

# Bellabeat Marketing Strategy Analysis

Leveraging consumer health data to identify trends  
and drive marketing strategy

Shilpa LR  
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# Business Task & Objectives

**The Goal:** Analyze smart device usage data to identify key trends in consumer behavior.

**The Purpose:** Understand how women use non-Bellabeat smart devices (like FitBit) to uncover gaps and opportunities

**The Deliverable:** Provide high-level recommendations to guide Bellabeat marketing strategy and improve user engagement.

# Data Source & Process

## DATA

- FitBit Tracker Data
- 30 Active Users

## TOOLS

- SQL (BigQuery)
- Tableau Public

## CLEANING

- Removed low-quality logs
- Verified data integrity

# Executive Summary: Key Insights

**User Profile:** The average user is **Lightly Active**, not an elite athlete.

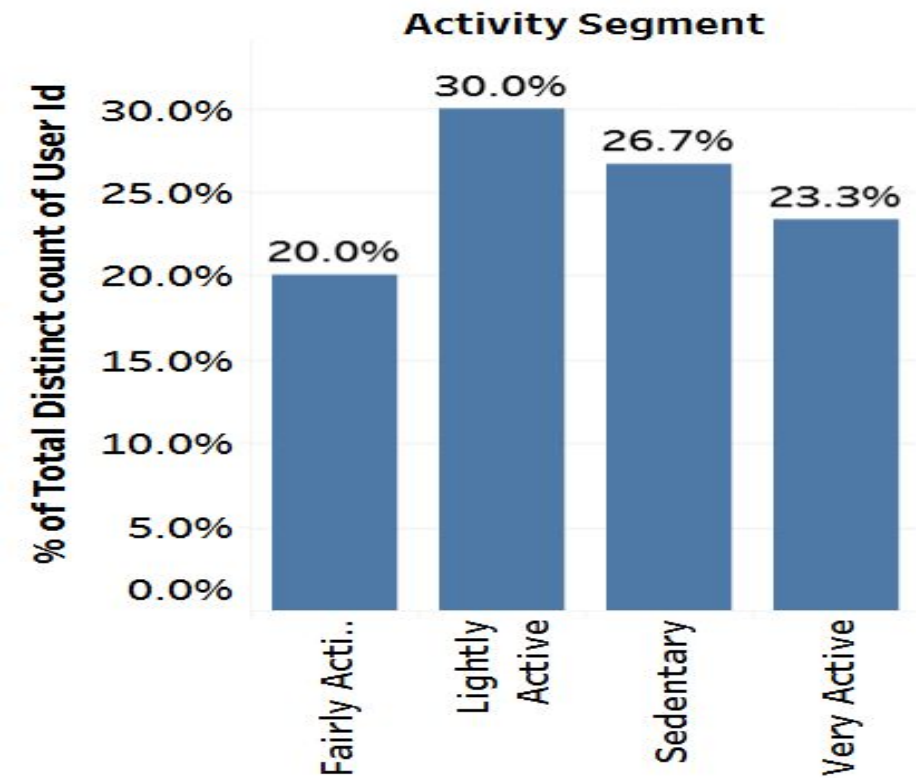
**Timing:** Engagement reliably drops on **Fridays**, creating a "Weekend Slump."

**Motivation: Consistency** (habit streaks) is the strongest driver of high activity volume.

**Strategy:** Activity patterns suggest a need for a **dual content track** (Low vs. High intensity).

# User Segmentation Profile

Marketing Focus: 56% Fall into Low-Activity Tiers



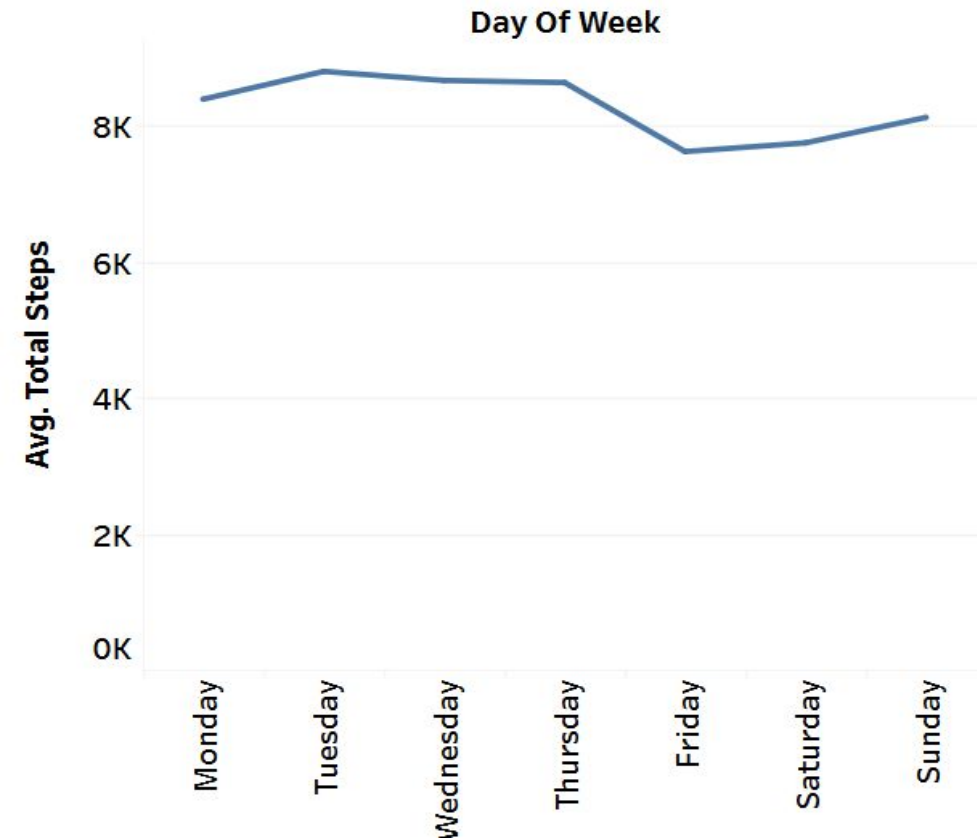
**Observation:** The core audience is concentrated in the Lightly Active (30%) and Sedentary (26.7%) tiers, totaling **56.7%**.

**Contrast:** "Very Active" users represent the smallest segment (23.3% in your refined data, which is still a significant but not majority group).

**Strategic Implication:** Messaging must shift from intense fitness challenges to **everyday wellness and habit formation**.

# Activity Trends by Day

## The Friday Slump



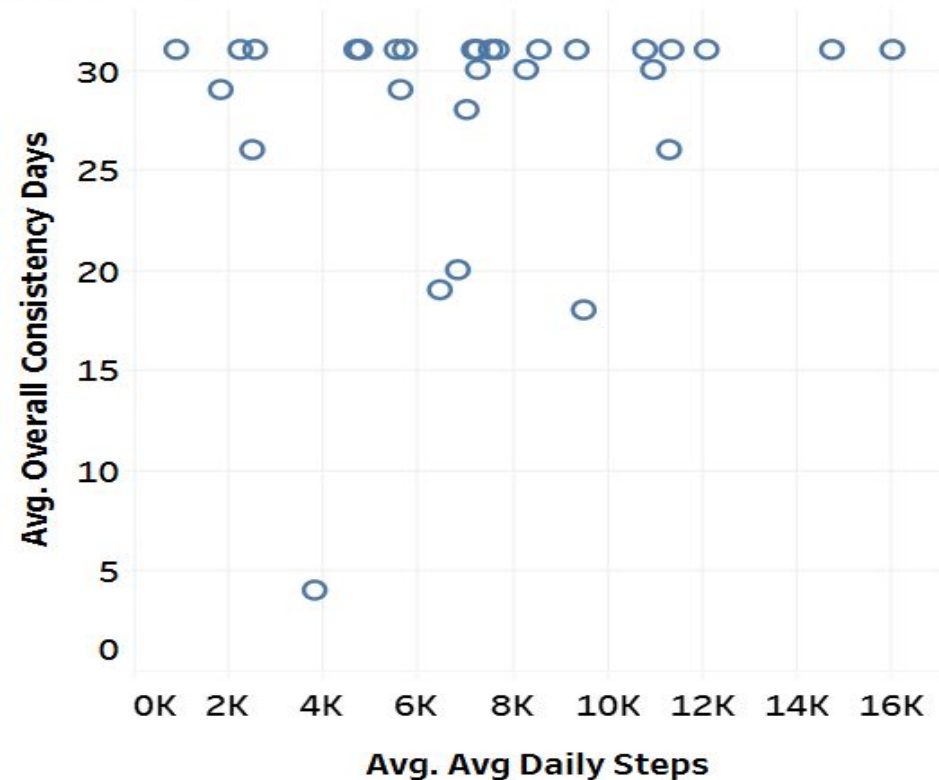
**Observation:** Activity peaks mid-week (Tuesday), **driven by structured** routines.

**Insight:** A sharp decline begins on **Friday**, indicating users struggle to maintain activity during **unstructured** weekends.

**Strategic Implication:** A "Weekend Warm-up" notification sent on Friday afternoons could help counter this drop.

# Habit Drives Volume

The Reward of Habit: High Consistency = High Steps



**Observation :** High step volume depends on high consistency. Almost all 10k+ step users track 30/31 days.

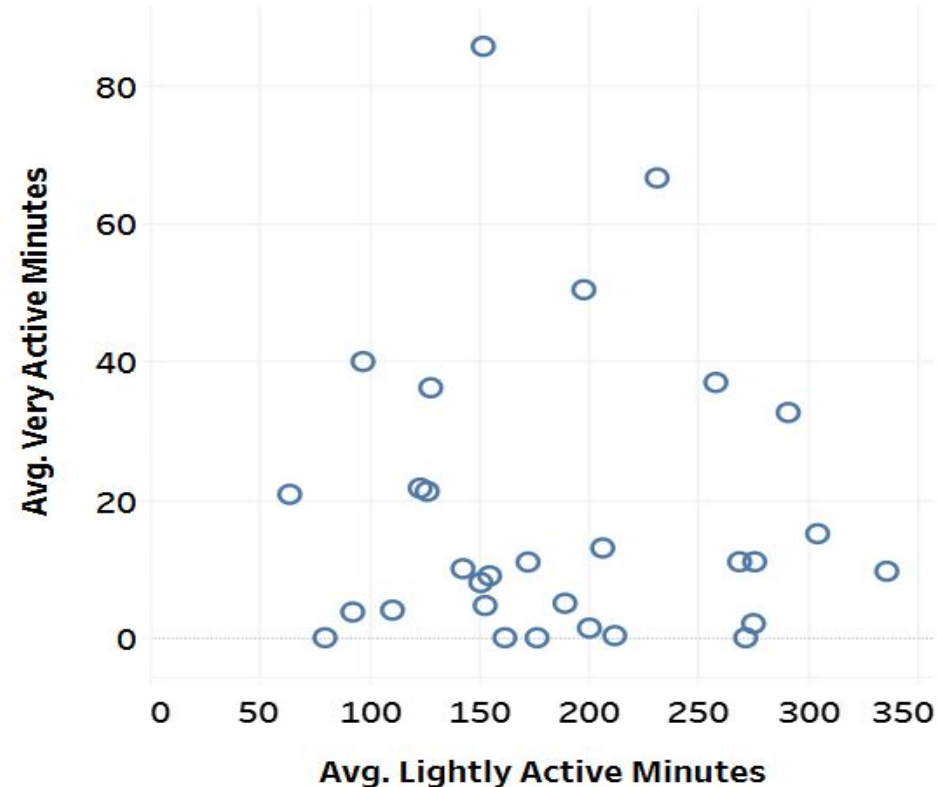
**Insight :** A key cluster of users tracks consistently (30 days) but walks little (4k steps). They are **"habit-ready"** but need a push.

**Strategic Implication (Dual Focus):**

1. **For High Steppers:** Reward habit streaks.
2. **For Low Steppers:** Convert habit to action with low-barrier challenges

# Activity Quality & Intensity

Intensity Profile: Separation of Casual vs. Performance Users



**Observation:** The user base is sharply divided into two distinct behavior patterns.

**Insight: The Majority (Casual):** High volume of light activity, but **near-zero** intense exercise.

**The Minority (Power Users):** High volume across both light and intense activity.

**Strategic implication (Dual Strategy):**

**Track A:** Gentle Wellness (Yoga, Walking) for the mass market.

**Track B:** Performance (HIIT, Cardio) to retain power users.



# Recommendations

## Strategy 1: Shift the Baseline Metric

### Prioritize Consistency

De-emphasize the traditional **high-volume metric** (e.g., 10k Steps) and shift the main KPI to **"7-Day Streaks."**

Target the 'habit-ready' low-activity users who need achievable wins rather than daunting volume goals.

## Strategy 2: Own the Weekend

### Target the Slump

Counter the proven Friday drop-off (the "Weekend Slump") with a specific intervention.

Send **"Weekend Warmup"** notifications at 4 PM on Fridays to trigger unstructured activity.

## Strategy 3: Target Intensity And Segment Content

### Dual-Track Content(56% users -low tier active users)

Use two tracks based on the Lightly Active vs. Very Active finding:

**Track A: Gentle Wellness** for the majority (e.g., beginner yoga, stress-relief meditations).

**Track B: Performance & Power** for the minority (e.g., advanced HIIT challenges).

# Data Constraints & Next Steps

## Data Constraints

**Small Sample Size:** (30 users / Proxy data)

**Missing Demographics:** (Age, location, *gender*)

**Short Analysis Window:** (31 days:  
April-May)

**Incomplete Sleep Data:** (Insufficient for  
correlation,  $n=13$ )

## Recommended Next Steps

**Internal Validation:** Re-run analysis on Bellabeat dataset ( $n \sim 1000$ ).

**User Survey:** Collect demographics for better segmentation.

**Long-Term Trend:** 6-12 month analysis to measure "Consistency Streaks" impact.

THANK YOU