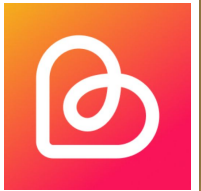


Bellabeat Case Study

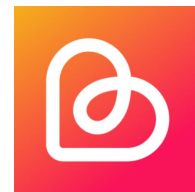
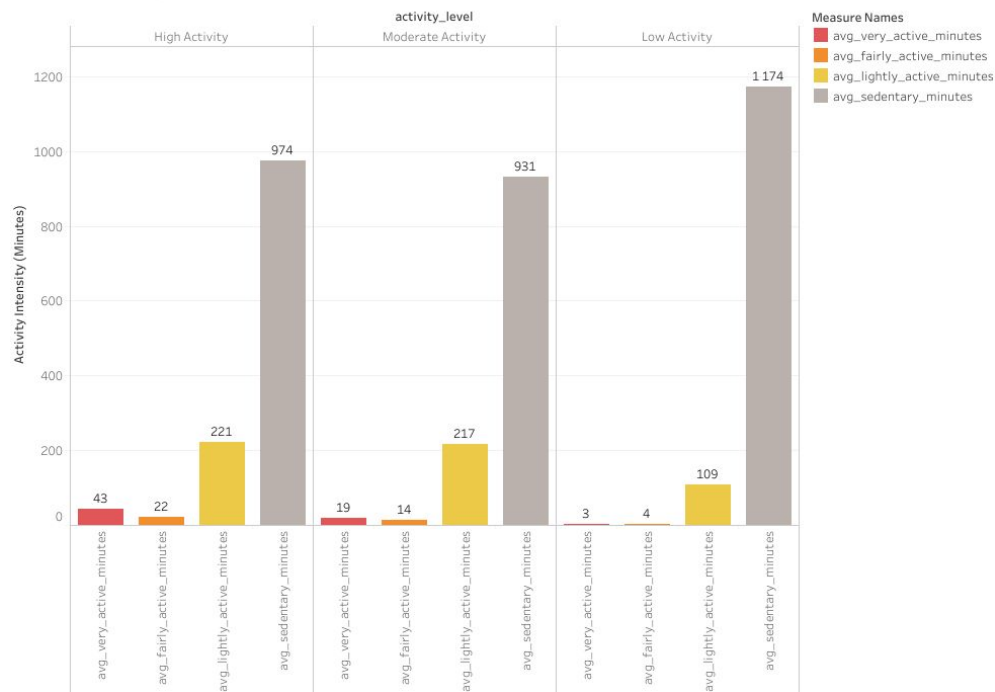
How Can a Wellness Technology Company Play It Smart?

Remigiusz Kowalczyk
19.08.2025

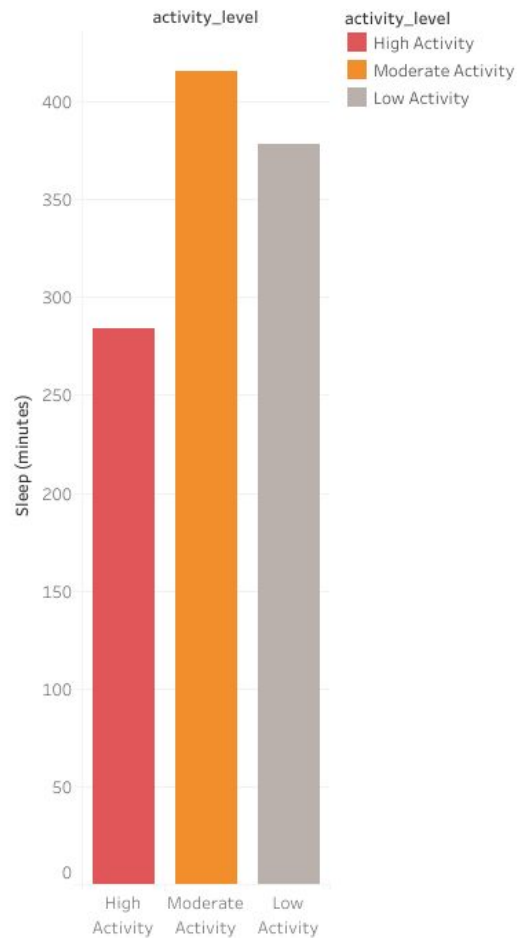


What are the patterns of using Bellabeat smart devices among different groups of users, having different activity level?

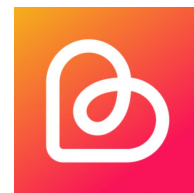
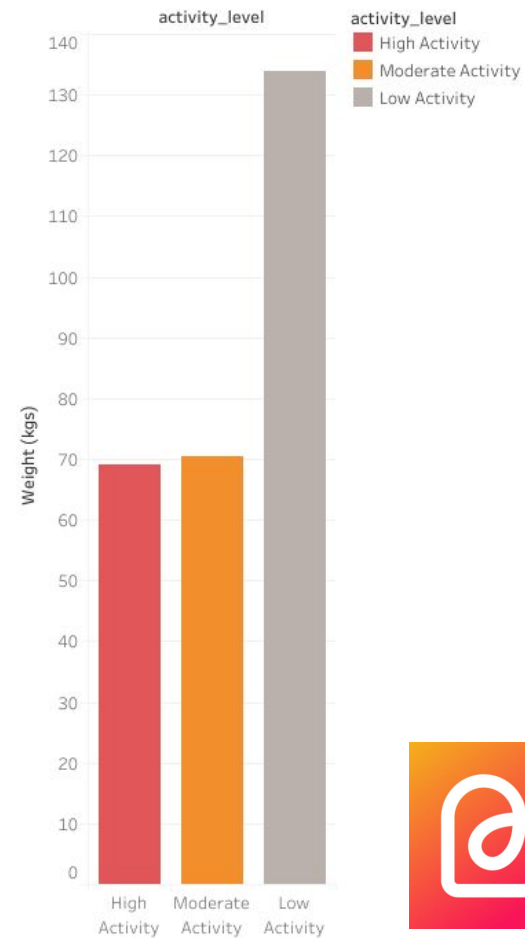
Activity Intensity by Level



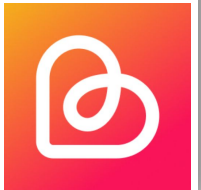
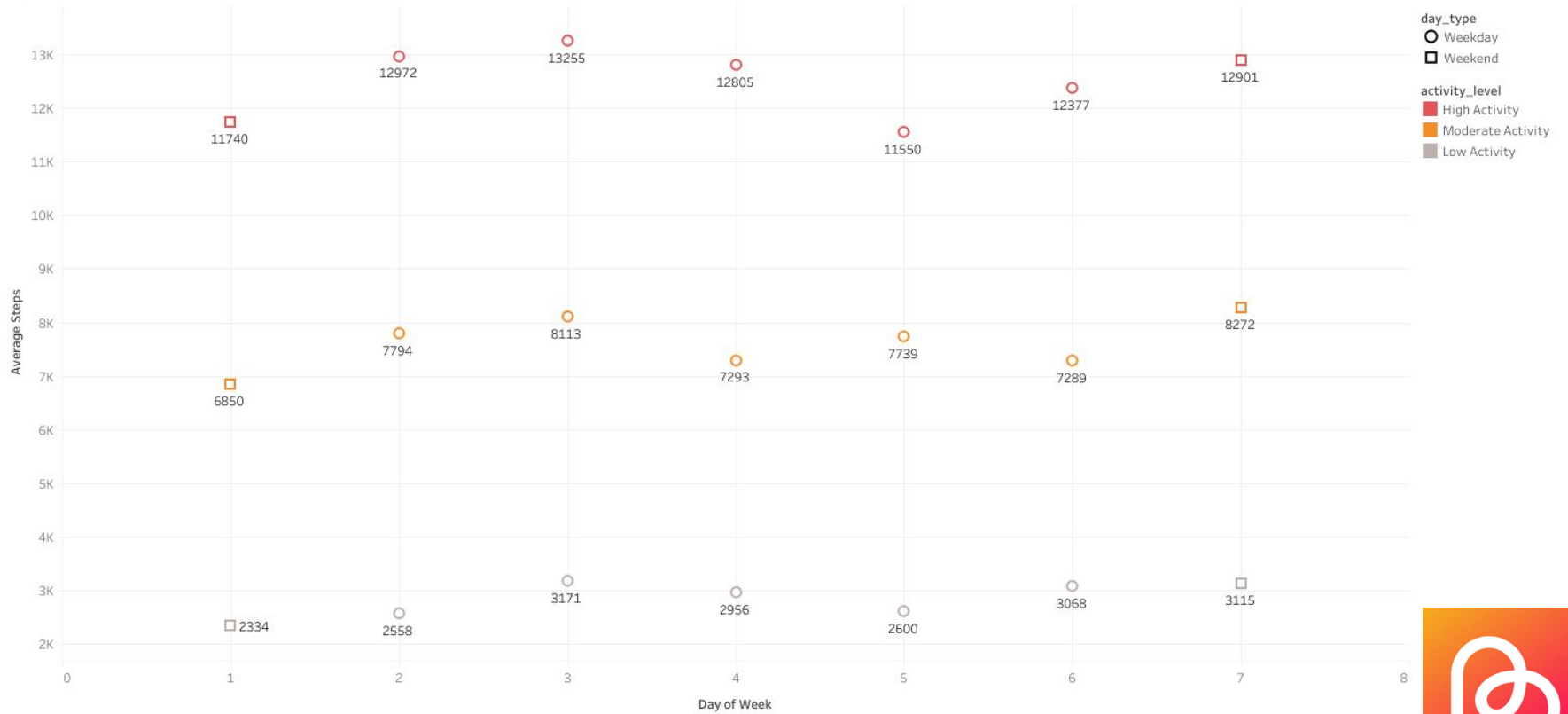
Sleep by Activity Level



Weight by Activity Level

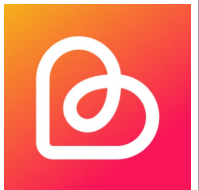
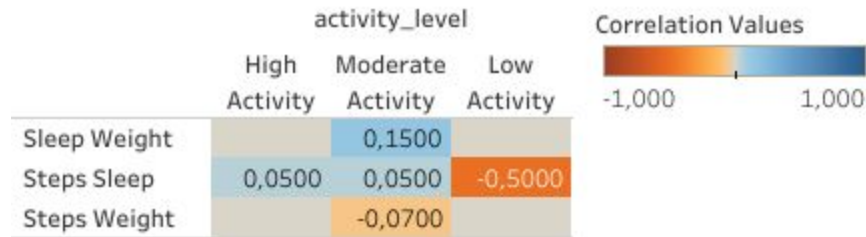


Day of Week Trends



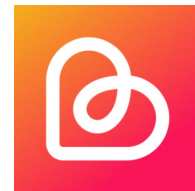
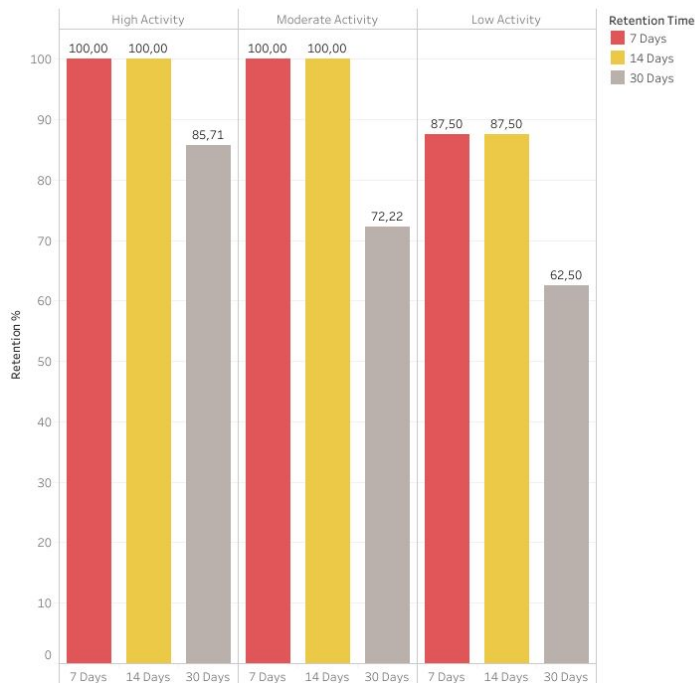
Are there correlations between different metrics, such as physical activity level, sleep and weight?

Correlation Heatmap



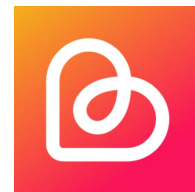
How long users stay active before they stop using Bellabeat smart devices?

User Retention by Activity Level



Conclusions

- High Activity group has the highest retention (85.71% after 30 days), but uses sleep and weight functions rarely
- Low Activity group has the lowest retention (62.5% after 30 days)
- There are no strong correlations between steps, sleep and weight
- Activity on weekdays is higher than on weekend, especially for High Activity group



Recommendations

- We should introduce gamification
- Notifications will make it easier for users to track their progress
- We should educate users on functions that will help them achieve their goals
- There is no strong correlations between steps, sleep and weight - need for a better functions' integration

