

Bellabeat Dashboard Analysis

1. Daily Activity Analysis

Summary:

Users display moderate to low levels of physical activity. The average step count is 7,770 steps per day, which is below the recommended 10,000 steps. Most of the day is spent in sedentary behavior (986 minutes), while time spent in very active movement is limited (around 21 minutes). Only 21% of users exceed 10,000 steps daily, while 29% are considered sedentary.

Recommendation:

Bellabeat should encourage more physical movement by implementing motivational challenges, personalized reminders, and in-app step goals. Reducing sedentary time and promoting moderate activity can significantly impact user wellness.

2. Sleep Analysis

Summary:

Users sleep an average of 7.6 hours per day with a high average sleep efficiency of 91%. However, about 24% of the days recorded less than 6 hours of sleep, indicating irregular sleep patterns. Most users fall within the 6–9 hours range.

Recommendation:

Introduce features to help users maintain consistent sleep schedules, such as bedtime reminders, sleep hygiene tips, and relaxing content like guided meditation. Helping users improve sleep duration can further enhance their wellness.

3. Monthly Activity Trends

Summary:

Step counts, calories burned, and distances walked vary noticeably between months. These fluctuations may be due to seasonal changes, holidays, or shifts in user motivation and routines.

Recommendation:

Bellabeat can implement seasonal challenges, activity campaigns, or personalized insights to help users stay active throughout the year—regardless of external conditions. Highlighting trends can also help users stay aware of behavior changes over time.

4. Relationship Analysis

Summary:

Relationships between sleep, activity, and health indicators showed weak to moderate correlations. The strongest observed trend was between moderately active distance and calories burned. Other relationships, such as sleep vs. steps or BMI vs. activity, lacked strong patterns.

Recommendation:

Bellabeat should focus on delivering personalized recommendations that consider a variety of behavioral factors. Since no single metric strongly predicts another, combining multiple health dimensions will provide a better understanding of user habits.

5. BMI (Body Mass Index) Analysis

Summary:

The average BMI is 25.37, which is in the overweight range. 53.8% of users are overweight, 30.8% fall in the normal range, and 15.4% are obese. Additionally, users with higher BMI tend to sleep less on average, suggesting a potential link between poor sleep and weight gain.

Recommendation:

Bellabeat should promote personalized wellness programs targeting users with higher BMI. These could include nutrition tips, physical activity challenges, and sleep improvement plans. A holistic approach can help users achieve healthier weight and lifestyle outcomes.

6. Product Recommendation: Leaf

Why Leaf is the Most Suitable Product to Market?

- Users show low activity levels and irregular sleep—two areas Leaf directly supports.
- Leaf tracks activity, sleep, breathing, and stress, making it ideal for comprehensive health tracking.
- It combines functionality with style, appealing to Bellabeat's female-focused audience.

Marketing Suggestions:

- Data-Driven Messaging:
 - Highlight user trends from the data, such as:
 - "Over 50% of users are overweight and not physically active enough — Leaf empowers you to take back control of your health."
- Habit-Focused Campaigns:
 - Tailor marketing to address specific habits like poor sleep or inactivity.

- Example: "Struggling with inconsistent sleep? Leaf tracks your patterns and guides you to better rest."
- Style + Function in One Device:
- Emphasize that Leaf is not just a tracker, but a stylish accessory designed for modern women.
- App Integration Highlight:
- Promote how Leaf connects with the Bellabeat app to provide personalized wellness insights and daily goals.
- Influencer & Community Marketing:
- Partner with female lifestyle influencers, fitness coaches, and wellness bloggers to reach the right audience.
- Seasonal Promotions & Bundles:
- Launch targeted campaigns during New Year, Back to School, or summer offering Leaf with app subscriptions at a discount.