# Bellabeat Case Study

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What are we going to talk about

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Use data to tell a story

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Wrapping things up

# Whoa!

What are we talking about? Who is BellaBeat?

# 01

# Objective

Use data analytics to analyze the usage patterns of Bellabeat's smart device and provide high-level recommendations for improving their marketing strategy.

# Who is Bellabeat?

- **Bellabeat** is a high-tech company
- **Founded** in 2013 by Urška Sršen and Sando Mur, with a
- **Mission**: to empower women with knowledge about their own health and habits.
- **Product**: health-focused smart products
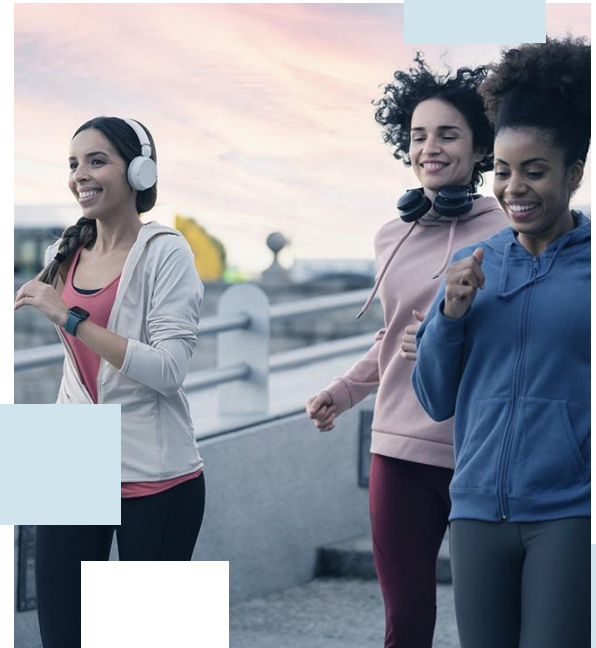
# About the data

## Who

- Collected by Amazon mechanical Turk
- Sample Size: 30 people

## What

- Daily Activity
- Steps
- Weight

## When

- Collected over 31 days in 2016
- 04/12/2016-05/12/2016

## Limitations

- Relatively small sample size of 30
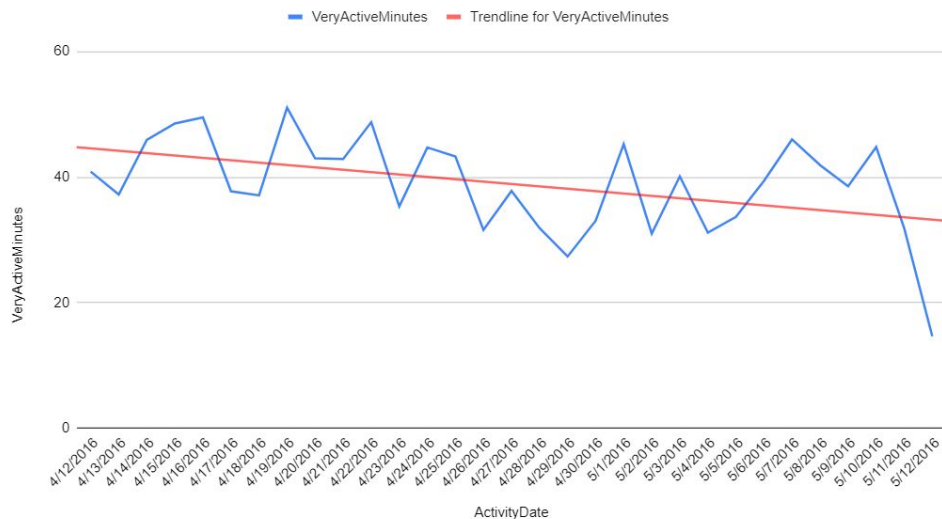- Not recent as data was collected in 2016
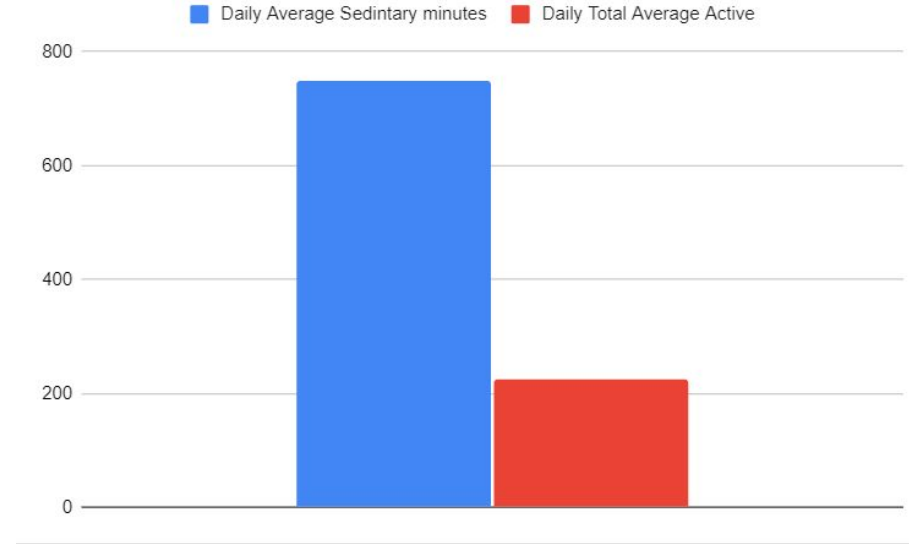
# Data Insight 1

# Daily Activity

- Trendline shows downward trend
- Indicates amount of VeryActiveMinutes decreased from beginning of data collection period until the last day

VeryActiveMinutes vs. ActivityDate

# Daily Activity Continued

- Average sedentary minutes was 749

- Average Active minutes was 223

- Average Active minutes was found by combining the data from the very, moderate, and light active minutes.

- average sedentary minutes were 334.65% more than the average active minutes per day.
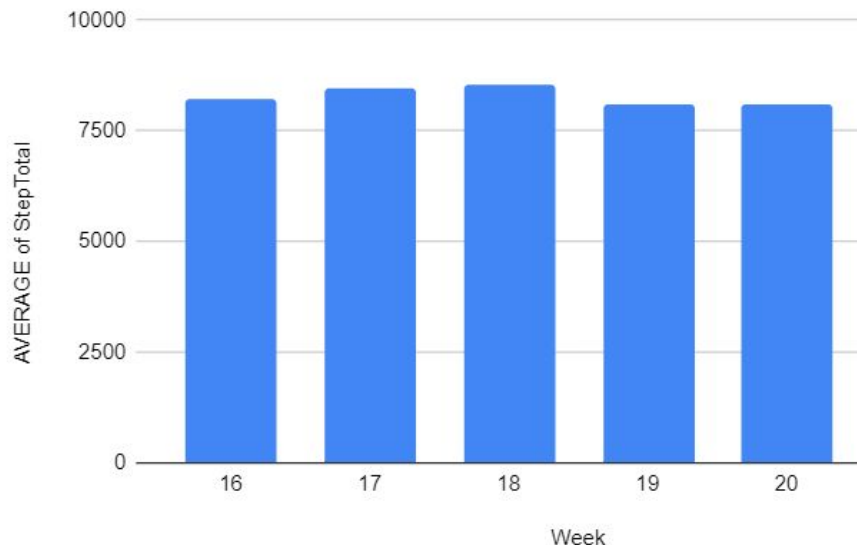
# Data Insight 2

# Steps Taken

The results showed that the steps stayed mostly consistent over the five-week period.

- Highest average daily steps
  - week 18
  - Steps  8550.
- Lowest average daily steps
  - Week 18.
  - Steps: 8056
- The average daily steps for all five weeks combined was 8290.

The participants do not meet the recommended 10,000 daily step count



AVERAGE of StepTotal vs. Week

Data Insight 3

# Weight

The weight data showed that out of all 30 participants, only 8 chose to log their weight.

- Average weight of the participants: 171 lbs
- The average BMI of the participants: 28.
- The average daily steps for all five weeks combined was 8290.

The range of weight for the participants who logged their weight is from 115 lbs to 294 lbs.



AVERAGE of WeightPounds and AVERAGE of BMI
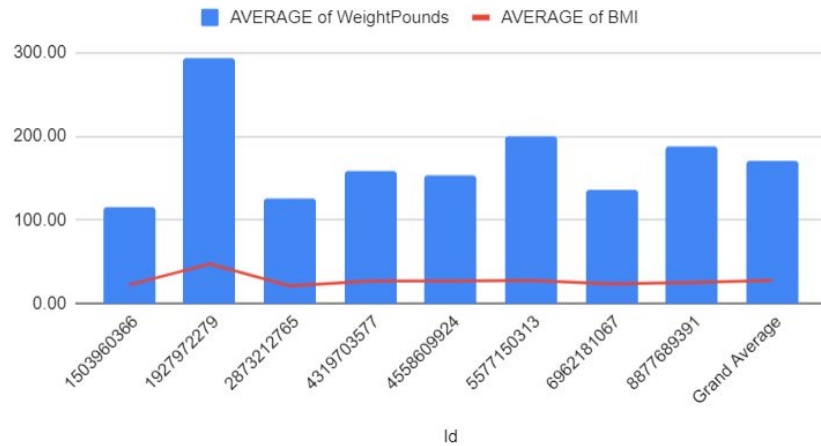
# Conclusion

Conclusion and Recommendations

# Here are three important ideas

## Data

- Obtain more data for accurate analysis, as only 8 participants logged their weight. And 30 participants total

- Conduct surveys to gain deeper understanding of the reasons behind the downward trend in very active minutes

## Health

- Health campaign to encourage users to have active exercises throughout the week especially on days where steps are low

- Consider targeting customers who are interested in weight management

## Products

- Wearable tech can vibrate to notify user after a prolonged period of sedentary activity

- Create new features to increase step count

# Thanks!