

Bellabeat Case Study: Smart Device Usage

This case study explores smart device usage trends and how Bellabeat can leverage them to enhance its marketing strategy.

M by Margaret Chum



Smart Device Usage Trends



Fitness Tracking

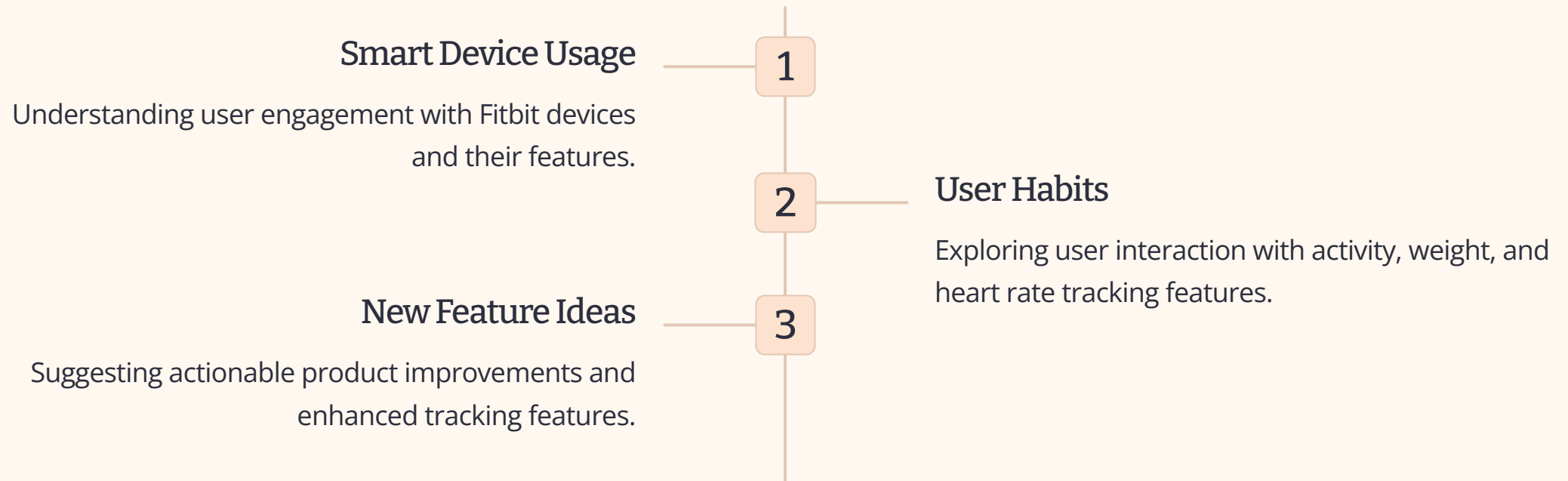
Fitness trackers are increasingly popular, with users tracking steps, activity, and sleep.



Health Monitoring

Smartwatches are gaining traction, offering health monitoring features like heart rate and stress levels.

Smart Device Usage: A Sequential Exploration



Research Limitations



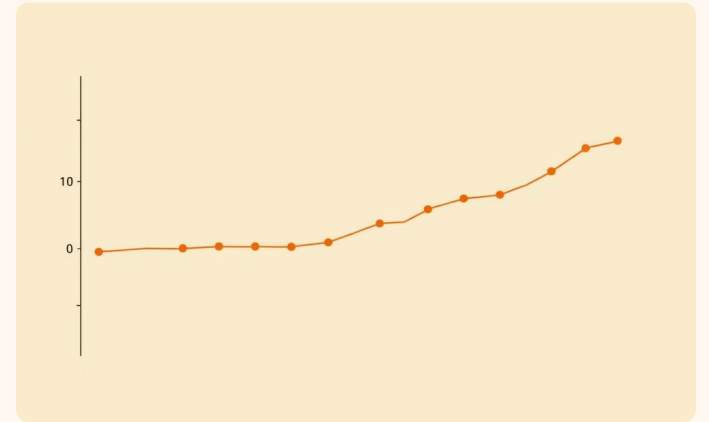
Age

Limited representation of certain age groups.



Gender

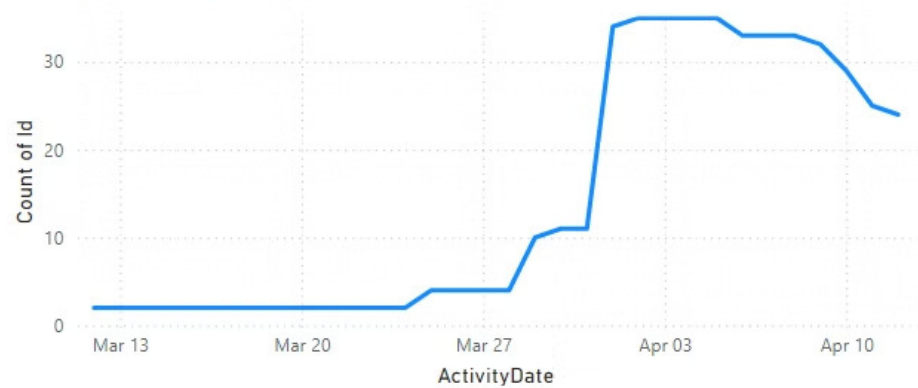
Limited representation of certain gender groups.



Insufficient Data

Insufficient data for comprehensive conclusions.

Count of Id by ActivityDate



35

Total User Number

13.06

Average Users Per Day

457

Total Usage in a month

14.28

Average Days Per User

Engagement Trends

Smart device health tracking usage is surging, yet daily engagement is only 30%, averaging 15 active days monthly.

Weekday usage peaks; weekend usage drops, indicating an opportunity to improve consistency.

Unlocking the Power of Activities Tracking

1

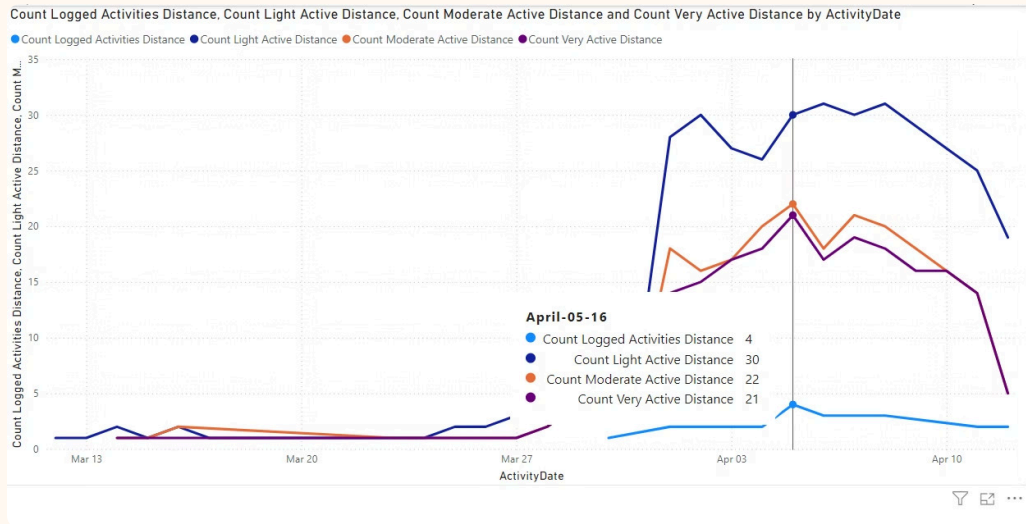
Tracking Gaps

Users log far fewer activities than completed (4 logged).
Habit formation is key.

2

Automatic Tracking

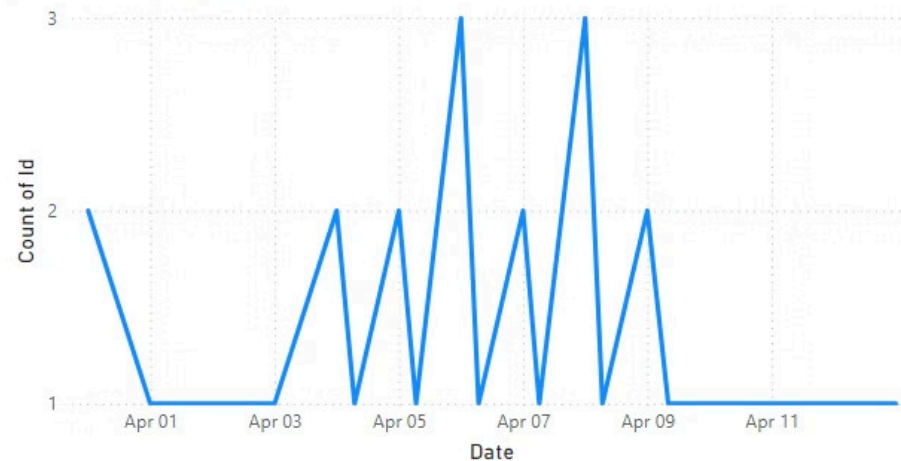
Enable automatic activity detection to prompt logging.



11

Count of WeightLog Info

Count of Id by Date



Unlocking Weight Tracking

Untapped Potential

Only 11 users actively log weight—a 66% untapped opportunity.

Sporadic Usage

Peak usage: 3 users over 2 days in one month.

1 Opportunity

Boost weight tracking awareness and highlight its benefits to build consistent usage.

2 Deeper Insights

Consistent weight tracking unlocks powerful health insights.

Unlocking the Power of Heart Rate Tracking

Engagement Levels

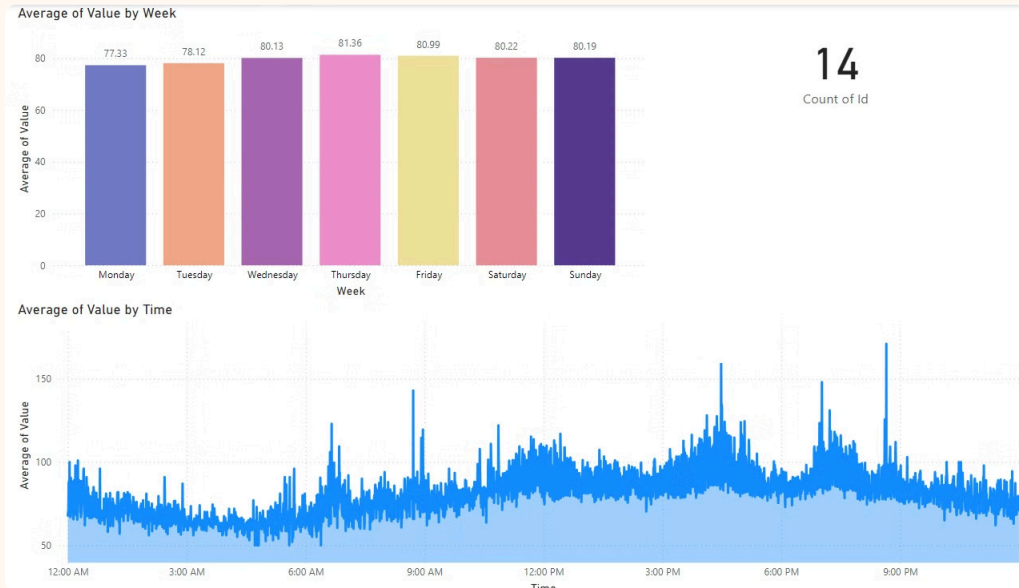
Only 14 of 35 users (40%) actively track heart rate, leaving a 60% opportunity for improvement.

Consistent tracking reveals key health insights, enabling users to achieve their goals.

Heart Rate Metrics

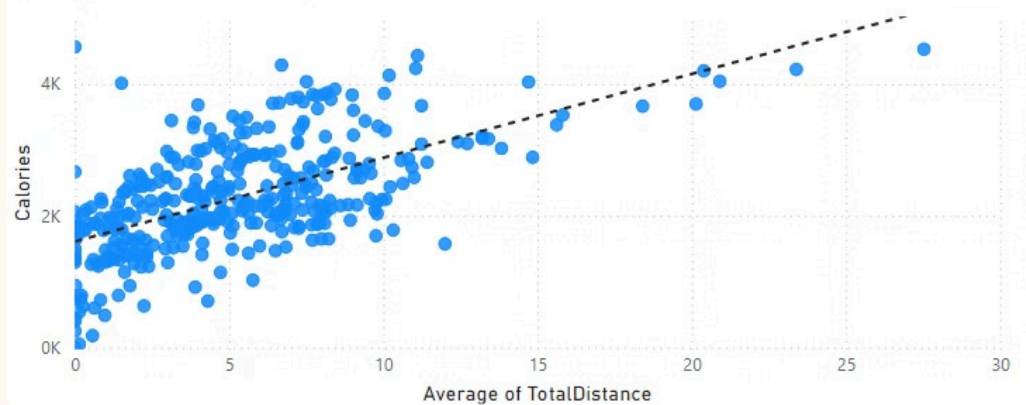
Users average 77-80 BPM resting heart rate, dipping below 70 BPM at night (restorative sleep).

Daytime spikes signal activity or stress. Smart alerts for unusual changes promote proactive health management.



Empowering Users to Move More

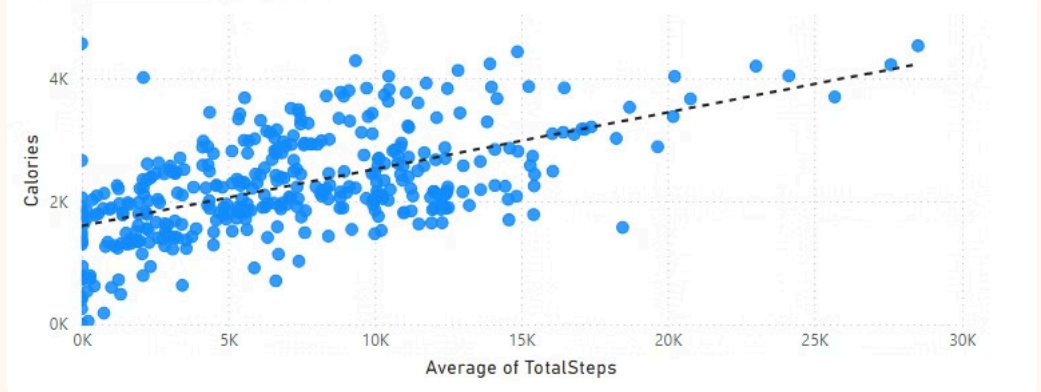
Average of TotalDistance by Calories



Calories Burned

More steps mean more calories burned, directly supporting fitness goals.

Average of TotalSteps by Calories



Curated Walks

We'll suggest tailored city and nature routes to make fitness fun and help users hit new milestones.

1

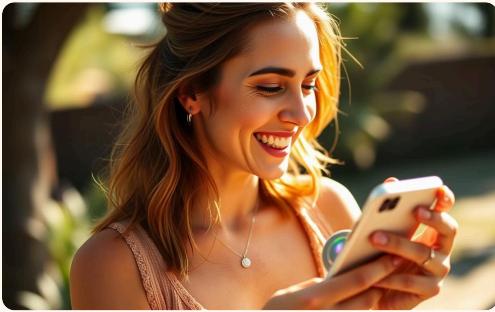
2

3

Sweet Spot: 0-15K Steps

Most users engage in the 0-15K steps/day range, offering a chance to inspire higher activity levels.

Unlocking the Full Potential of Health Tracking



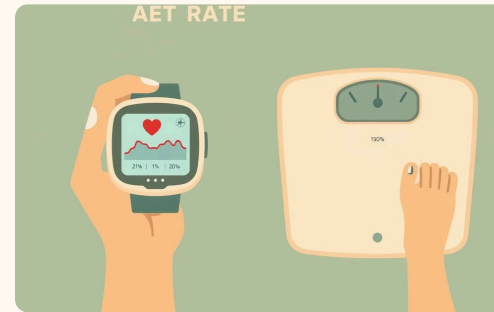
Increase Consistent Usage

Encourage daily tracking, emphasizing how Bellabeat will support fitness goals.



Automate Data Collection

Promote automatic tracking to reduce gaps in activity logging and simplify health tracking.



Unlock Health Insights

Highlight how consistent tracking provides valuable insights into women's health and fitness progress.



Inspire More Movement

Provide tailored walking routes, motivating users with fun and accessible fitness options.



Inspiring Success Through Data

Let's turn these insights into action, inspiring women to engage with Bellabeat and achieve their fitness goals. Together, we can drive even greater success!