

How can Bellabeat play it smart?



Google Data Analytics Capstone Project
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Presentation Agenda

- Project Overview
- Data overview
- Data Analysis
- Insights
- Recommendations



Project Overview

- Goal:
 - Finding and understanding smart technology industry trends to better inform Bellabeat for a stronger marketing strategy
- Questions:
 - What trends are present in
 - What are some trends in smart device usage?
 - How do they apply to Bellabeat customers?
 - How can these trends improve Bellabeat marketing team strategy?



Data Overview

- 30 FitBit Users
- FitBit Tracker Data

Physical Activity

- Activity
- Steps
- Intensity

Heart Rate

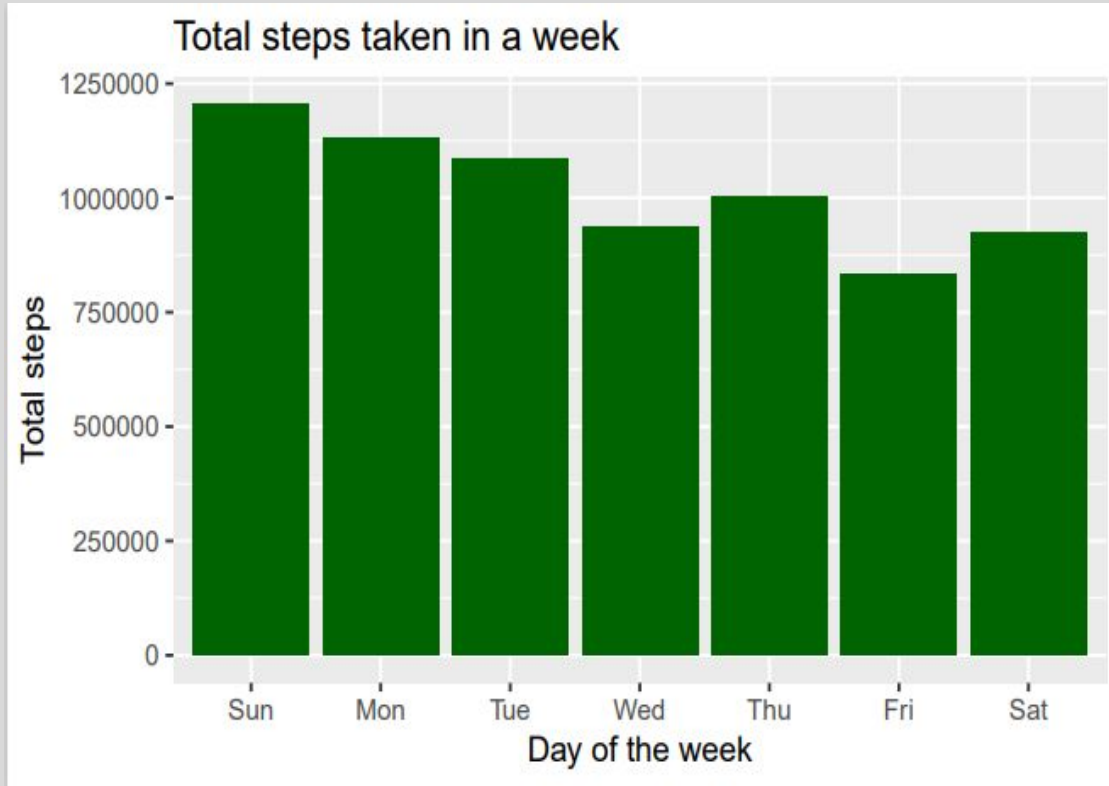
- Heart Rate
- Calories

Sleep Monitoring

- Weight
- Sleep

- Collected via Amazon Mechanical Turk over 30 days

Trends in the data



Here we can see that Sunday was the day users were most active.

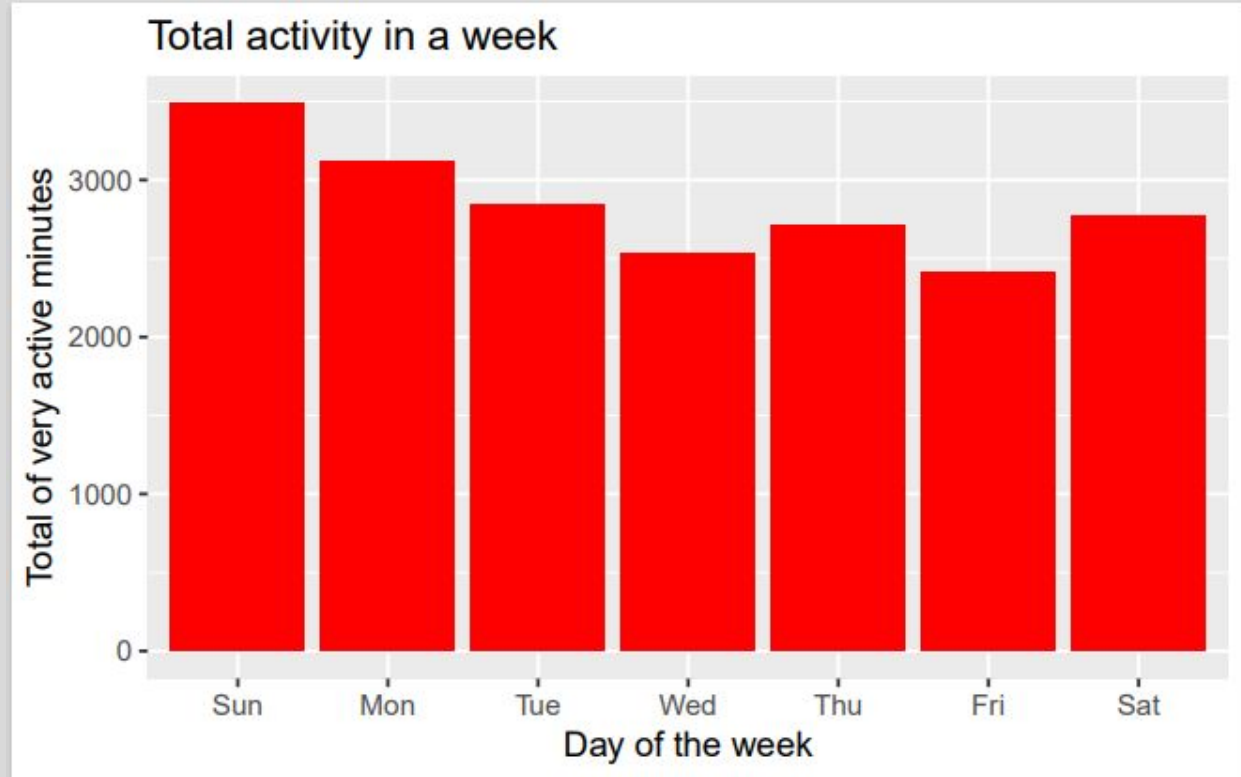
Taking the summary of the data we found out that the average amount of steps users took was 8.319 which is in the average amount that is recommended of 6,000 steps a day.

Trends in the data Cont.

Trends in the data

Looking at the amount of calories per day we can see that the pattern continues, Sunday is the most active day.

From the summary of the data we found out that the average amount of active minutes is 23.21 minutes which is less than the recommended 30 minutes.

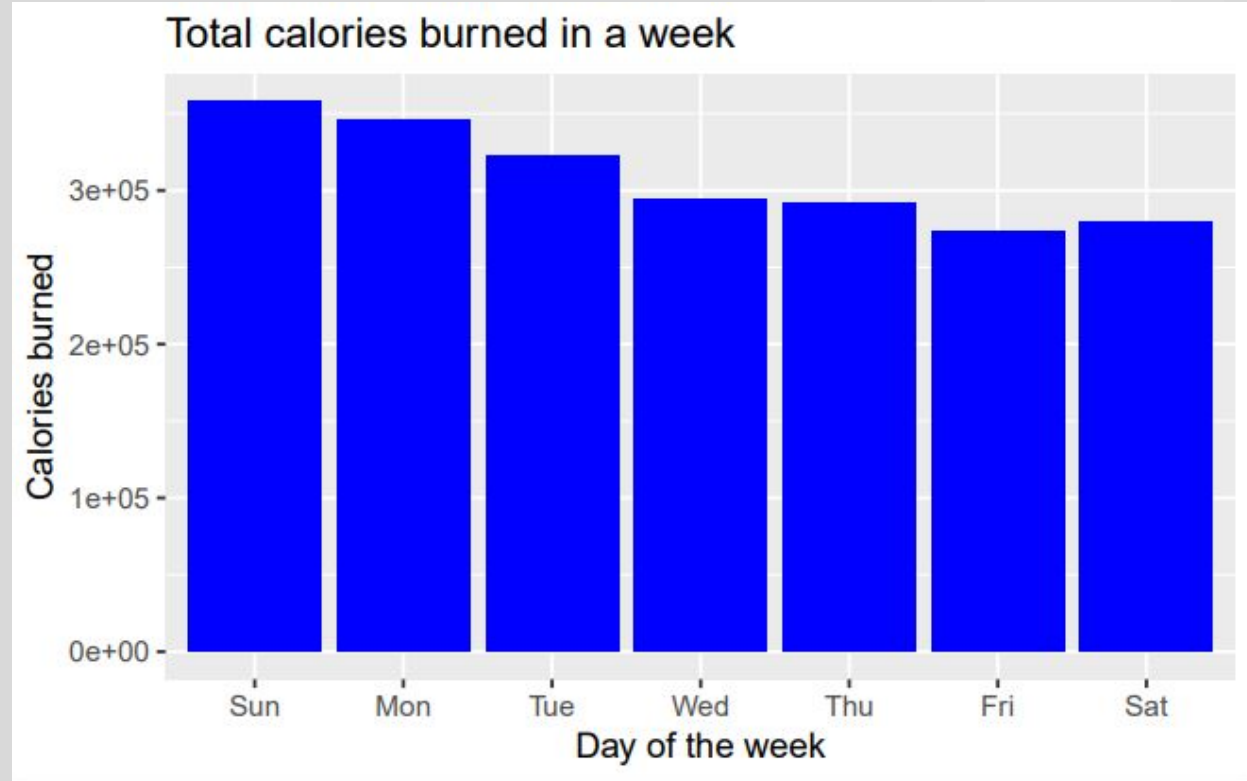


Trends in the data cont.

Trends in the data

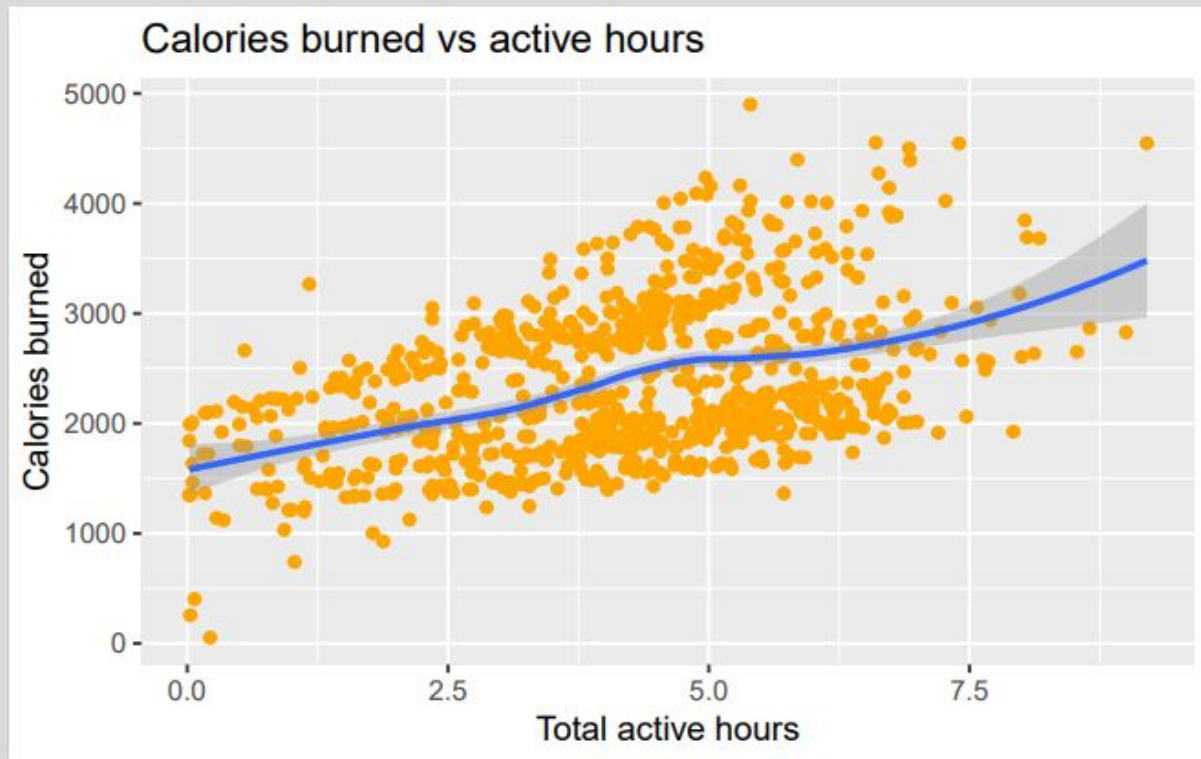
Sunday is the most active day of the week for the month.

This might mean be because of the start of the week and the incentive to be active decreases as the days pass.



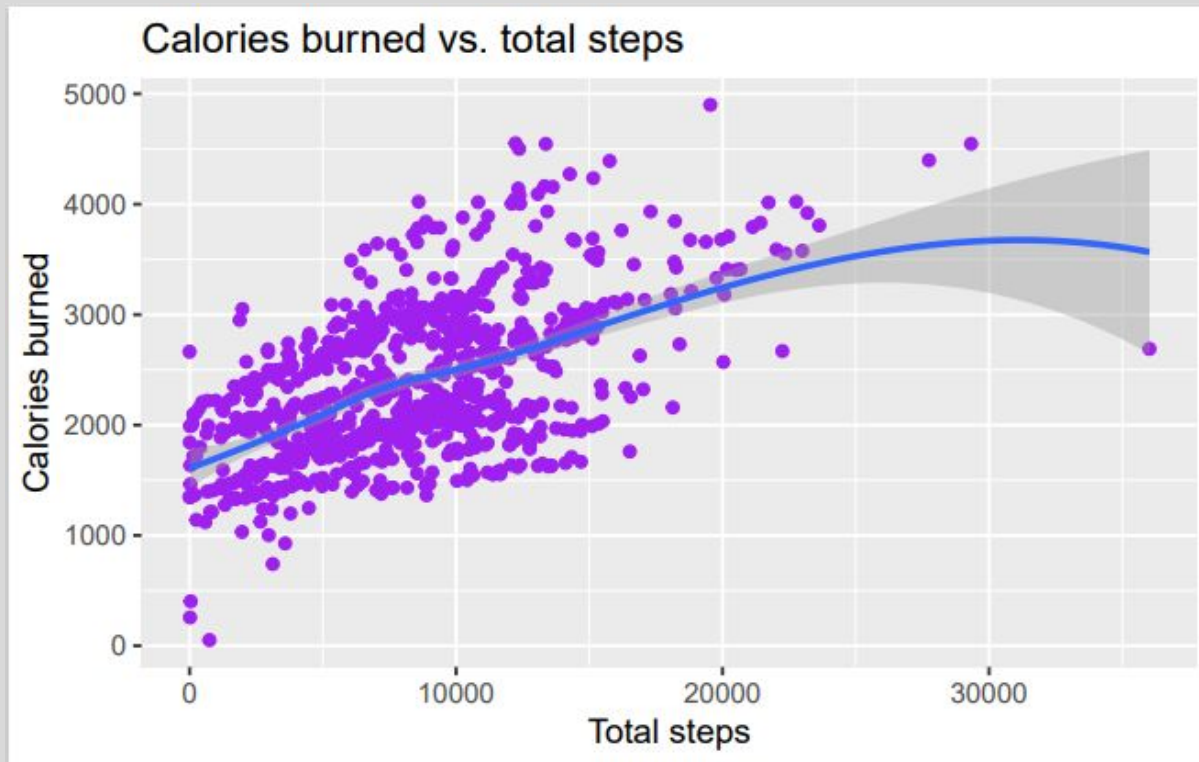
Relationships in the data

As the hours of activity increase we can see the amount of calories increase as well.



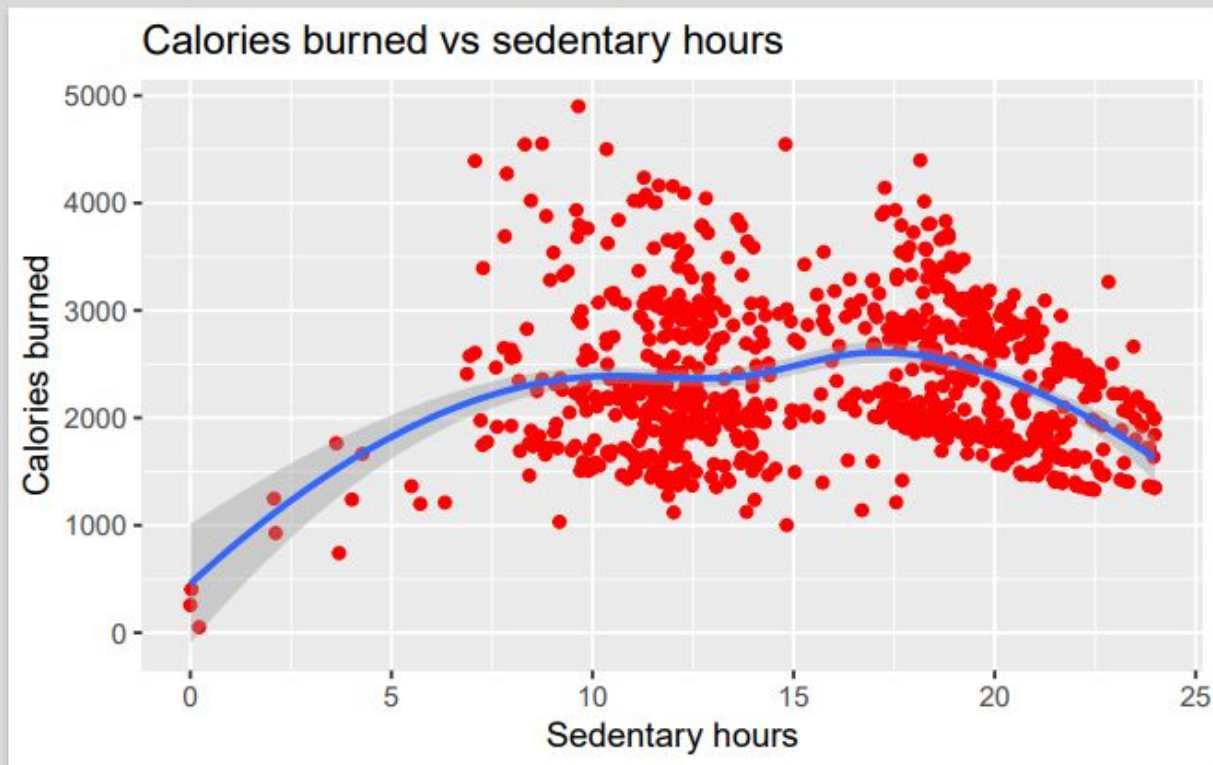
Relationships in the data

As the amount of steps increase the calories burned does the same..



Relationships in the data

In this chart however, the relationship between the amount of calories and the sedentary hours is confusing which we did not expect to see. The relationship pretty clear until it hits that 15 hour mark.





Insights

To keep the users motivated throughout the week and keep them engaged with the products:

- Bellabeat could make personalized milestones for users which would give them a motivation to keep up with their physical activities *and* use the products.
- Including some sort of “push” on the products, like a buzz or notification, for users during the week or during long sedentary moments.
- Having a point system on the products would give incentive to the users to keep up with their activity and making sure their products are recording their activity.



Recommendations/ Actions

- Having options for the versatility of the products such as different straps, and chargers.
- To strengthen the accuracy of the calculations of future analysis, it would help if Bellabeats would have users include their height during their initial start-up process.
- Offering some connection between users, as to encourage users to use the products to motivate one another.

Thank you!

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