

BELLABEAT

A MARKET DRIVEN APPROACH TO
COMPANY GROWTH THROUGH AN
INFORMED MARKETING STRATEGY

Author: Mesfin Githinji

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Background

- BellaBeat is a high-tech manufacturer of health focused smart products for women.
- It was founded in 2013 by Urška Sršen and Sando Mur. Their female centric smart products empower women with knowledge about their own health and habits by collecting data on activity, sleep, stress and reproductive health.
- By 2016 BellaBeat had opened offices worldwide and have made their products available through a growing number of online retailers in addition to their own e-commerce platform on their website.





Business Task

How can we develop the most effective marketing strategy based on available consumer data that will steer company growth ?

Key pointers for the analysis :

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?



1. What are some trends in smart device usage?

According to recent research , data has indicated that there are quite a number of new trends in the smart device usage sector.

Some of the latest advancements in this space include the use of devices like :

1. Smart Jewelry
2. Smart Headwear like VR Goggles worn during workouts.
3. Smart Watches and Fitness trackers.
4. Smart Clothing.

Amongst recent trends which one is the most used and widely adopted ?

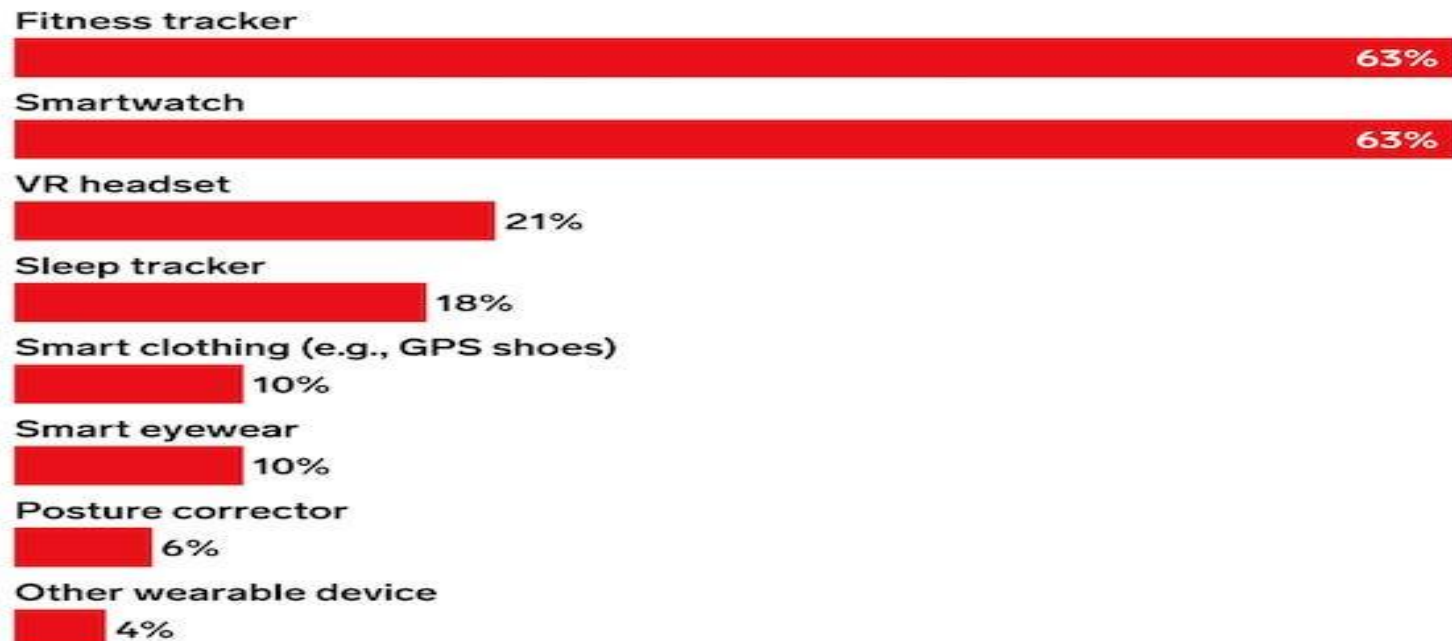
Answer is : The Smart Watch



Recent Market Trends Data

What Types of Wearable Devices Do US Wearable Device Owners Have?

% of respondents, March 2021



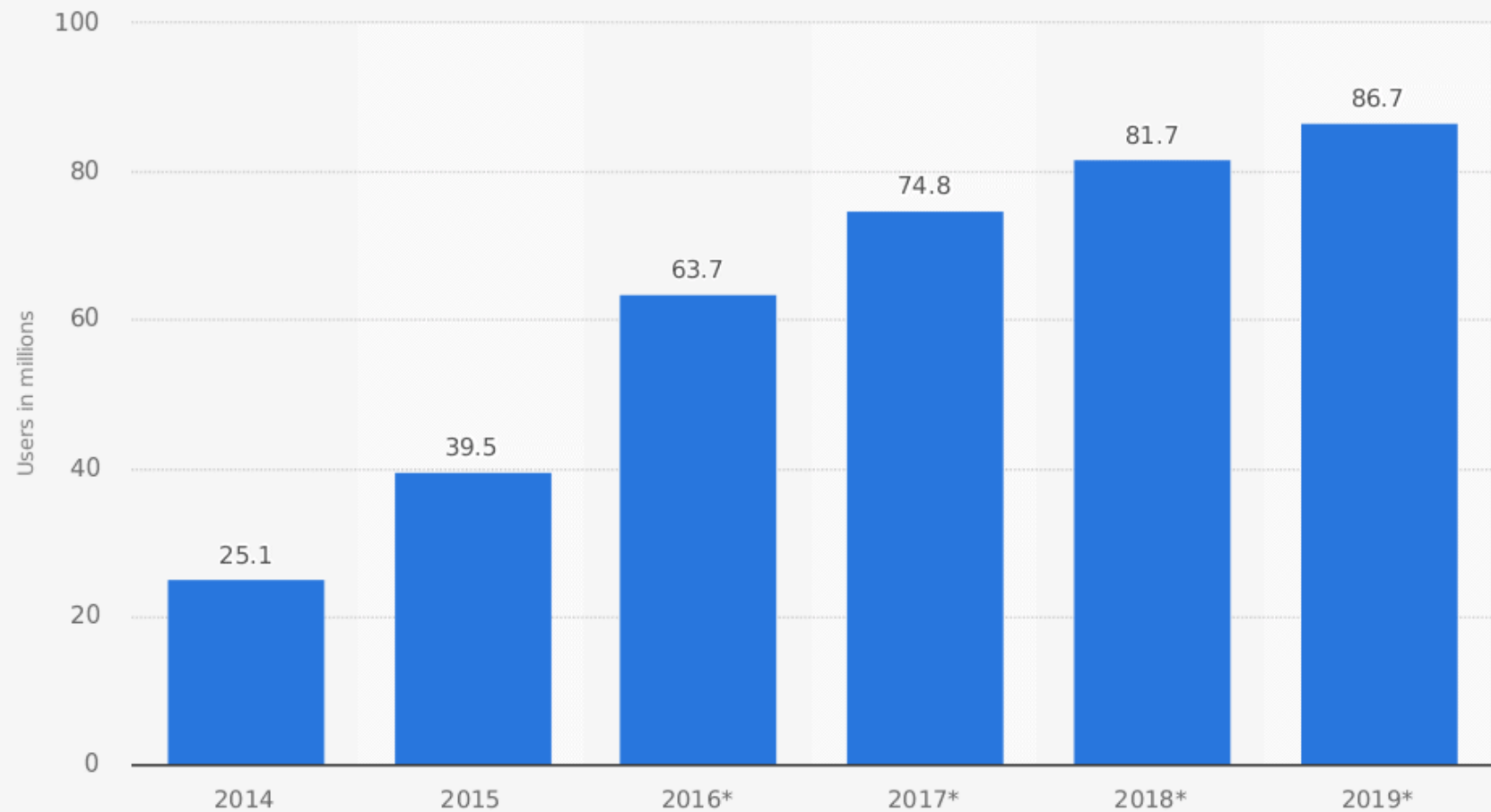
Note: n=248; ages 18-69

Source: Quantilope, "2021 Consumer Electronics Study," May 12, 2021

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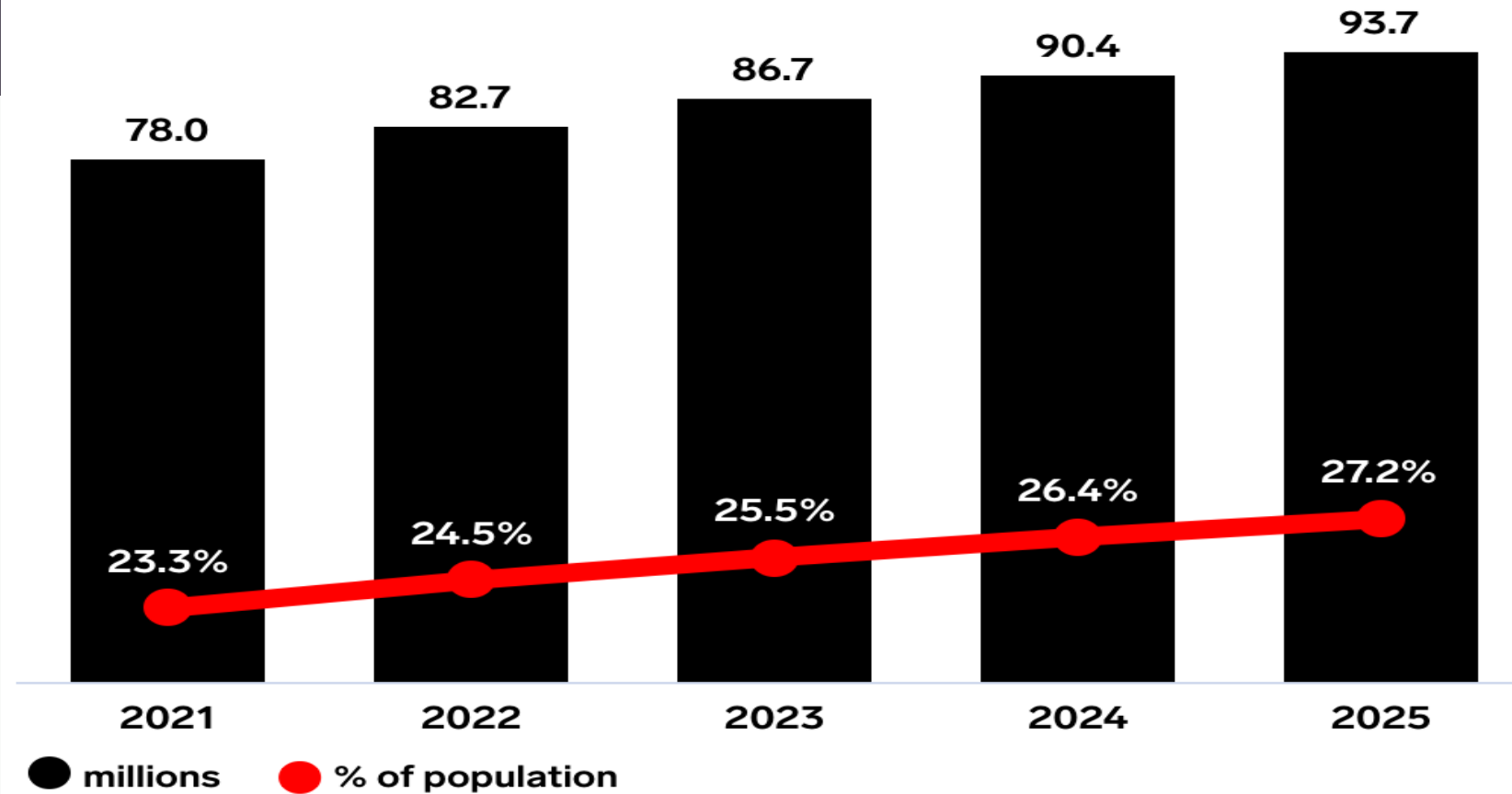
InsiderIntelligence.com

Number of wearable device users in the United States from 2014 to 2019 (in millions)



Smart Wearable Users

US, 2021-2025



Source: eMarketer, October 2021

2. How does this apply to Bella Beat Customers?

- The graph indicates that by 2025 there will be upwards of 90M people using smartwatches for purposes of tracking health, fitness and lifestyle goals
- This means that as a company, although we offer a variety of products, we should expect a significant rise in customers that buy our smart watch.
- It also means that our existing customers expect significant advances in our already existing smart watch or completely new technology in that regard.
- As a company we should also expect steep competition from other significant players in the market.

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

- As a company we should consider having a specific marketing campaign designed to showcase our smart watch and have it as the center of the campaign.
- We should target adds to a specific demographic that is mostly interested in smart watches

I also performed an analysis on the Fitbit Fitness Tracker Data Set, to help the company develop a data driven marketing strategy.

In the next part of this presentation I take a look at the analysis, key findings with supporting visualizations and lastly high-level recommendations based on my analysis.

Opportunities for Growth based on analyzed data

1. Steer Users towards a more active schedule

- After analyzing the data I found that ,average sedentary time is 991 minutes or 16 hours.
- This means that the majority of the participants are lightly active.
- There is a strong correlation between the calories you burn and how active you are as demonstrated by the next chart



A positive correlation here between Total Steps and Calories Burnt, the more active we are, the more calories we burn.

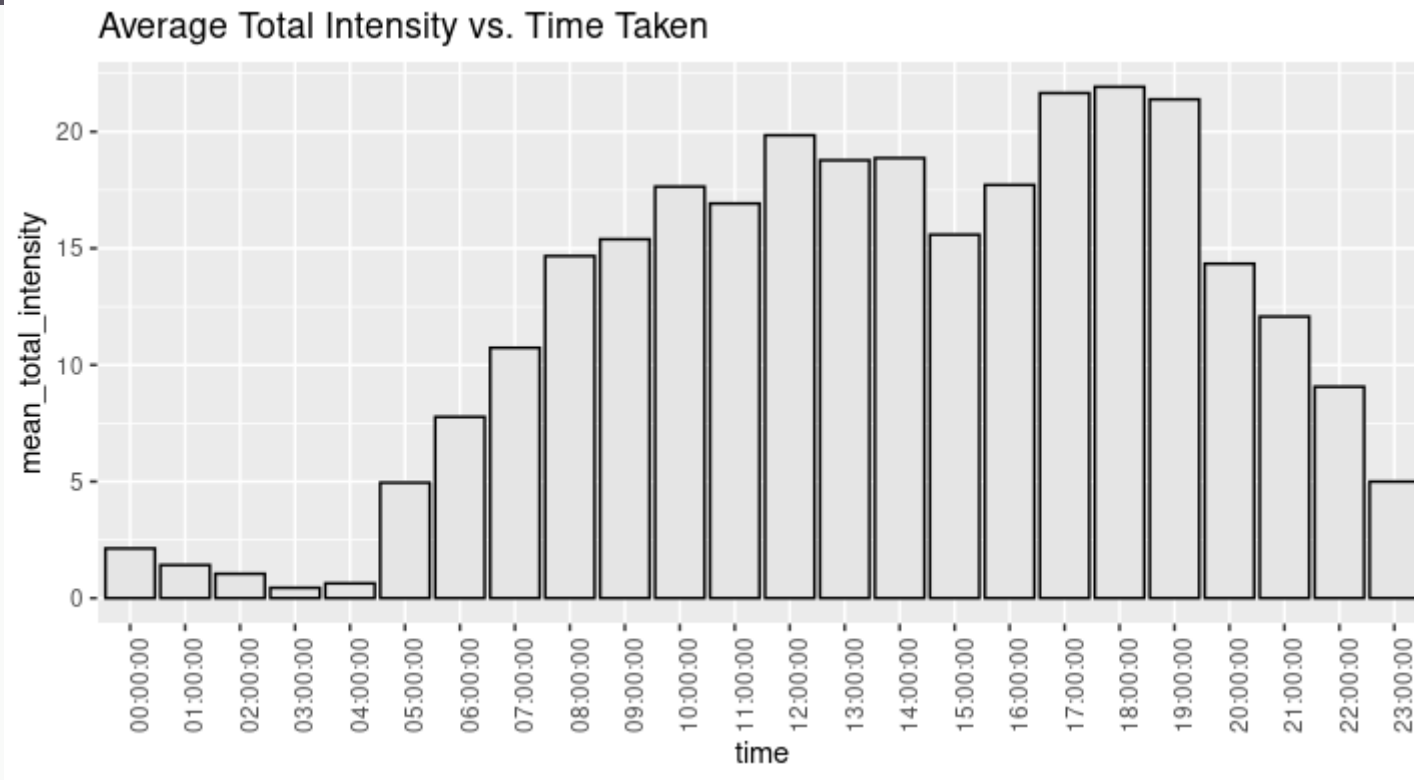
What is my recommendation on this opportunity ?

After looking into the data I found Average total steps per day are 7,638 which is quite low according to CDC data which recommends taking 8,000 steps per day.

I recommend that:

- The application development team develop notifications to alert the user if they have not yet reached the daily recommended number of steps.
- Add a visual counter in the display to show the number of steps taken to allow user see it in real time and compare that to personal goals set.
- Add an interface that issues users with badges or any form of visual incentive that would motivate users to be highly active and achieve.

2. Users active hours are between 5 am and 10pm.



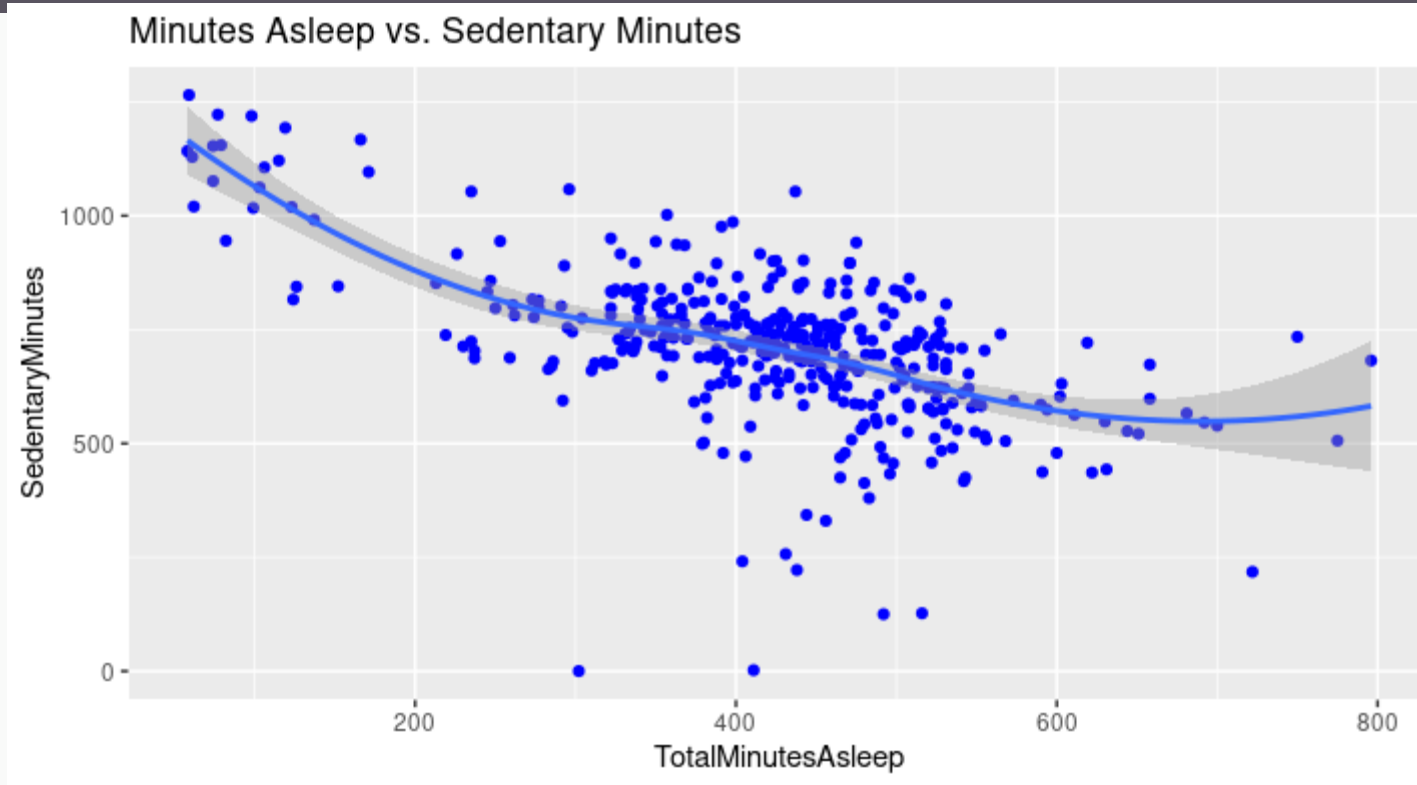
Most activity happens between 5 pm and 7 pm – This means that a majority of our users are busy through out the day but not active during their working hours .

Recommendations on this opportunity.

I recommend that:

- Using the Bellabeat app connected to the smart watch, to remind and motivate users to go for an activity that will maximize this active window of time in their day.
- Develop in house programs that could be suggested to the users and act as guides depending on users goals to help them utilize this time effectively and to track their programs. It could be in the form of workout schedules or specific activities like a jogging challenge.

3. Sleep Management and quality.



Here we can clearly see the negative relationship between Sedentary Minutes and Sleep time.

Recommendations on this opportunity.

A closer look at the data showed a negative relationship between Sedentary Minutes and Sleep time. Meaning our users are spending a lot of time inactive and less time having quality sleep.

According to world health data people who have less quality sleep are not able to achieve fitness goals as their bodies are not able to recover properly leading to poor workouts and also weight gain.

I recommend that:

- The development team introduce a software update that adds a time out feature that enables our users to set their preferred bed time and wake up times this ensures that our devices are not contributing to our users being awake when they should be asleep.
- We should brainstorm and explore more ways to help our users sleep better as a positive step in achieving their goals

Key Findings Summary

1. Users have more sedentary time than highly active time.
2. The users are only active within a particular time frame indicating a particular demographic mainly working class people who have an 8-5.
3. Current users have a below par sleep schedule as compared to the time they spend inactive.

Problems and Shortcomings I encountered during this analysis.

- The data set was quite limited in terms of representing the BellaBeat customer base as a whole and only focused on few participants thus limiting sample size.
- I was limited to the tools that I could due to the nature of the data that was provided for the analysis the data only included a few aspects of Bella Beat's product range.
- Inconsistencies in the data. While some users provided sufficient data in all categories, others did not thus making it difficult to organize and clean the data.

Additional Recommendations

1. Data

I think it would be beneficial for the company to improve its data management strategy so to be able to provide adequate and relevant data for future analysis.

2. Product Reviews.

It would be beneficial to the company to have frequent product reviews so as to have better insights into how our customers are doing to be able to improve on what we currently offer.

3. Research Investment.

Investing in research and gathering intelligence on emerging technologies will give the company an upper hand in launching competitive products and keeping our existing customers with new products and applications as well as attracting new ones.

NOTE: You can find the project code and analysis notes online, either on my website or Kaggle pages via a link attached at the end of this presentation

Sources

- FitBit Fitness Tracker Data (CC0: Public Domain, dataset made available through Mobius): This is a Kaggle data set. <https://www.kaggle.com/arashnic/fitbit>
- World Health Organization Data on Health and fitness. <https://www.who.int/news-room/fact-sheets/detail/physical-activity>
- Consumer Electronics Study *may 12 2021*. insiderintelligence.com
- CDC report on health. <https://www.cdc.gov/media/releases/2020/p0324-daily-step-count.html>

THANK YOU



Contacts:

Email: mesfingithinji@gmail.com

LinkedIn:

Kaggle: