

# Bellabeat

Insights from fitbit data

# Introduction

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## Purpose of analysis

By analyzing smart device fitness data could help unlock new growth opportunities for the company

## Goal of the analysis

To analyze the data of “Fitbit” fitness tracker and provide recommendations based on trends for marketing strategy of “Time” product.



# Time

- Hybrid wellness watch, suitable for any occasion
  - Collects activity, sleep, and stress resistance data
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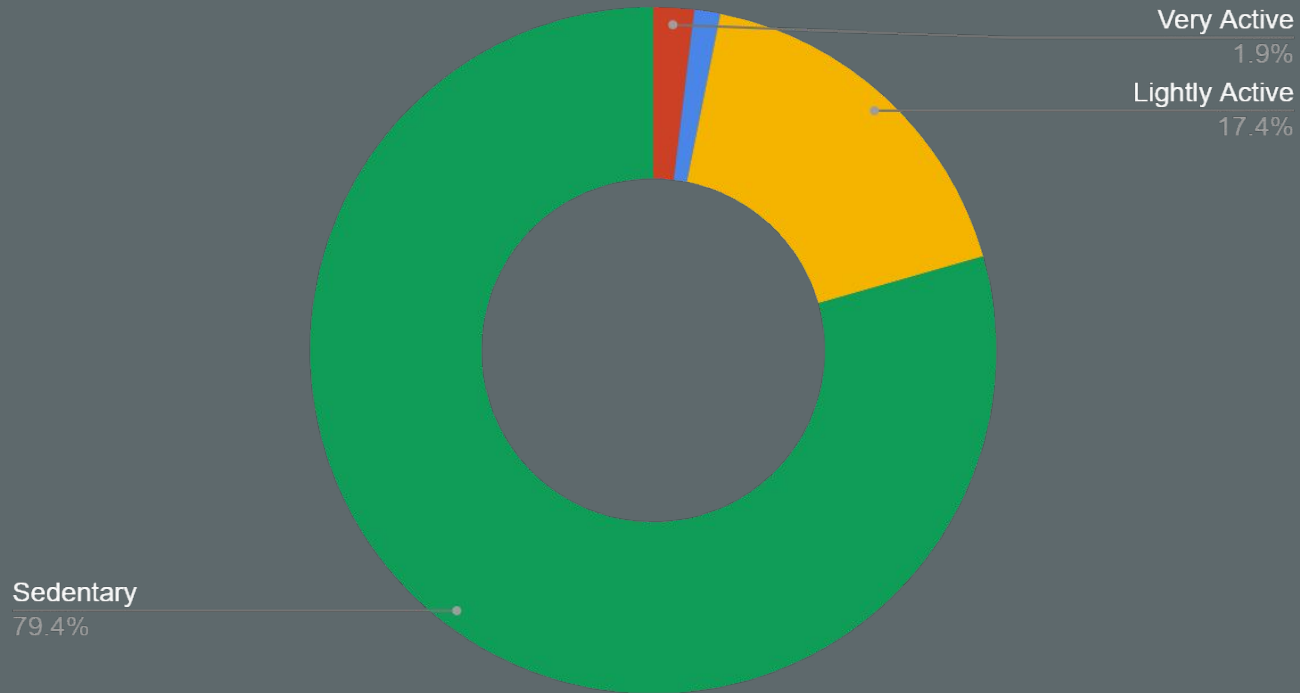
## Fitbit tracker

- All-day activity tracking
  - Collects activity, sleep, steps, calories burned and active min.
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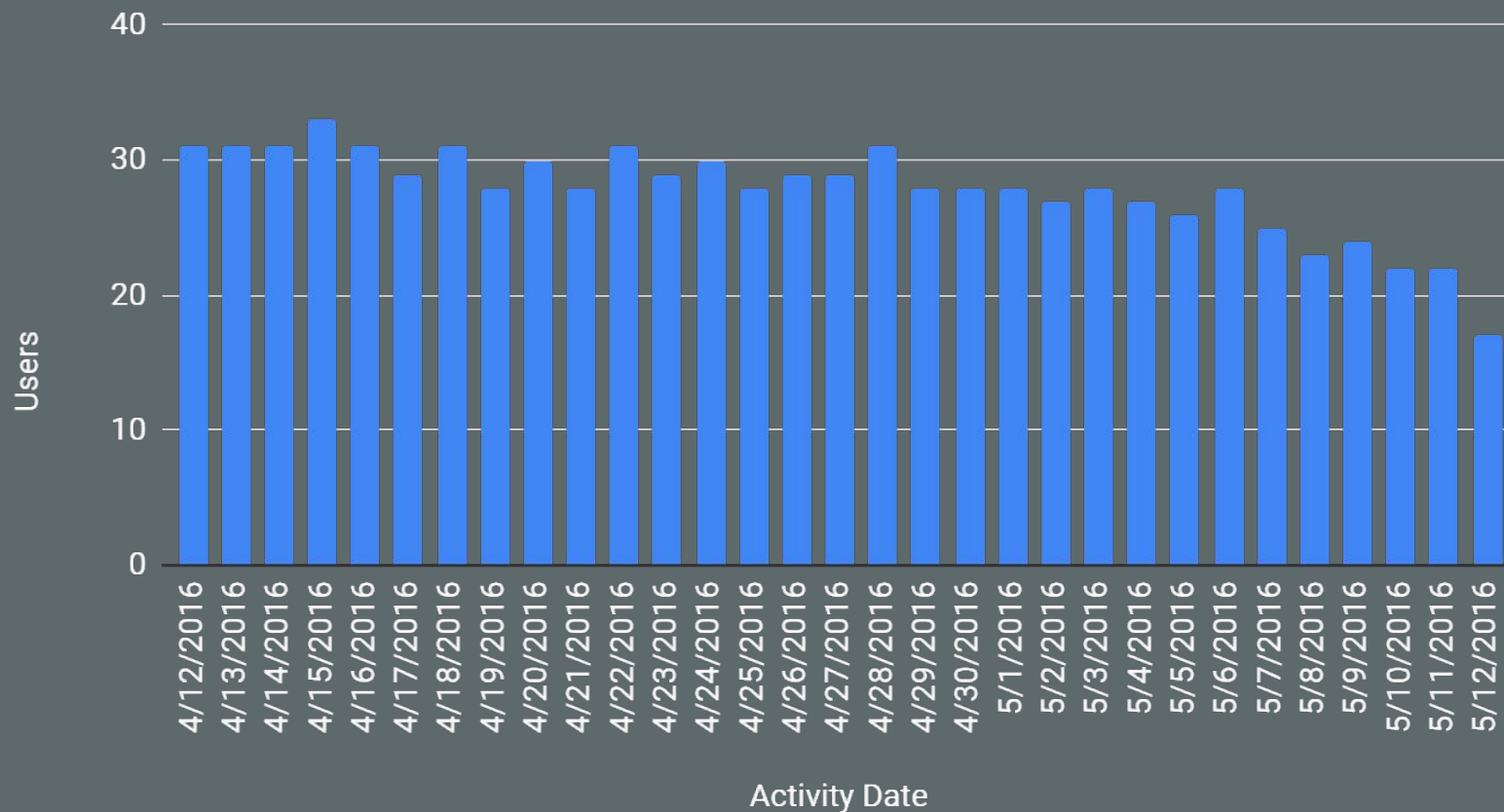
# Analysis

# Activity Intensity

Activity Intensity per hour

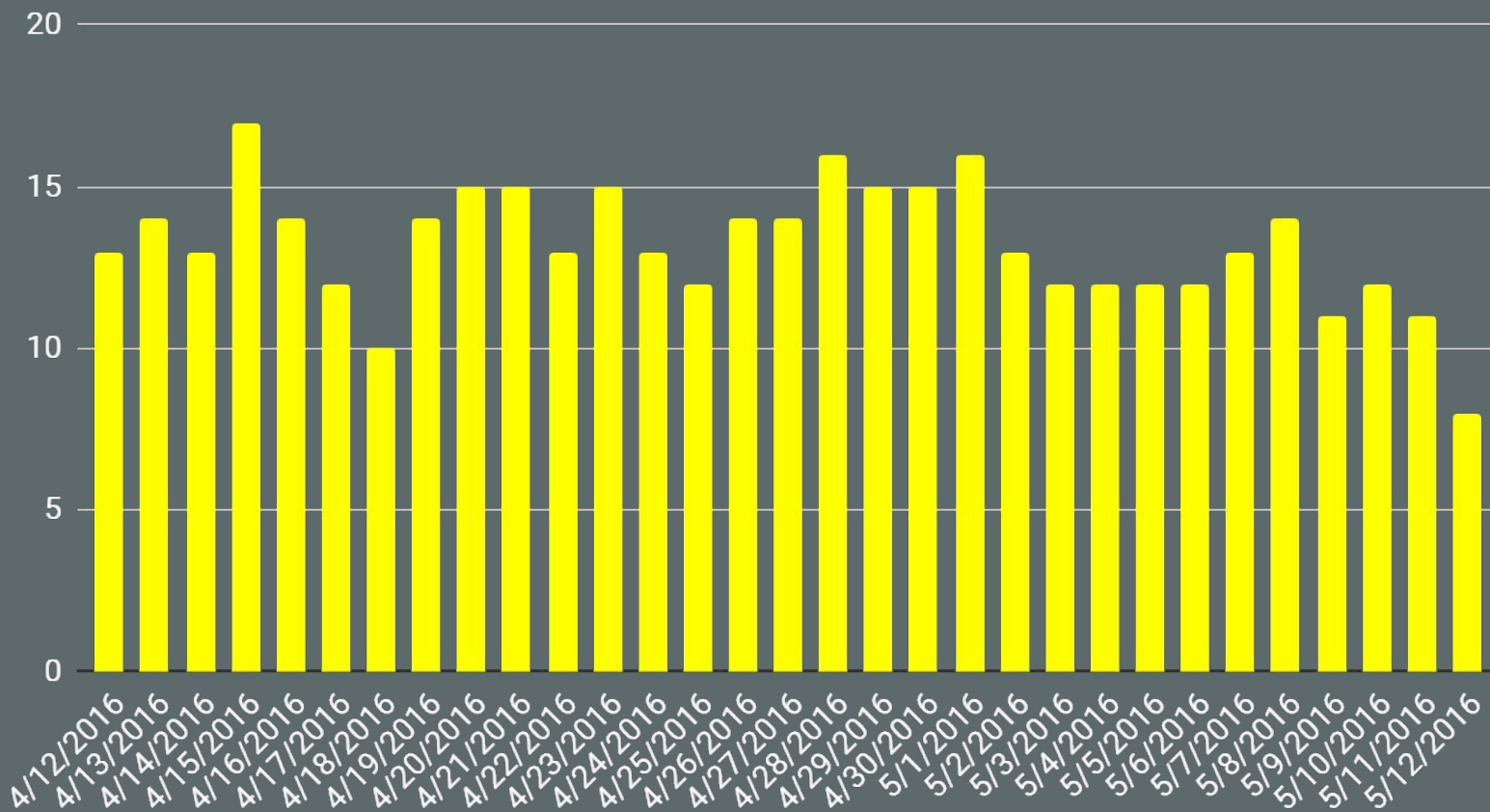


## No. of users per day





## No. of sleep monitoring users



# Recommendations

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- Market the “Time” product to people who engage in sedentary lifestyle.
- Only a small number of users use the fitbit for sleep monitoring, the possible cause may be linked to having a watch while sleeping is uncomfortable. Designing the product that is comfortable when sleeping is recommended.
- The “Time” product is perfect for casual lifestyle, conceptualizing the product ad that features a sedentary lifestyle is recommended.

# Conclusion

Thank you!