Bellabeat Case study Journal

Ask

Questions

1. What are some trends in smart device usage?
2. How could these trends apply to Bellabeat customers?
3. How could these trends help influence Bellabeat marketing strategy?

Deliverables

1. A clear summary of the business task
2. A description of all data sources used
3. Documentation of any cleaning or manipulation of data
4. A summary of your analysis
5. Supporting visualizations and key findings
6. Your top high-level content recommendations based on your analysis

Notes:

* 33 ids = 33 users in April-May dataset
* 35 ids (users) in March – April dataset
* Ids of fitbits with no reported data for the April-May dataset
  + 2891001357
  + 6391747486
* Things to check
  + Weight log info
  + Sleep
  + Daily activity

NOTES:

Weight:

* From the 35 users in the March – April dataset, only 11 users used the weight tracking feature on their Fitbit. 31%
* From the April \_-May dataset, of the 33 users, only 8 users used the weight tracking feature. 24%
* Only 2 users in both datasets had data in the FAT field. User Id 1503960366 was the only recurring user with data in both datasets.
* Only 5 users in both datasets reported an either maintenance or decrease in weight.
* Only 5 users reported having some increase in weight in both datasets.

Sleep:

* 24 users have data in the sleep table from the April – May dataset.
* The average total minutes asleep from users is 419 minutes or 6.98 hours
* The average time it takes for users to “go to sleep” or “fall asleep” is 39 minutes.
* May be some faulty data reporting with sleep tracking, one user taking more than five hours to go to sleep.

Daily activity

* Average total steps from users is 6546 and 7637 for the March-April and April-May datasets respectively.
* Not Much info in the LoggedActivitiesDistance field. With only 17% of users having logged anything in the March-April dataset and no entries at all in the April-May dataset.
* After working with the hourlyCalories datastets, the average calories burnt an hour is 95. So if we focus on the entries with 200+ calories burnt then we could assume the user is exercising/working out.

Recommendations

* Fat data is not being logged nearly at all with only two users in both datasets having one entry.
* Weight log is also not being logged by users with only a small percentage of users from the whole dataset actually having weight data, only a small 27% from both datasets from the whole population of users have weight data.
* User’s are not logging their activity distance, with minimal entries found in the March to April dataset to no entries at all in the April to May dataset.

All together the main pattern found is that any data that requires a near consistent or interval flow of user input is not being used. Users are not logging any data consistently. To improve user engagement with logging info we can either incentivize user logging input or have an automatic prompt after a detected workout.

To solve the weight log issue, we can offer a sort of “goal” system where a user who meets their desired weight can receive some awards like badges. What’s important here is that we should also give these badges of rewards for anytime a user gets closer and closer to their desired weight.

As for the logged activities distance, we can have Fitbit analyze three different sets of data for it to prompt to a user if they “Just completed a workout”. By improving the Fit Bit’s detection systems, after 15-20 minutes of a workout, Fitbit can analyze the data gathered from the past hour or more and analyze the heart rate, steps, and calories burnt and if all three fields of data spiked when compared toe the users average sedentary data, then Fitbit can prompt to the user if they have just finished a workout making it easier for users to log any activity.

Business Tasks:

1. What are some trends in smart device usage?

Most fitness tracker devices are used to only keep track of user data without user input, leaving the fitness tracker to do all the tracking, detecting, logging and analyzing.

1. How could these trends apply to Bellabeat customers?

With the analyzed data of the Fitbit, we can safely assume that users of the Bellabeat Leaf and Time device owners will reel in similar data. Prompting the same issues of lacking in user based input data.

1. How could these trends help influence Bellabeat marketing strategy?

Continuing with the previously proposed software update to allow for more badges in weight progress and automatically prompting users after a workout for data logging, these features can be held at the spearhead of our products for marketing clearly differentializing them from other similar products in the market.