

CASE STUDY: THE FINDINGS

Business Task

The aim of this project is to study smart device usage to gain insight about how consumers use non - Bellabeat smart device, and try to enhance the Bellabeat products. The spotlight is on the trends identification and how to apply them on Bellabeat's products.

I identify three important goals:

1. How are customers using other fitness trackers, in their daily life ?
2. What particular features seem to be the most heavily used ?
3. What features do Bellabeat products already have that consumers want, and how do we focus marketing on those aspects ?

Analysis Summary

Data source: this project use the FitBit Fitness Tracker Data This dataset generated by respondents to a distributed survey via Amazon Mechanical Turk between 03.12.2016-05.12.2016. Thirty eligible Fitbit users consented to the submission of personal tracker data, including minute-level output for physical activity, heart rate, and sleep monitoring. Individual reports can be parsed by export session ID (column A) or timestamp (column B). Variation between output represents use of different types of Fitbit trackers and individual tracking behaviors / preferences. The files are in csv format and include files for wide data and minute data for minute wise tracking, I put every file in the zip.

Findings and top recommendations

While Fitbit advertises itself as a fitness product, we can tell that usage of these devices by the users do not focus primarily on fitness with less than half of the users participating in above moderate activities. Furthermore, the daily activities of the users are mostly sedentary in nature and few change their lifestylesignificant based on the Fitbit data provided. As such, most users do not wear these devices to improve to ahealthy lifestyle.

With these in mind, I would like to put forward the following recommendations:

1. Marketing for Bellabeat devices should be marketed as a fashion piece or statement with a secondary benefit of tracking health indicators to promote a self-confident, self-sufficient and independent lifestyle rather than a fitness or healthy lifestyle. The focus should be only "Taking good care and pampering yourself" rather than "Staying healthy".
2. The Bellabeat app should focus on social aspects of the users lifestyles and provide minor goals or recommendations to improve their wellness. The app can focus on what the users have done well and allow them to publish these successes on their social media to allow them to portray their excellent usage of the Bellabeat device and an exemplary social media image of themselves.