

1. What topic are you exploring?

I'm am exploring the marketing strategy for wellness technology company

2. What is the problem are you trying to solve?

I'm trying to find new growth opportunities for the company

3. What metrics will I use to measure my data to achieve my objective?

Metrics:the usage of certain devices (number of sales, total revenue, costs for producing), the rating of functionality and quality (the most important features of devices for users from 1 to 10), the geography of sales, characteristics of customers (clustering and counting the revenue and sale for every group), determining the most efficient channels of sales (the number of sales related to the coasts).

3.1 More broad.

To achieve my objective I will measure the number of customers I can involve by improving devices or using new features? And how much investment (costs) I need to make that improving and features.

4. Who is your audience for this analysis and how does this affect your analysis process and presentation?

The audience is co-founders of the company and bellabeat marketing analysis team. They are highly informed about the current marketing strategy and today's metrics of sales. So I need to focus on new insights, make my presentation brief.

5. How will this data help your stakeholders make decisions?

This data will help stakeholders to determine the direction for developing marketing strategy: channels of distribution to develop, features of the smart devices to improve or add, new devices to create, the directions of the smart devices customization.

To analyze smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices. She then wants you to select one Bellabeat product to apply these insights to in your presentation.

These questions will guide your analysis:

The statements of stakeholder:

1.Focus on a Bellabeat product and analyze smart device usage data in order to gain insight into how people are already using their smart devices.

2. Analyze smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices

1. What are some trends in smart device usage?

Make a table checklist with comparison of functions Bellabeat, Fitbit

Fitbit Fuctions:

broad functions for **FITNESS monitoring** (Heart rate on gym equipment, Daily Readiness Score, 40+ Exercise Modes, Heart rate tracking, Active Zone Minutes, Built-In GPS, Cardio Fitness Score, SmartTrack™ Automatic Exercise Recognition (in app only), Workouts on your phone, All-Day Activity Tracking, Workout Intensity Map (in app only), Timer & Stopwatch

Water resistant

HEALTH

ECG app for heart rhythm assessment

High & Low Heart Rate Notifications

SpO2 (blood oxygen) tracking

Skin temperature variation

Resting heart rate

Breathing Rate

Irregular heart rhythm notifications

Blood glucose tracking (in app only)

Menstrual health tracking

Health & Wellness Reminders

STRESS & SLEEP

Stress Management Score S

EDA Scan app for stress management

Sleep Score

Sleep Profile

Sleep tracking & sleep stages

Smart Wake Alarm

SMARTS & MORE

Do not disturb & sleep mode

YouTube Music controls

Google Maps

Google Wallet

Call, text and app notifications

Color touchscreen

Find My Phone

Always-on display mode

7-Day Battery Life

Clock faces & accessories

Compatible with iOS and Android devices

Fitbit Premium membership

Google Fast Pair

<https://www.fitbit.com/by/home>

Embr Labs' The Embr Wave

Its wearable thermal technology offers users **the ability to heat up and cool down** at the press of a button.

identifyHer

*supports women going through the menopause with its wearable tracker to help women log information about their **menopausal symptoms***

<https://healthcare-digital.com/digital-healthcare/top-10-wearable-healthcare-devices>

2. How could these trends apply to Bellabeat customers?

The trend to support women through menopause suits the strategy of the company, because it's essential for caring about women's health.

Other trends concerns more accurate estimation of health metrics (blood oxygen, blood glucose tracking, Irregular heart rhythm notifications, and heath function). Some of them can improve health tracking by the smart device bellabeat and make health monitoring more accurate.

What about AI in the app?

The trends of additional smart functions not connected with health (listening to music, answering the calls and so on) don't fit the conception of smart device bellabeat because it doesn't contain a monitor.

So the analysis of the smart device market allows us to make the next conclusions. The health control functions of the smart device bellabeat can be improved. Possible new direction of development is monitoring women's health through menopause.

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

These trends could help to determine what monitoring health features to improve or develop, and to create products for new segments of customers (women with menopause).

Guiding questions

- What is the problem you are trying to solve?
- How can your insights drive business decisions?

Key tasks

1. Identify the business task
2. Consider key stakeholders

Deliverable A clear statement of the business task

Find top 5 most popular functions and 5 most popular features of smart devices for health monitoring, determine how they apply to the concept

company's smart device. Make insights for developing directions of marketing strategy for the company.

?Top 5 needs for women in their lifestyle?