



How Can a Wellness
Technology Company
Play It Smart?

Ask:

What are some trends in smart device usage?

How could these trends apply to Bellabeat customers?

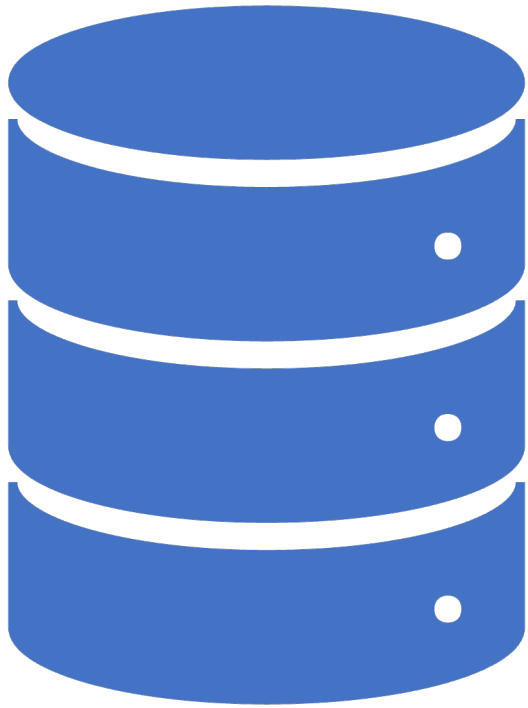
How could these trends help influence Bellabeat marketing strategy?





Prepare:

- The data used for this analysis is a public dataset obtained from Kaggle.
- Data will be stored locally on the data analyst's laptop.
- The data consists of 18 separate tables.
- Tables outline multiple types of health data (steps, calories, intensity, sleep, etc.).
- A maximum of 33 people are represented over a one-month period (this limited representation must be considered when using the results of this analysis).



Process:

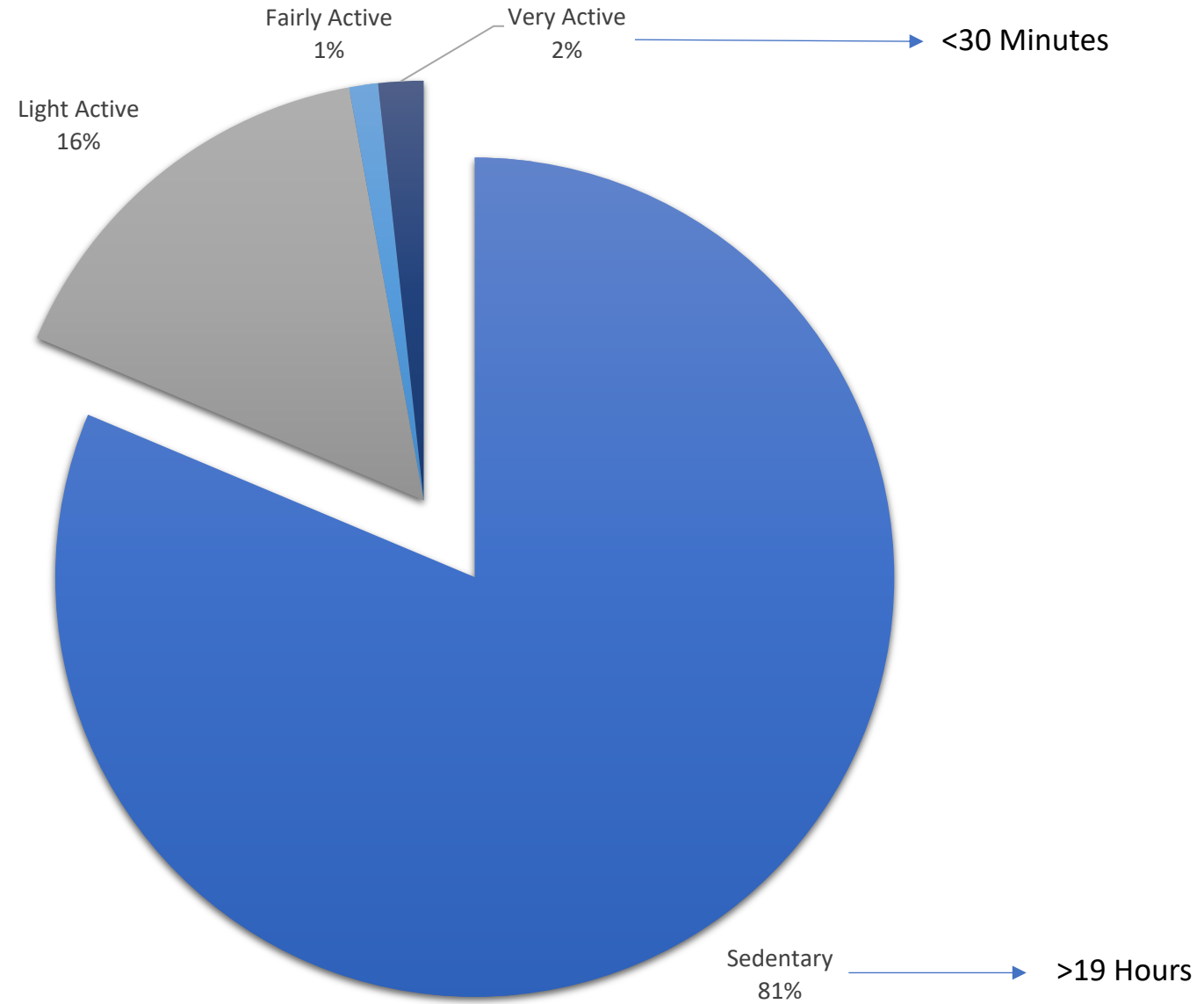
- Some of the datasets contain over 2 million rows.
- A combination of Excel and SQL will be the tools used based on the size of the tables.
- A simple “SELECT DISTINCT Id” statement will be preformed on each table to determine the number of users and if tables can be combined.
- The schema for some columns produced errors when importing to SQL, so CAST functions may be used in future SELECT statements.
- Combined multiple smaller tables.



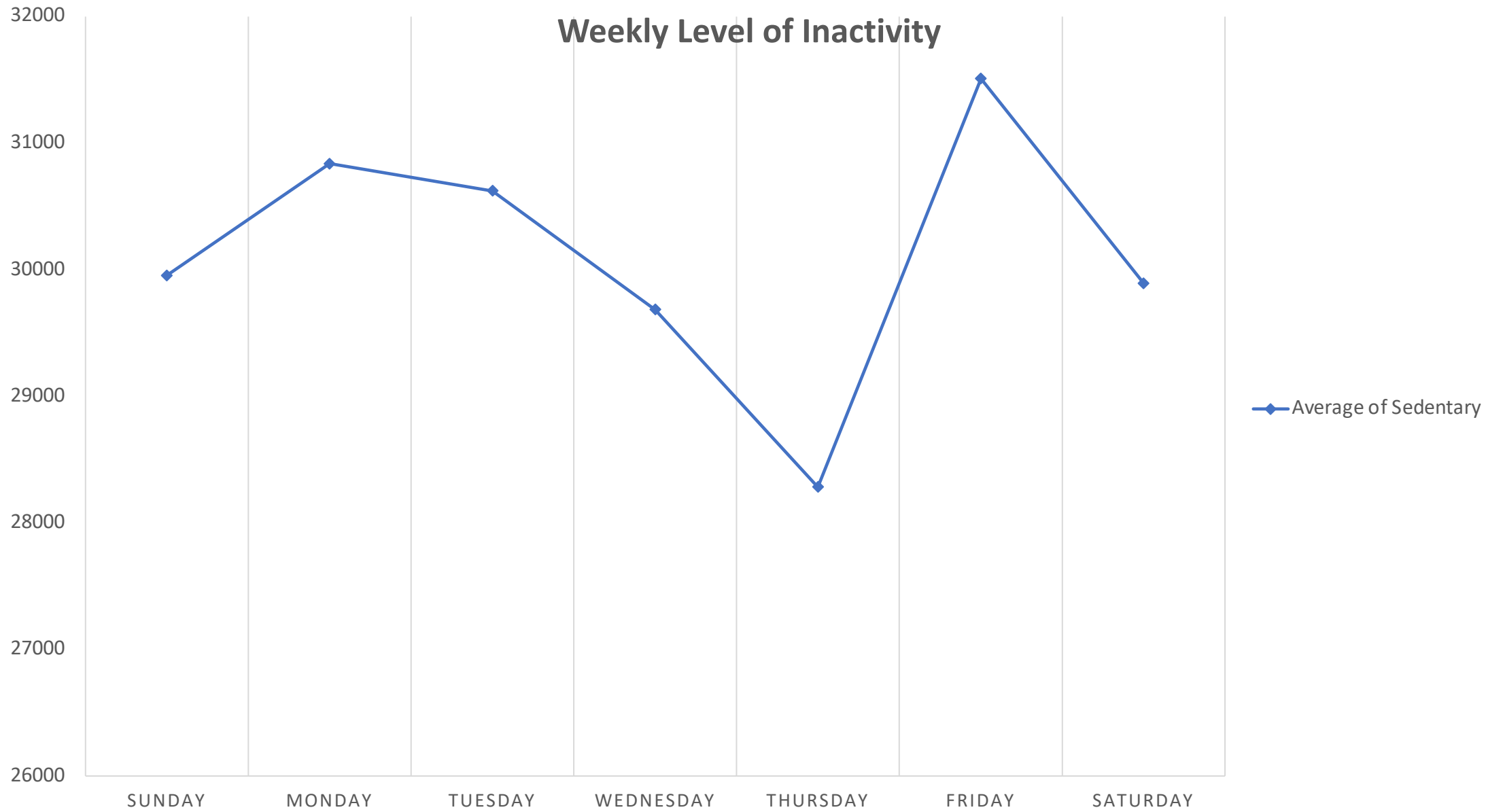
Analyze:

- Summarize daily, weekly, and monthly user trends.
- Explore user trends with the Bellabeat app.
- Determine trends for the best marketing strategy.

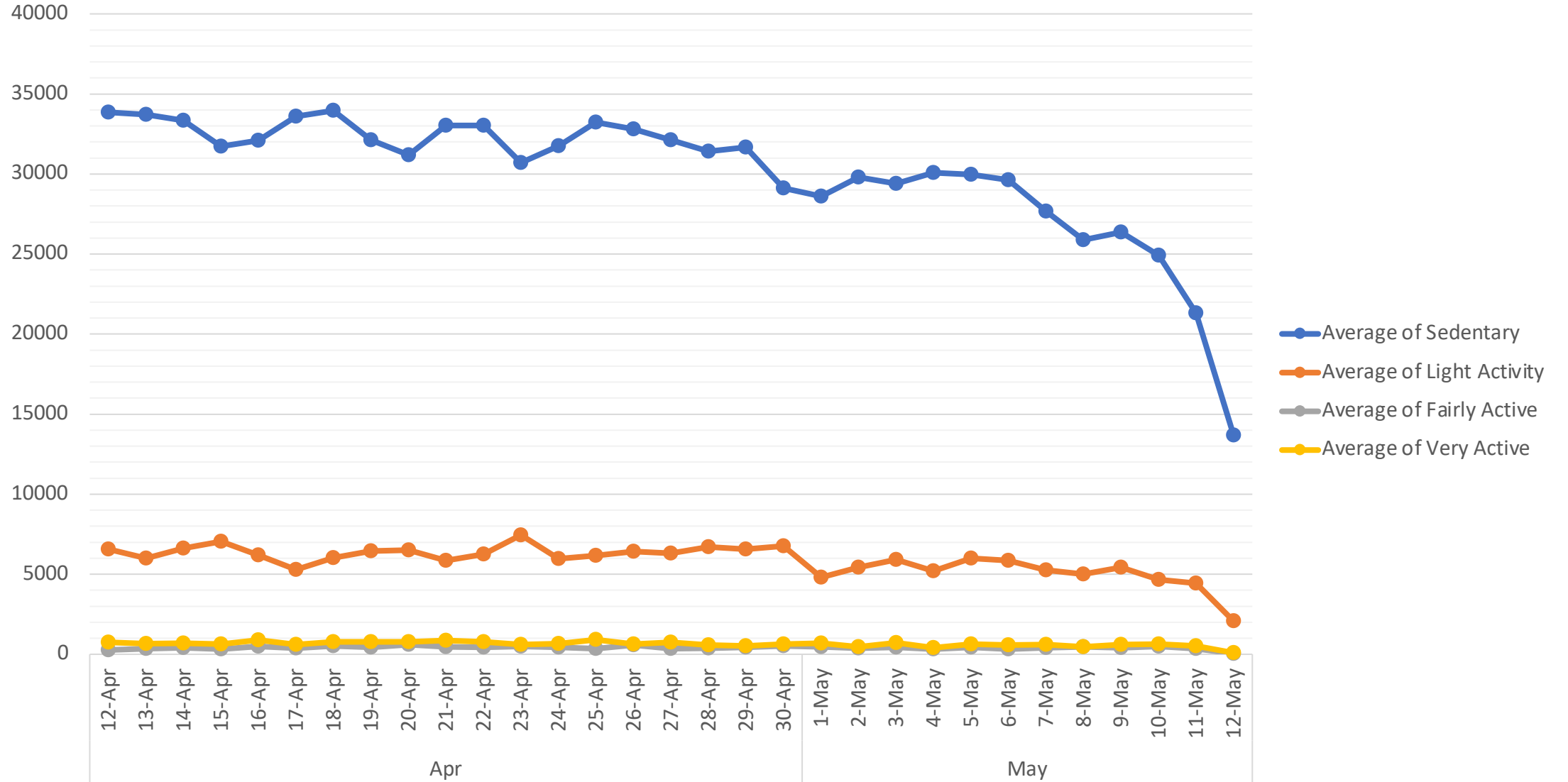
Percentage of Daily Activity



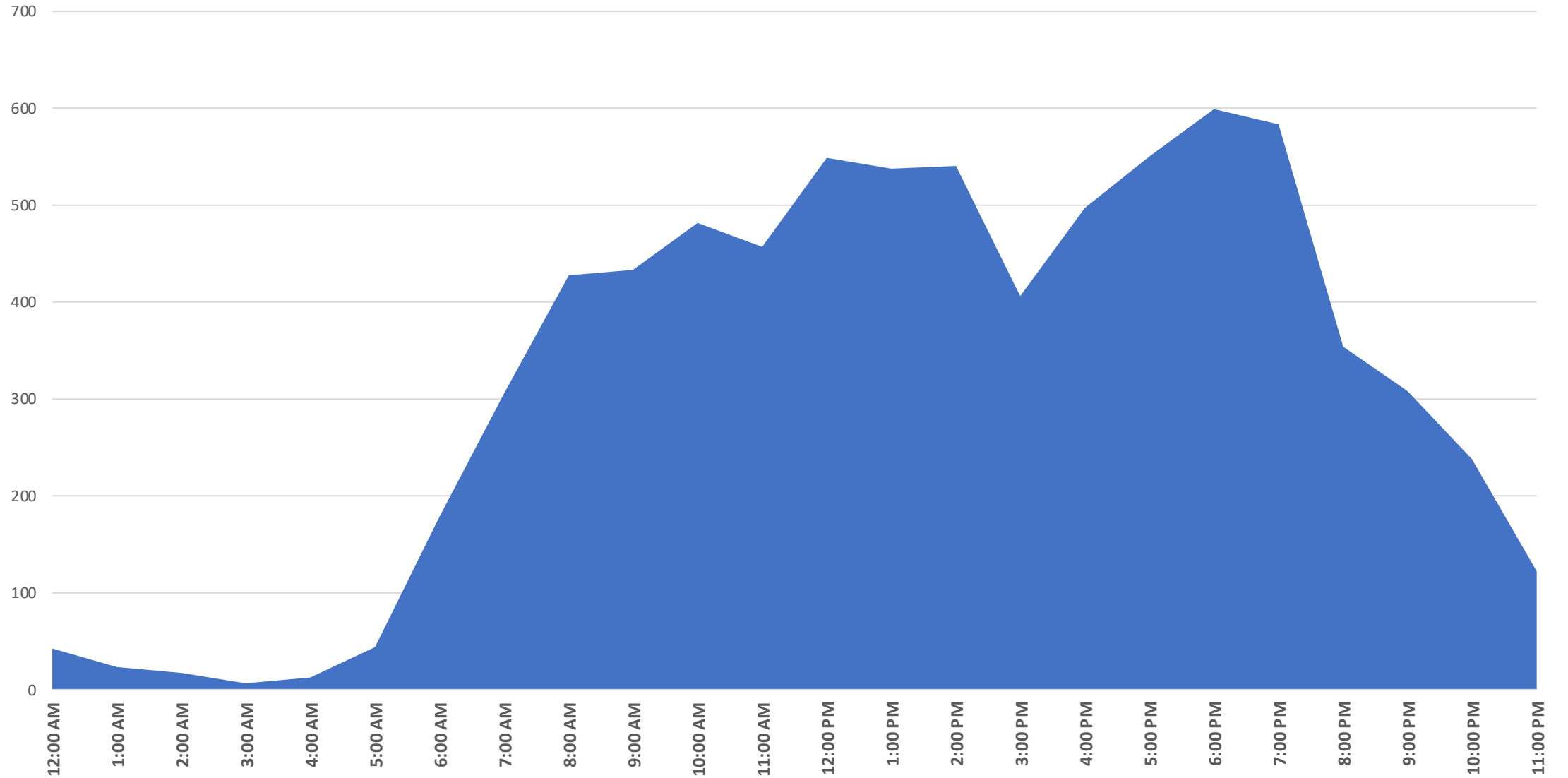
Weekly Level of Inactivity



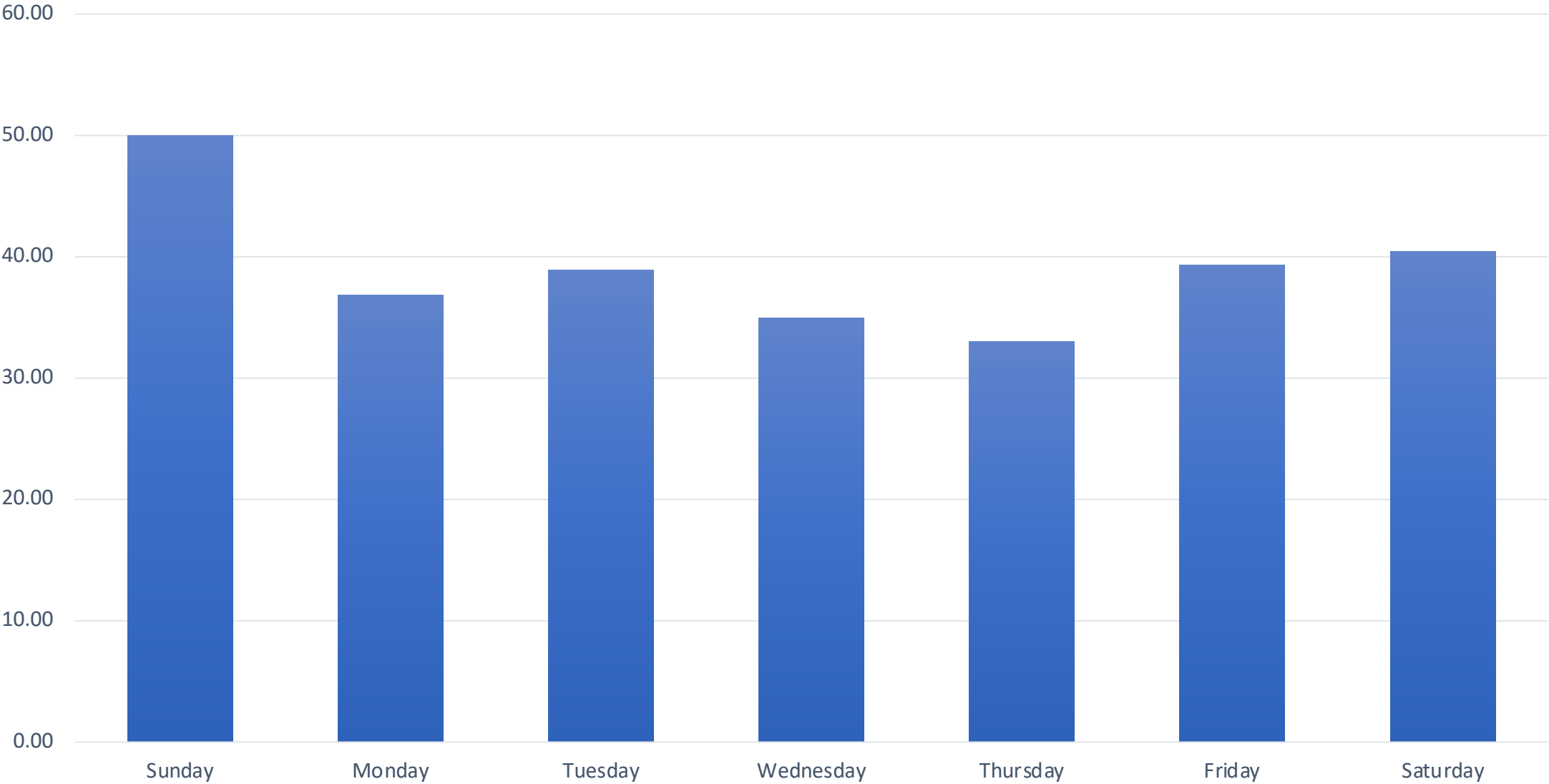
Monthly Level of Activity



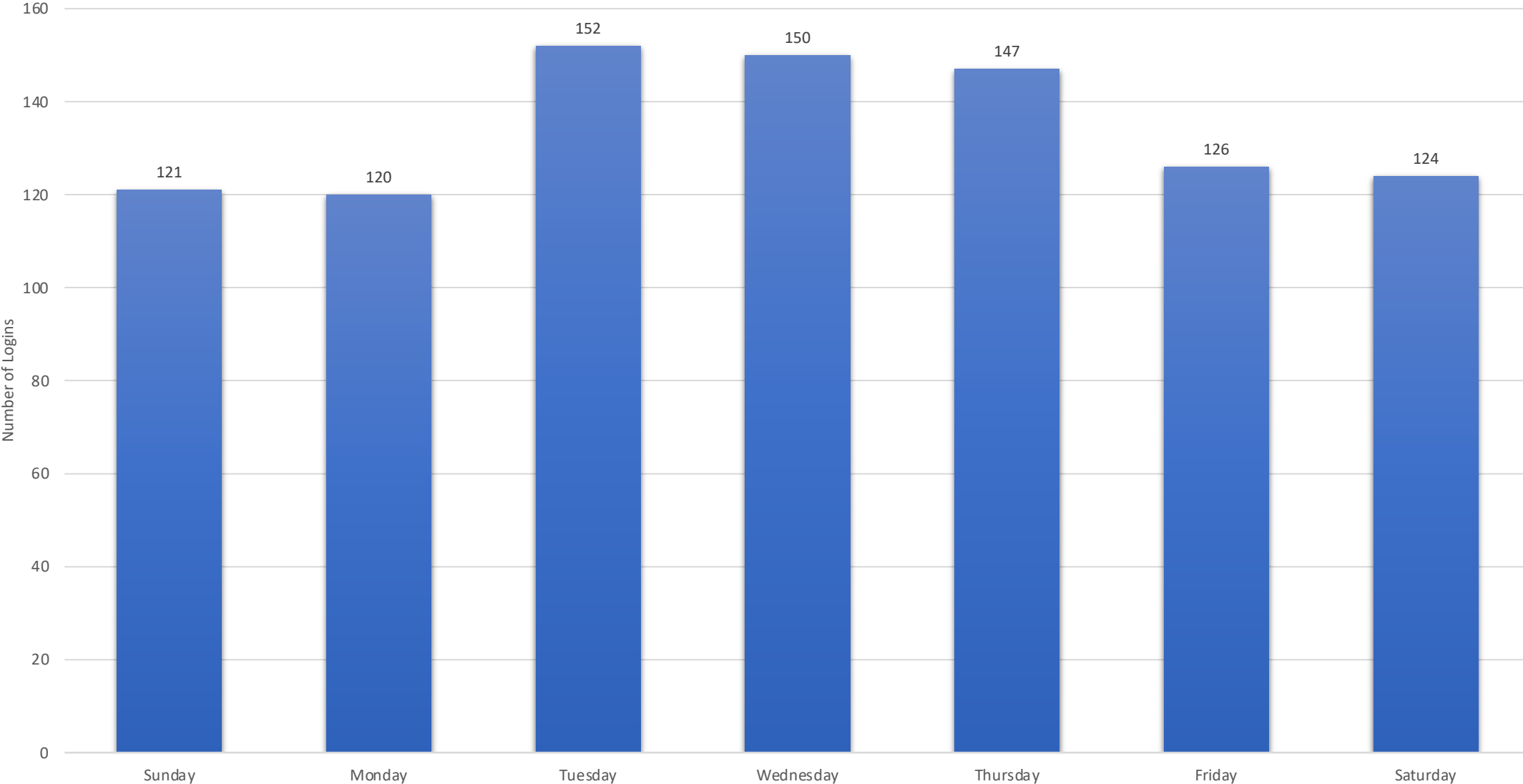
Average Steps per Hour



Total Minutes Awake in Bed



Total Weekly Logins



Trends:

- Inactivity decreases from April to May.
- Activity is at its highest between 5pm and 7pm.
- Users tend to spend more time awake in bed on weekends.
- The Bellabeat app is accessed most often Tuesday thru Wednesday.



Recommendations:



Promote the benefits of regular exercise and encourage users to stay active throughout the week, especially during colder months when inactivity tends to be higher.



Use the data on the peak usage times of the Bellabeat app (Tuesday to Wednesday) and when activity is highest (5pm to 7pm) to target promotions or messaging to users during those times. This could help drive engagement and motivate users to stay active.



Encourage users to get out of bed and be active on weekends. This could be done through reminders or by offering incentives for completing certain activities on the weekends.



Offer a free trial period or a discounted membership rate for new users who sign up during periods of high inactivity. This could be a good way to attract new users and give them a chance to try out the app before committing to a full membership.