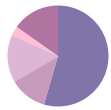
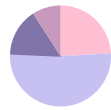


Exercise Goals



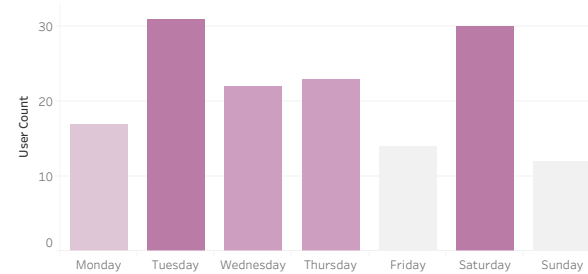
This chart shows how many times users completed the amount of recommended exercise over the 4 full weeks of the study. The majority of users did not meet the goal for any of the weeks.

Step Goals



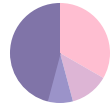
The majority of users' average steps fall short of the step goal but are more than 5,000 ("Lightly Active"). Only ~24% of users' average steps meet or exceed the goal.

Most Active Day of the Week



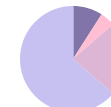
24%
Percentage of users who logged their weight during the study period.

Frequency of Sleep Logging



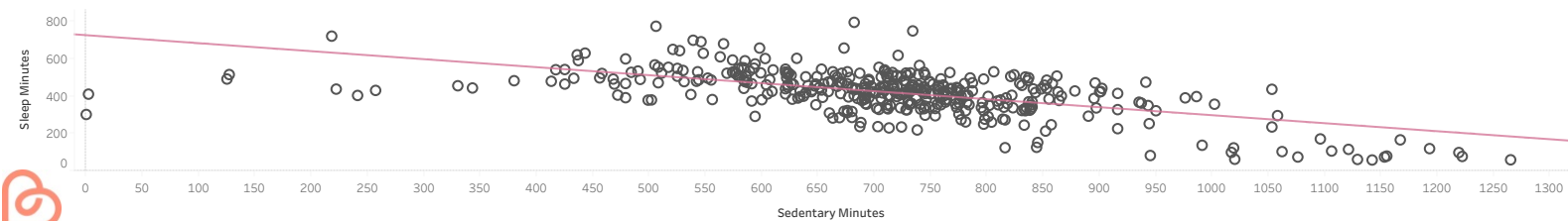
The majority of users logged their sleep at least once during the study, but looking at the frequency of their logs, it's pretty closely split between users logging their sleep more than 75% of the time and users logging their sleep less than 25% of the time.

Analysis of Sleep Less than 8 Hours



The vast majority of users are not averaging the recommended 8 hours of sleep a night. However, of these users, approximately 58% are getting more than 6 hours of sleep on average.

Relationship Between Sleep and Sedentariness



There is a strong relationship between time asleep and sedentary minutes. Neither factor is truly independent so this relationship goes both ways and can be marketed in whichever way the team feels is best, whether that is: "Fewer sedentary minutes (more active minutes) lead to better sleep" or "Better sleep leads to more energy for exercise."

Key Findings:

- * Users are not meeting exercise or sleep goals
- * Tuesdays and Saturdays are the most active days of the week while Friday and Sunday are the least
- * Weight loss does not appear to be a priority
- * Sleep logging is a popular feature but consistency has mixed results
- * There is a strong relationship between sleep and sedentary minutes - more sedentary minutes means less sleep, and vice versa

My Thoughts:

Given the strong relationship between sleep and sedentary minutes, part of the marketing strategy could focus on leveraging Bellabeats sleep and activity monitoring, as well as the meditation tracking, to promote better sleep through exercise and mindfulness.

Additionally, knowing which days are most/least active is useful for the app marketing strategy. Promoting mindfulness techniques or lighter activity workouts on less active days and higher intensity workouts or sleep improvement techniques on more active days.

The supplemental study findings showed that battery life and the aesthetic of the device are very important to users. Bellabeat has the advantage on both of those fronts.

