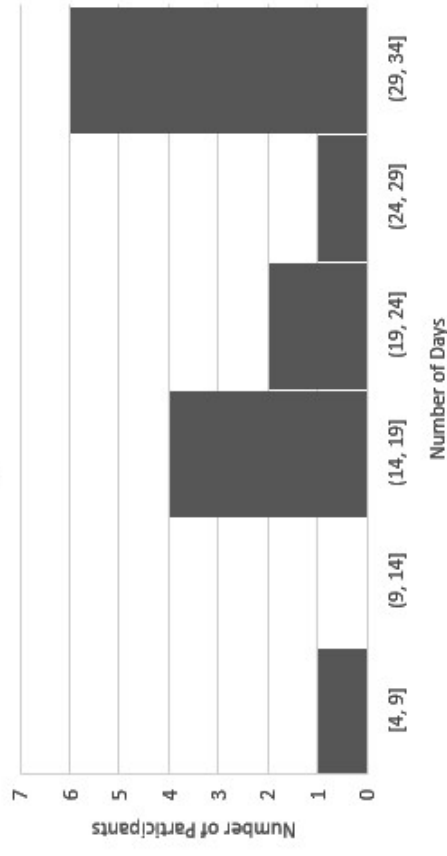[1, 6] [6, 11] [11, 16] [16, 21] [21, 26] [26, 31]

Heart Rate

- 42% reported their sleep information.

- Of those who reported, most recorded their heart rate for a long time.
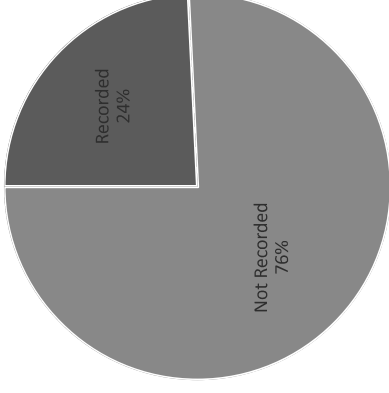
Participants Who Reported Heart Rate Info
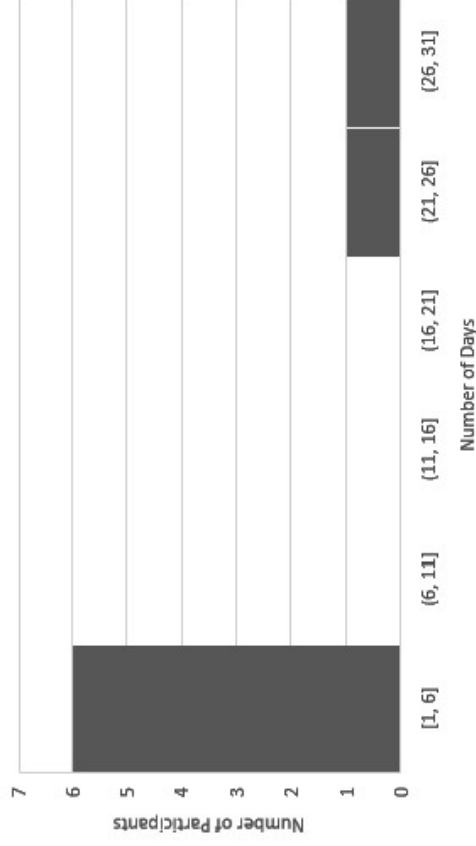

How Often Participants Recorded Heartrate

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

Recorded 24%

Not Recorded 76%

How Often Participants Recorded Their Weights

Number of Days: [1, 6], (6, 11], (11, 16], (16, 21], (21, 26], (26, 31]

Number of Participants

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?

Adult Female Obesity 20-74 in the United States
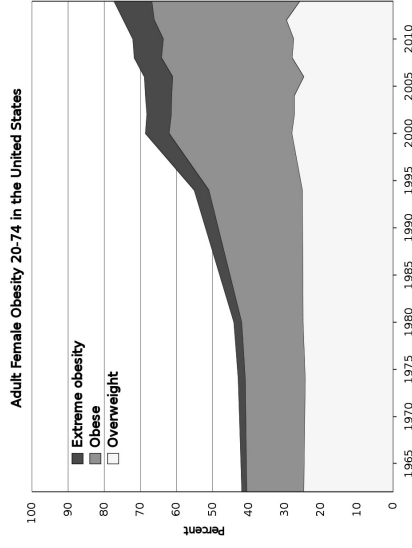
Data source: CDC, Image credit: Delphi234

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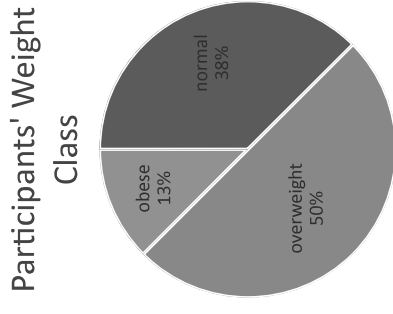
- There are too few obese participants who reported their weights.
- Two explanations:
  - Sample does not represent well.
  - Obese participants underreport.

Inaccurate Heart Rate

The Minimum Heart Rate of Each Participant
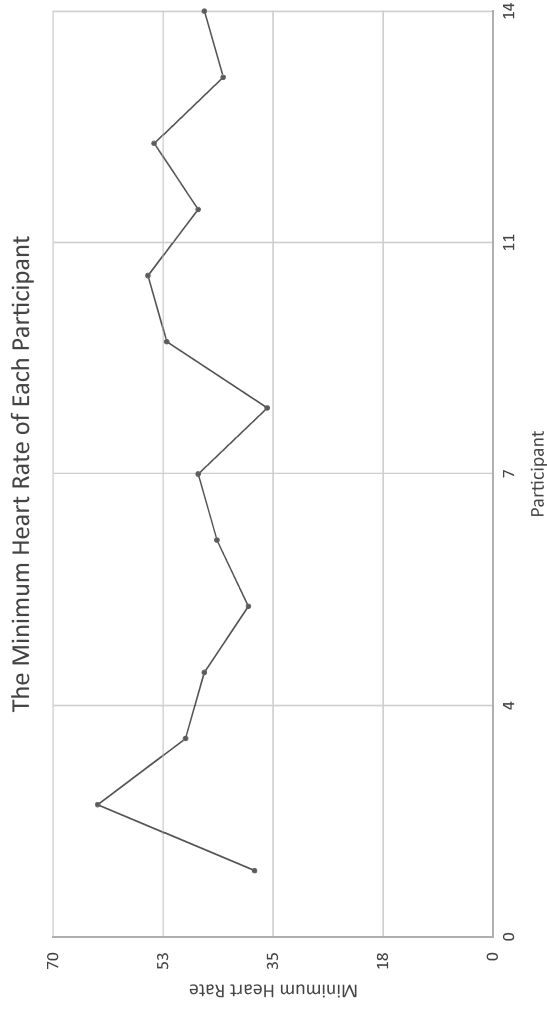
- Normal resting heart rate: 60-100 bpm. Lower means healthier.

- Most participants' heart rate is lower than 60, including overweight participants.