Bellabeat

TIME: Empowering Women's Wellness through Data-Driven Product and Marketing Insights

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Business task

While based on data analysis from similar wearable devices, this case study aims to identify improvement areas for TIME, a smartwatch tracker developed by Bellabeat, and to guide the company's marketing strategy to attract new customers.

Journey towards Innovative Solutions

1

Why TIME ?

This section justifies the selection of TIME among all of Bellabeat's products, as the ideal candidate for implementing the insights gained from data analysis of other connected devices.

2

Dataset Analysis

Here, we analyze the dataset and, based on key insights, formulate concrete recommendations for TIME. These recommendations encompass both product enhancements and targeted marketing strategies.

3

Reinventing TIME

Let's wrap up by recapping the key points, highlighting why TIME is poised for success, and looking ahead to an exciting future with a clear call to action.
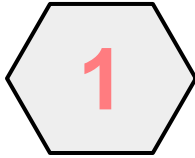
1 **WHY TIME ?**

TIME

The choice of TIME became clear for **two key reasons**. First, the data collected aligns perfectly with its features. Second, its practical and stylish watch format makes it an accessory that's easy to wear in any circumstance.

2 Dataset Analysis

Comparative Analysis: TIME vs. Competitors

1. Context and Objective

To optimize TIME's market positioning, we analyzed a dataset focusing on similar devices, comparable to smartwatches.

2. Data Selection Criteria

Two comprehensive datasets underpin our comparative study. The first one **"dailyActivity_merged.csv"** focuses on users daily physical activity, providing key data such as step count, distance covered, sedentary time, and other relevant indicators. The second file, **"sleepDay_merged.csv"** delves into sleep patterns, detailing duration, cycles, and time spent in bed. This data is invaluable for comparing TIME's performance with its competitors.

Comparative Analysis: TIME vs. Competitors

3. Data Period and Source

The analyzed data spans from April 12, 2016, to May 12, 2016, and originates from Kaggle, a platform renowned for its data reliability and widely used for market research.
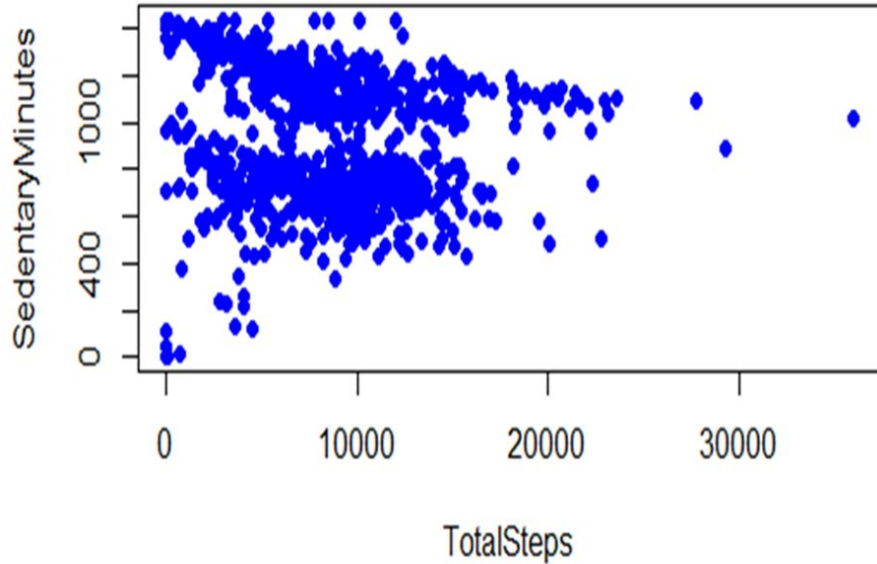
4. Consideration for Data Interpretation

It's important to note that this dataset may not reflect the activity of all users of these devices. However, it provides a solid and representative basis for our comparative analysis.

Walking and Sedentary Time: exploring the Connection

Relationship Between TotalSteps and SedentaryMinutes

The analysis of the correlation between daily step count and time spent sedentary reveals an interesting trend. Indeed, with a correlation coefficient of **-0.327**, our data suggests that users who walk more tend to be less sedentary.

RECOMMENDATIONS

TIME

✔ **Encourage setting personalized and progressive daily step goals**

✔ **Integrate features that promote active breaks and regular walking**

RECOMMENDATIONS

✔ **Highlight walking as an accessible and beneficial activity, even in small doses**

✔ **Raise awareness about the risks of sedentary behavior and the benefits of regular physical activity**

RECOMMENDATIONS

Segmentation and targeting

Active and less sedentary users:

Use them as examples (anonymously) to illustrate the benefits of a balanced lifestyle.

Inactive and highly sedentary users:

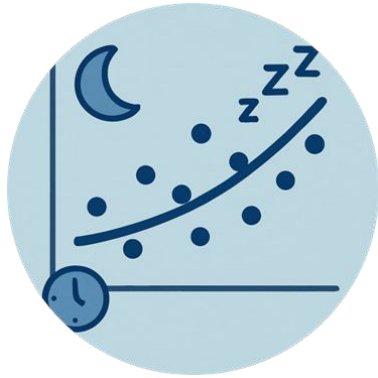Educate them about the risks and encourage them to set realistic goals with TIME

Active but highly sedentary users:

Promote features that encourage active breaks and walking during those breaks (stress management, blood circulation, etc.)
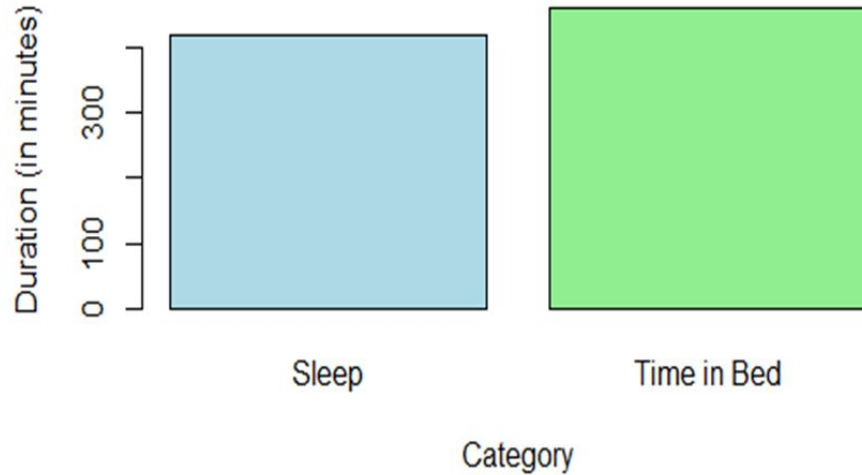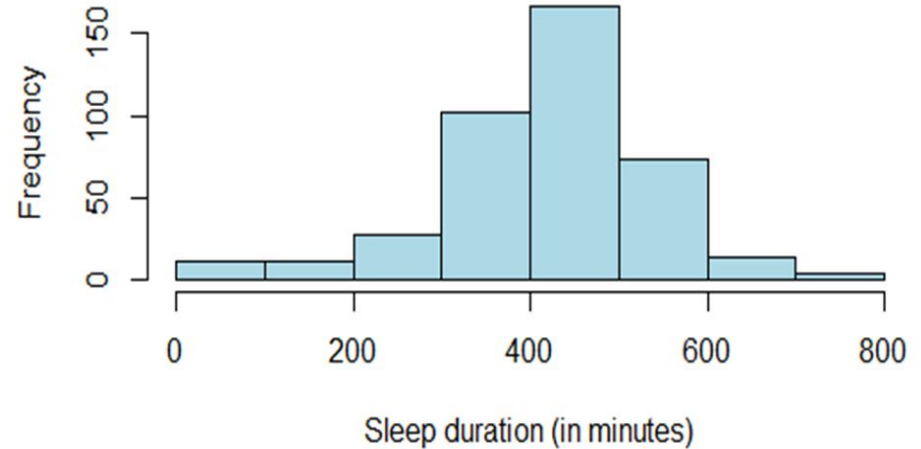
Time in Bed vs. Sleep: Is there a formula ?

Sleep duration vs. Time in Bed — bar chart comparing Sleep and Time in Bed categories (Duration in minutes).

Sleep Duration Distribution — histogram of Sleep duration (in minutes) vs. Frequency.

Our analysis reveals that while the average sleep duration for users reaches 419 minutes (almost 7 hours) per night, the graph highlights a significant difference between time spent in bed and actual sleep time. This suggests that **some users experience difficulties falling asleep or face nighttime awakenings**.

RECOMMENDATIONS

TIME

Deepening Sleep Analysis

Develop more in-depth analysis features to identify factors influencing sleep (environment, habits, use of TIME) and offer personalized solutions to improve it. Examples: sleep cycle tracking, diffusion of relaxing sounds, personalized advice.

RECOMMENDATIONS

✔ **Precise Targeting**
Women suffering from sleep disorders such as insomnia represent a prime target.

✔ **Value Proposition**
Women suffering from sleep disorders such as insomnia representa prime target.
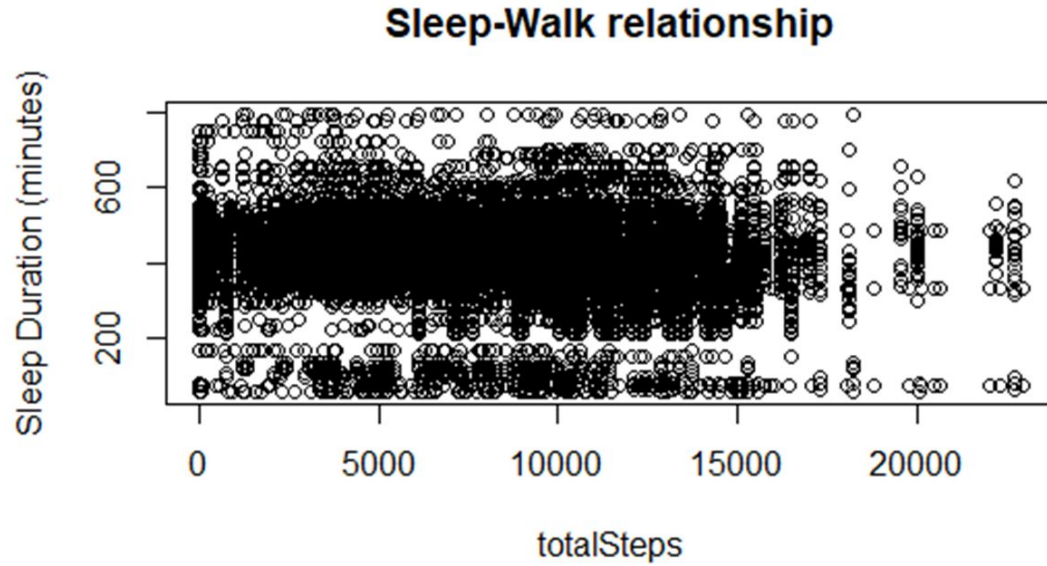
RECOMMENDATIONS

✔ **Impactful Marketing**

Use powerful slogans such as **"Sleep better, without lengthening your nights"** or **"Your minutes of sleep are precious."**

The Sleep-Walk link: Exploring the relationship

Sleep-Walk relationship

Analyzing the correlation between walking and sleep, although weak, provides valuable insights for TIME's marketing positioning. **We must avoid presenting TIME as a miracle sleep solution solely based on physical activity**.

RECOMMENDATIONS

TIME

✔ **Authenticity and added value**
TIME should be presented as a tool that promotes a holistic approach to well-being, encompassing physical activity, stress management, nutrition, and sleep environment.

RECOMMENDATIONS

TIME

✔ **Features**

Integrate features beyond activity tracking, such as stress monitoring, sleep cycle tracking, and nutrition monitoring. Provide personalized advice based on each user's data.

RECOMMENDATIONS

✔ **Content**

Communication should be transparent about the complexity of sleep, based on scientific data. Offer informative content on good sleep practices and personalized advice based on TIME's data.
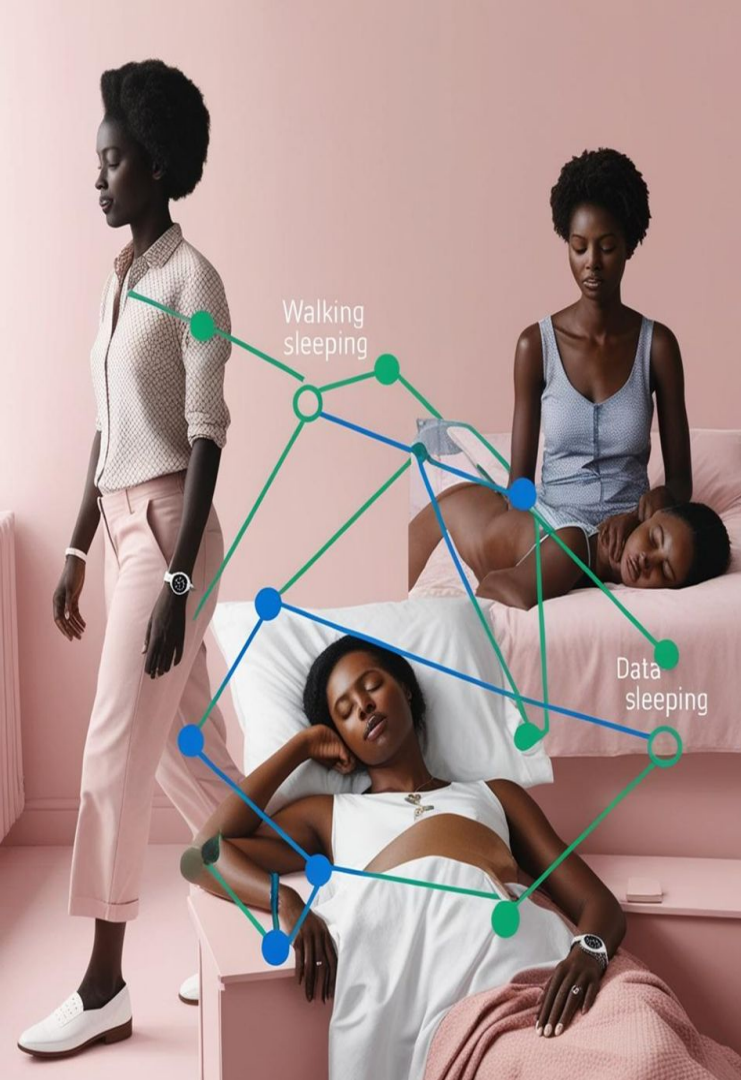
RECOMMENDATIONS

✔ **Targeting**

Highlight TIME's ability to facilitate falling asleep, reduce nighttime awakenings, and thus improve sleep quality.

3

Reinventing TIME:

THE OPPORTUNITY FOR HOLISTIC WELL-BEING

CONNECTING ACTIVITY & SLEEP

Our analysis of TIME's user data reveals a strong trend: users who walk more tend to be less sedentary. However we've also observed that some users experience difficulties falling asleep or face nighttime awakenings. While the correlation between walking and sleep is weak, it offers valuable insights for TIME's marketing positioning.

CONCLUSION

By encouraging a holistic approach to well-being, TIME can position itself as a valuable ally for women. By integrating features focused on improving sleep, managing stress, and promoting a balanced diet, TIME will become much more than just an activity tracker: it will become a true personalized wellness coach.

What if TIME could evolve beyond a simple activity tracker and become the go-to wellness partner for women?

Bellabeat

THANK YOU

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Note: *This case study was conducted as part of a Coursera training program.*