

Bellabeat Case Study - Stakeholder Summary

Bellabeat is a wellness technology company focused on helping women monitor their health through smart wearables.

This analysis used real user data to uncover how consumers engage with activity tracking, sleep monitoring, and weight logging features.

Key Findings:

- Only a small segment of users achieve high activity levels
- Most women log their weight manually, showing feature engagement
- Sedentary behavior remains dominant across activity levels
- Very weak relationship between steps taken and sleep time

Recommendations:

- Focus on lifestyle and motivation in marketing messaging
- Target busy but health-conscious women ages 30-50
- Highlight personalized health trends and stress-reducing features
- Reinforce habit tracking (e.g., weight logs) with positive feedback loops

This insight supports Bellabeat's mission to empower women with actionable wellness data.