



BELLABEAT CASE STUDY

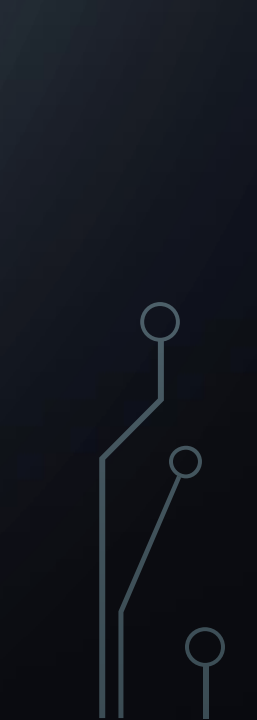
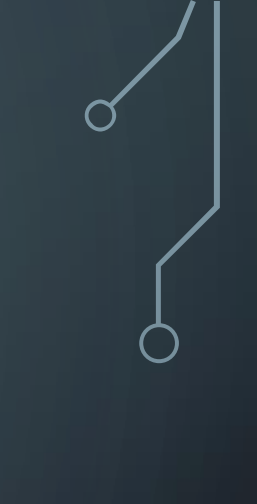

BY BEAU MASSIE

12/27/2022





THE TASK

Identify trends in how consumers use non-Bellabeat smart devices to apply insights to Bellabeats's *Marketing strategy*.





INTRODUCTION TO OUR CUSTOMERS

- Body Mass Index (BMI)
 - Steps per day
 - Calories and activity
 - Hours of activity
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BMI

- Average 25.19
- min 21.45
- Max 47.54

BMI Range	Distinction
Below 18.5	underweight
18.5-24.9	normal
25-29.9	overweight
30 and above	obese

STEPS

- Average 7,638 (5.5 miles)
- International Journal of Behavioral Nutrition and Physical Activity found in 2011 adults take 4,000-18,000 steps perday

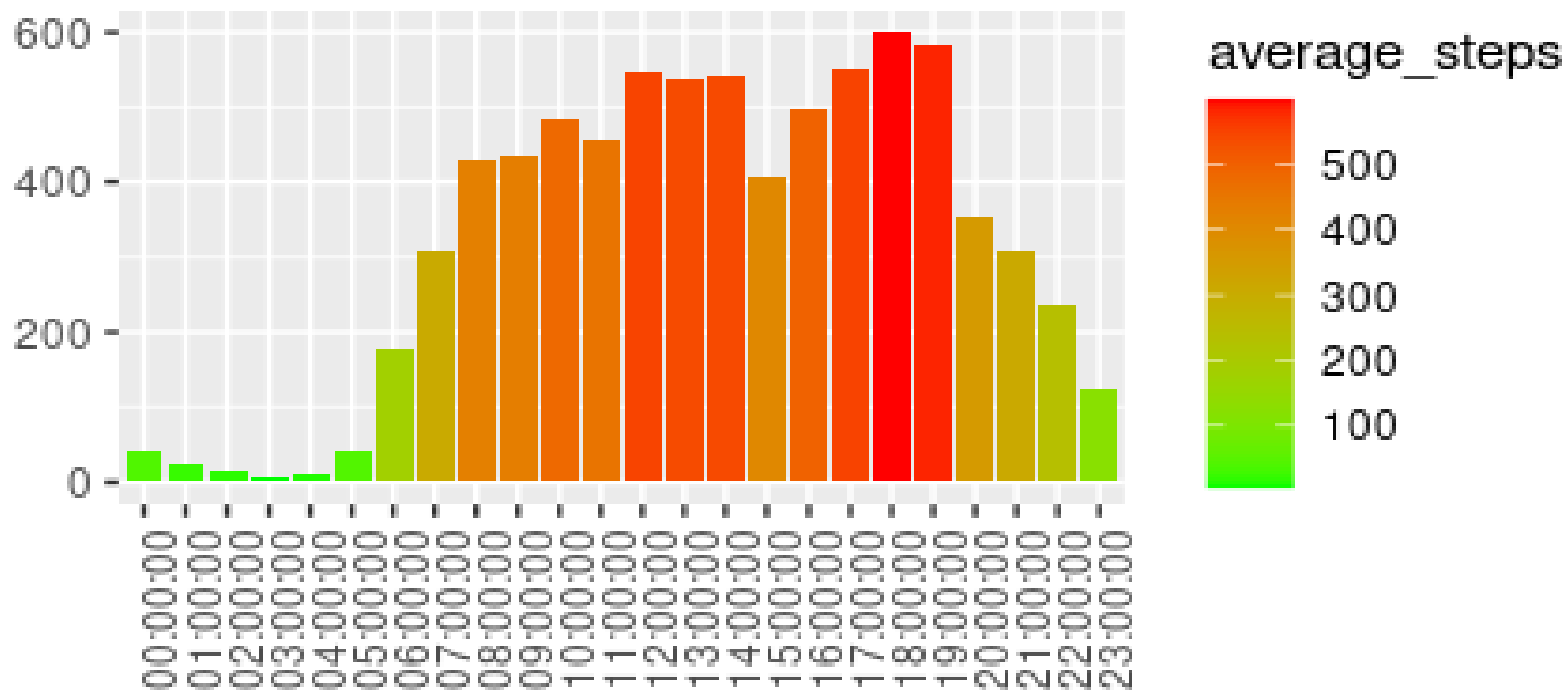
Steps	Distinction
Less than 5,000	Sedentary
4,000-7,499	Low activity
7,500-9,999	Somewhat active
10,000-12,499	Active
Over 12,500	Highly active

ACTIVITY IN MINUTES

- The American Heart Association recommends: 21 min of moderate-intensity aerobic activity or 10 min of vigorous aerobic activity per day
- Our Participants meet these requirements while burning 2,304 calories a day.

Level of Activity	Average Minutes per Day
Sedentary	991.2
Lightly Active	192.8
Faily Active	13.56
Very Active	21.16

Hourly steps throughout the day



ACTIVITY PERIOD


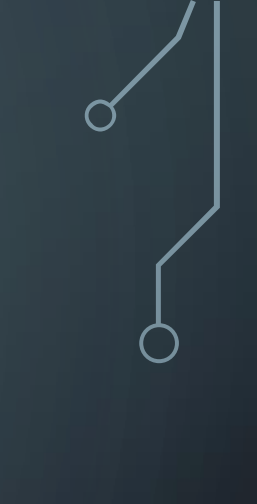
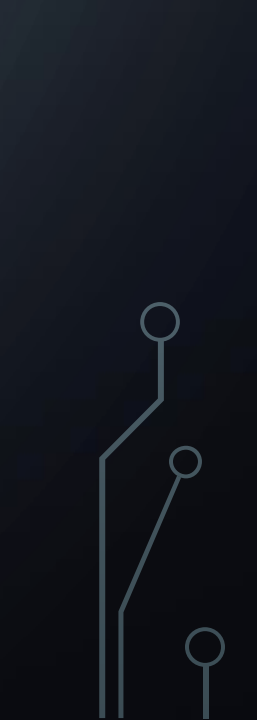
- Activity Period 7:00-19:00
- Bulk of steps are lunch time and after work hours

SUMMARY OF OUR CUSTOMER

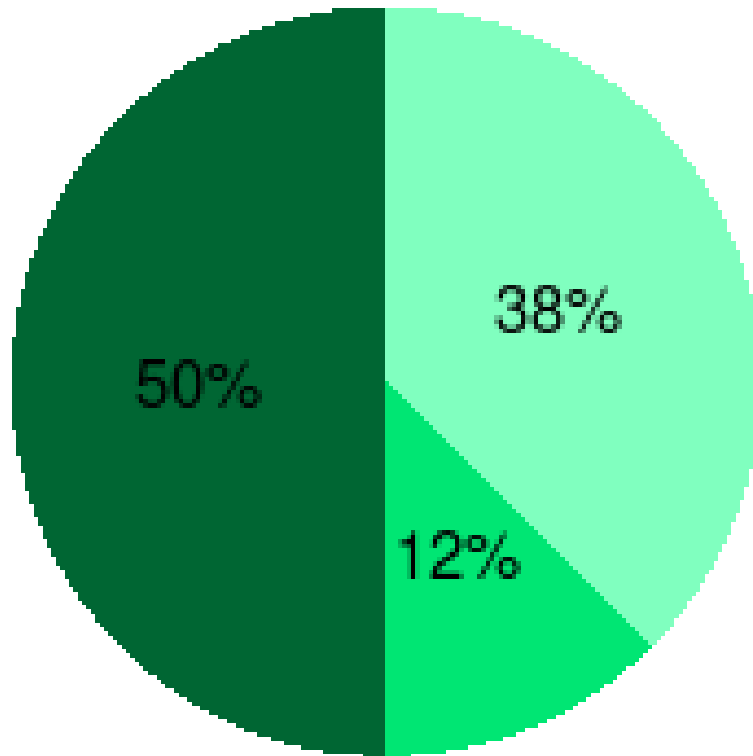
- Sedentary job
- Works out
- Somewhat active and Overweight
- 16.5 hours of sedentary time



ENGAGEMENT

- Total number of participants 33
 - 72% used sleep tracking
 - 24% used body metric tracking (only one user logged more than 2 times)
 - No data on hydration was recorded
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Sleeper Use



usage



High use - 21 to 31 days

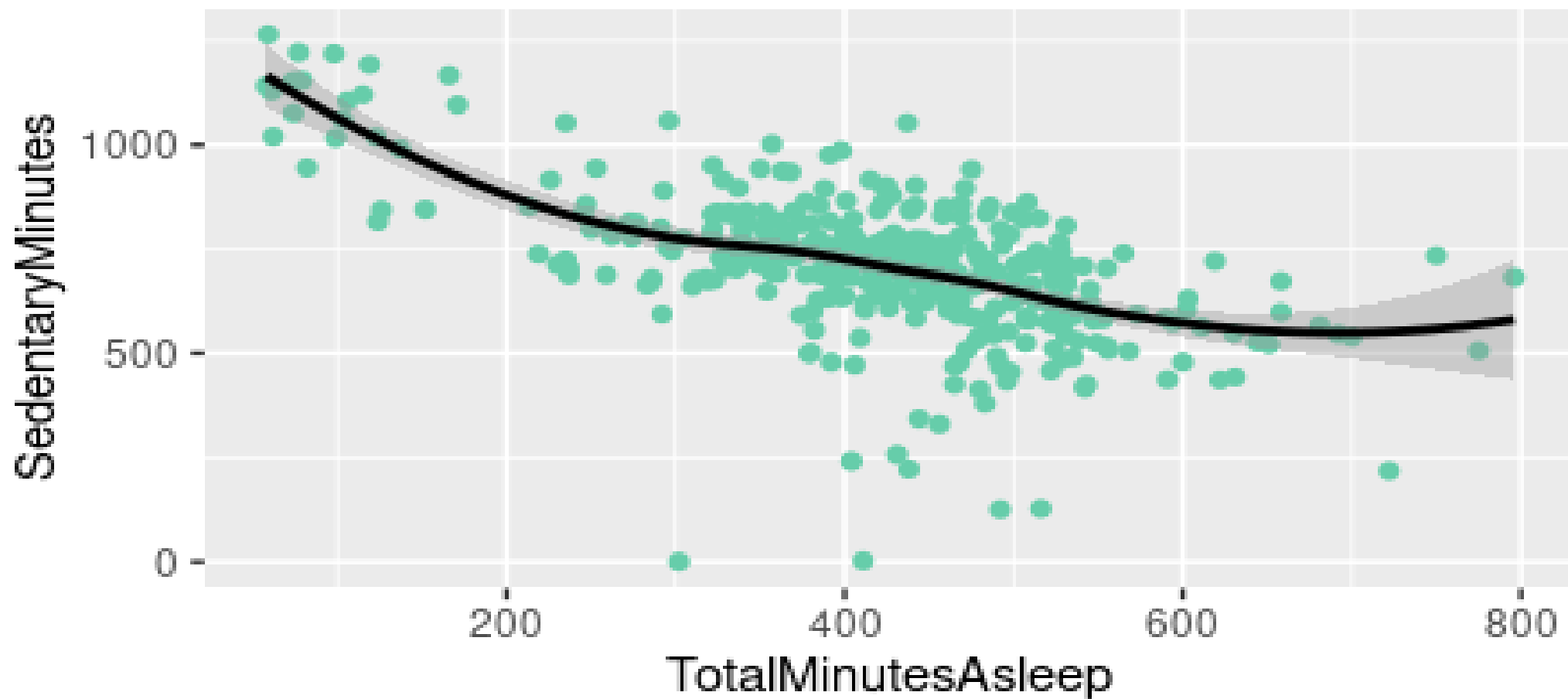


Moderate use - 11 to 20 days



Low use - 1 to 10 days

Minutes Asleep vs. Sedentary Minutes



RECOMMENDATIONS

- New study with Bellabeat data
- 10,000 step goal
- Push notifications to stretch when sedentary
- Poll users

POLL RECOMMENDATIONS

- Education on Body metrics
- Daily recipes
- Self set goals, calorie intake and expenditure, nutrition tailoring
- Fitness point system (friendly competition)
- New product scale
- Wearing products at night (comfort or charging times)

LACK OF DATA RECOMMENDATIONS

- Perspiration tracking
- Fertility Awareness Method
- Subscription to specific features



Q&A