

# A Fitness Centric User Experience

An Analysis of Fitbit User Data  
for Bellabeat Marketing Insights

# About the Data

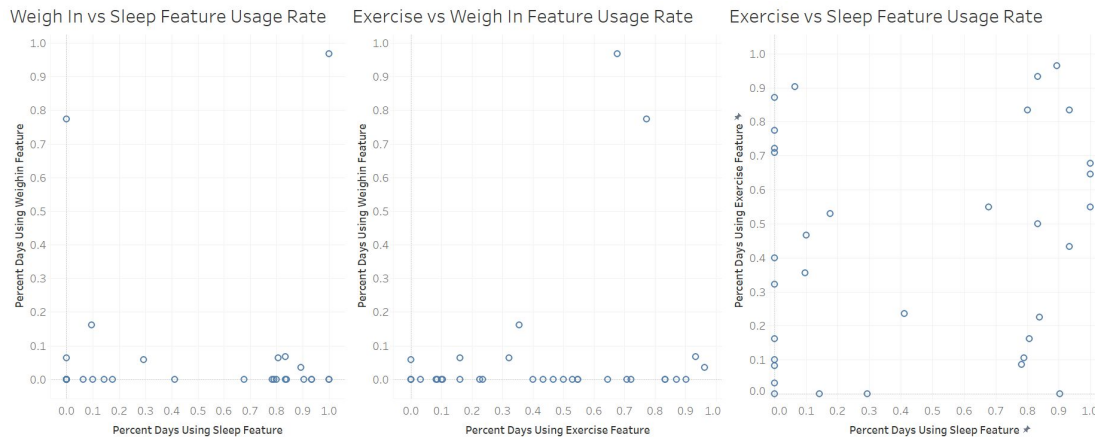
We use a dataset made available on [Kaggle](#). It consists of fitbit user data from 33 individuals from 4/12/2016 to 5/12/2016. Types of data include:

- Heart Rate
- Calories Burned
- Steps and Distance Traveled (as well as the physical intensity of each)
- Minutes Slept
- Minutes at certain activity rates

# What was done to clean the data?

- Fixed the time stamps from strings into DATE data types (MM/DD/YYYY) for observations across all datasets
- Removed observations where step count was less than or equal to 0 in the daily activity table
- Checked to ensure consistency of miles travelled recorded by the tracker and fitness features, there are some minor differences but these will not affect the analysis
- Checked to ensure consistency of minutes worn and recorded for different metrics (if less than 0, was set to 0).
- Removed duplicate observations in the sleep data

# Is there a correlation in the rate between feature usages?

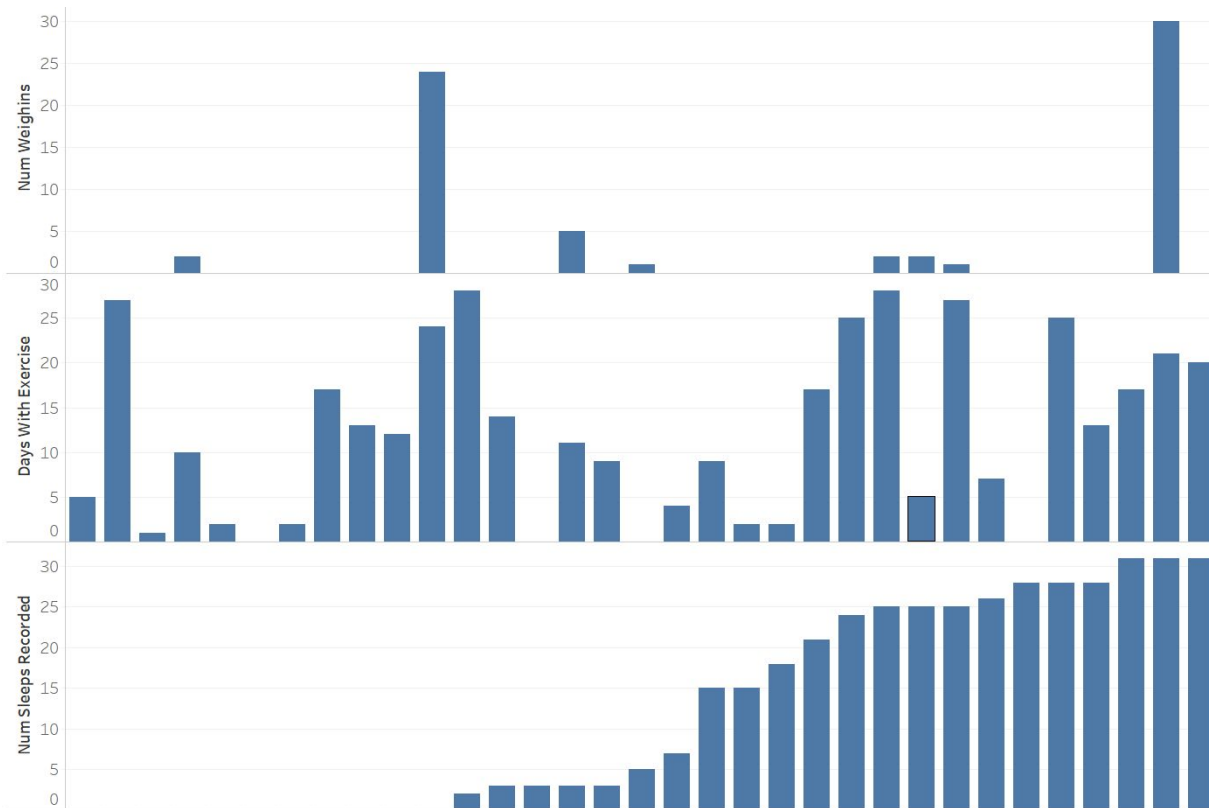


These graphs show that there are no two features whose usage is heavily correlated.

Features are only more or less popular among users, and the usage of one does not seem to make a user more likely to use the other

Percent days of feature usage is calculated by dividing total days it is used by the total days we have data from that specific user

# Is the number of times two features are used correlated?



91% of people who do not use the sleep feature use the exercise feature

86% of people who use the sleep feature use the exercise feature

You can still see that there is no general trend in usage of features. Meaning that we cannot say that people who use one feature are not more or less likely to use another.

## What were the most popular features used?

88% of the users used the fitness feature

67% of the users used the sleeping feature

24% of the users used the weigh in feature

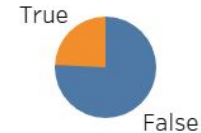
Percentage of Users who used the Fitness Feature



Percentage of Users who used the Sleep Feature



Percentage of Users who used the Weigh In Feature



# How should we market the Time towards current Fitbit users?

The data shows that people who use fitbits lead active lifestyles and use fitbits to complement this

With the professional look of the Time, we should market it for both the athlete and the professional

Market other products like Spring to support a fitness lifestyle and give graphs of performance over time

Expansion of fitness functions to the Time product beyond tracking steps and sleep, such as tracking performance in workouts

Since no single function of the fitbit increases the likelihood of others being used, make sure consumers know about every function available to them. Don't just advertise the Time watch, but how Spring can track your hydration for different activities and the app can visualize your habits for insights on how to improve.

# What's Next?

We should:

- Survey our customers on what they took into account when buying their Bellabeat product
- Do a similar analysis on Bellabeat user data to see if there are similar rates in feature uses between customer bases
- Begin development of more advanced fitness functions for the Time product



# Appendix

# Metrics Used for Analysis

1. Days with Activity- number of days where there was data gathered
2. Days with Exercise- number of days where there were more than 30 minutes of Very or Fairly Active Activity
3. Number of Weigh Ins- number of days where user recorded their weight
4. Number of Sleeps Recorded- number of days where user recorded more than 120 minutes of sleep
5. Used Weigh In Feature- If number of weigh ins is at least 1 or not
6. Used Sleep Feature- If number of sleeps recorded is at least 1 or not
7. Used Fitness Feature- If Days with Exercise is at least 1 or not

# Technologies Used

Excel- Cleaning and some quick final analytics on finished SQL table

BigQuery (SQL)- Complex data cleaning, data consolidation into one table, and metric calculations

Tableau- Creating visualizations for findings from the analysis

[SQL Code Here](#)