Bellabeat

High-tech manufacturer of women's health products.

Goals:

What? Make Bellabeat the company that most engages customers in the sector.

How? Find valuable insights into users' routines and thus create new strategies for the company to engage its customers.
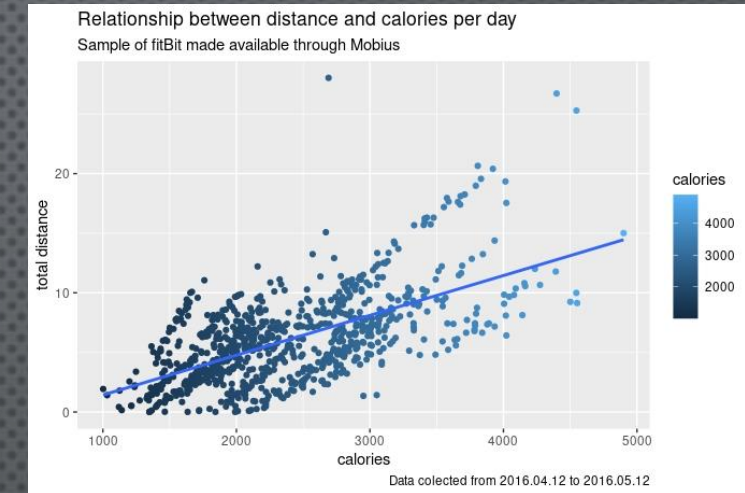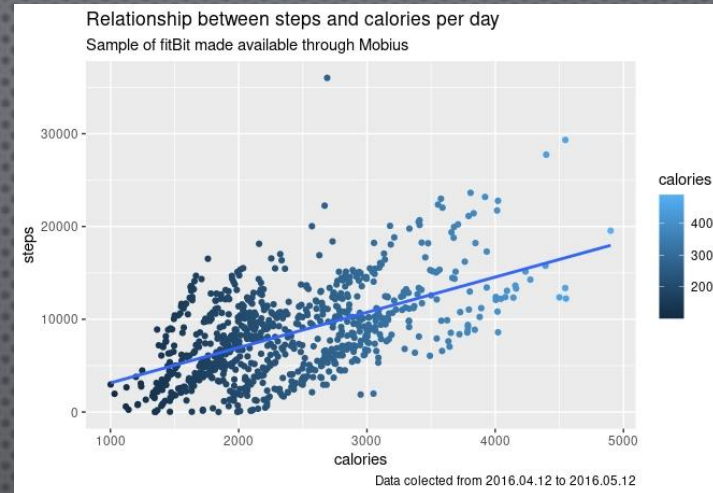
Sample

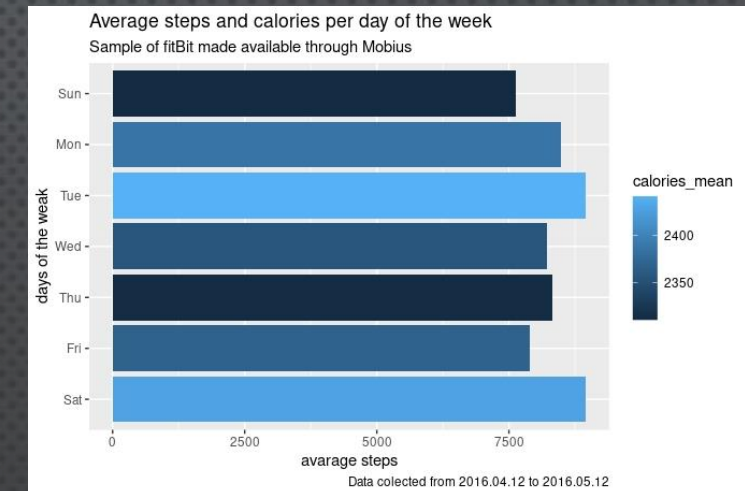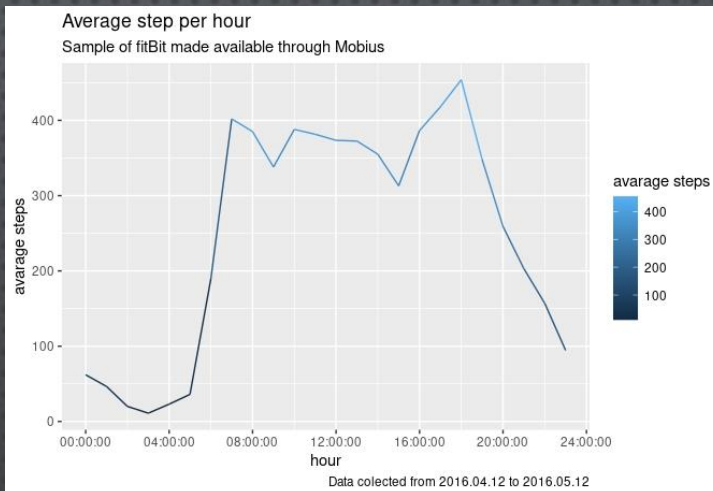This dataset was generated between 03/12/2016 and 05/12/2016.

It has 30 users and includes minute-level results for physical activity and sleep monitoring.

This data set does not distinguish gender, so we will provide general insights.

User trends

Relationship between steps and calories per day
Sample of fitBit made available through Mobius
Data colected from 2016.04.12 to 2016.05.12

Relationship between distance and calories per day
Sample of fitBit made available through Mobius
Data colected from 2016.04.12 to 2016.05.12

User routine

Average step per hour
Sample of fitBit made available through Mobius
Data colected from 2016.04.12 to 2016.05.12

Average steps and calories per day of the week
Sample of fitBit made available through Mobius
Data colected from 2016.04.12 to 2016.05.12

Strategies

➢ For greater user engagement, it is suggested to create a reward system for each MET achievement.

➢ The company could send alerts to users on the days and times when there are fewer people exercising, as this would prevent the user from crowded gyms.

➢ The device could also help with a routine to improve sleep quality, such as reminding people that it is important to avoid caffeine close to bedtime.

Future analyses

➢ This data set does not distinguish gender, so it would be important to carry out an analysis only with women.

➢ For each strategy mentioned, it would be interesting to do research with the target audience about it.

➢ It would also be interesting to monitor users for a longer period of time to see if they are having a better quality of life.

Rewards

Average METs per date
Sample of fitBit made available through Mobius
Data colected from 2016.04.12 to 2016.05.12

Average METs per hour
Sample of fitBit made available through Mobius
Data colected from 2016.04.12 to 2016.05.12

Time awake and sleeping
Sample of fitBit made available through Mobius
Data colected from 2016.04.12 to 2016.05.12