How Can a Wellness Technology Company Play It Smart?

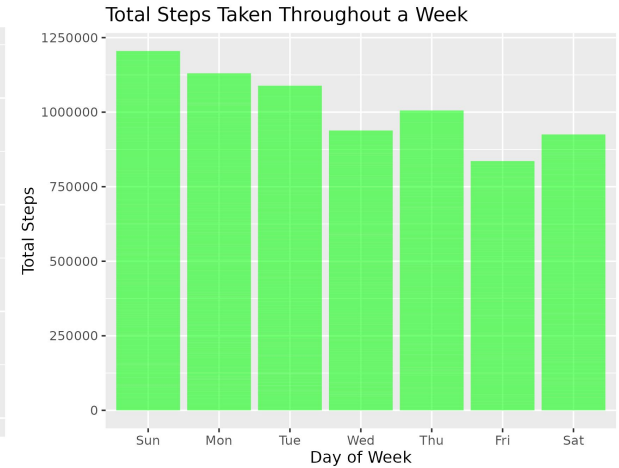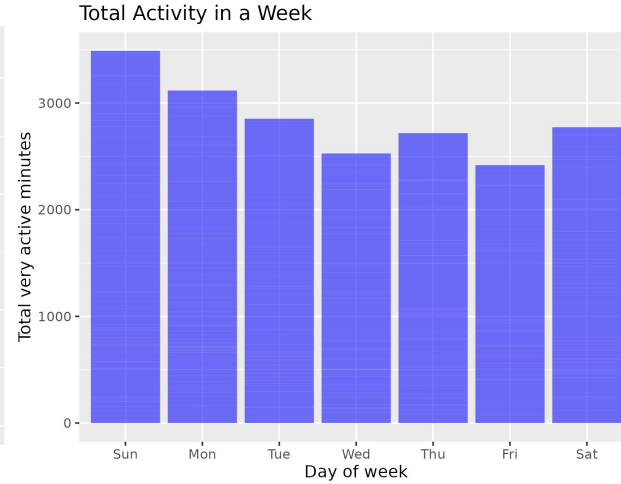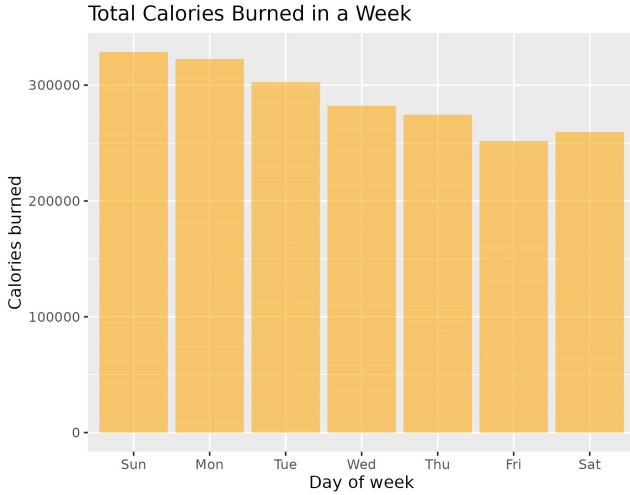Thasmia Showmir
October 16, 2023

Executive Summary

- Key metrics
  - Daily activity levels are highest on Sundays and gradually decrease through the week.
  - More calories are burned as more hours are spent active and more steps are taken.
  - As weight increases, there is less activity and less total steps.
- Rewards such as upgrades to membership plan to encourage continued physical activity
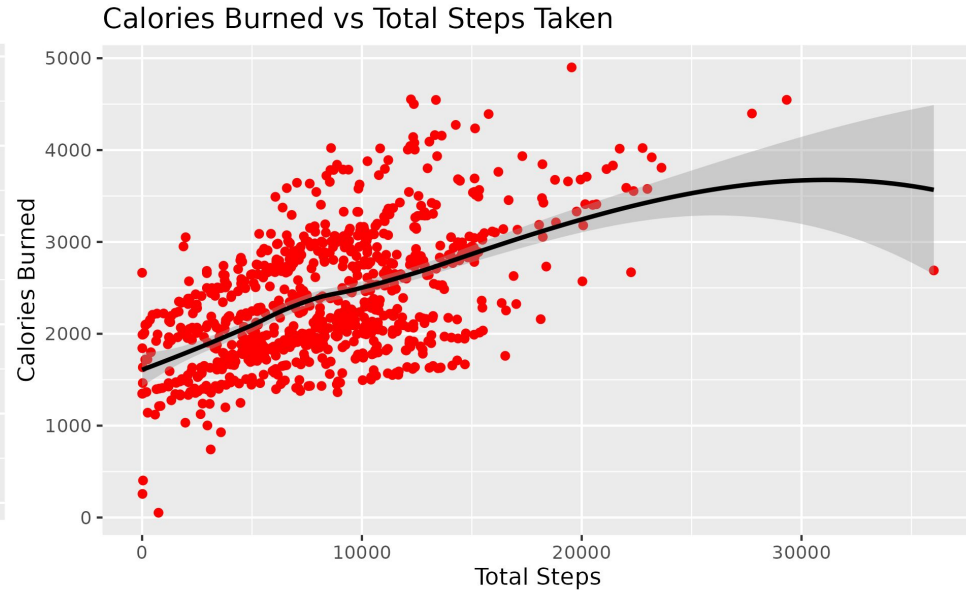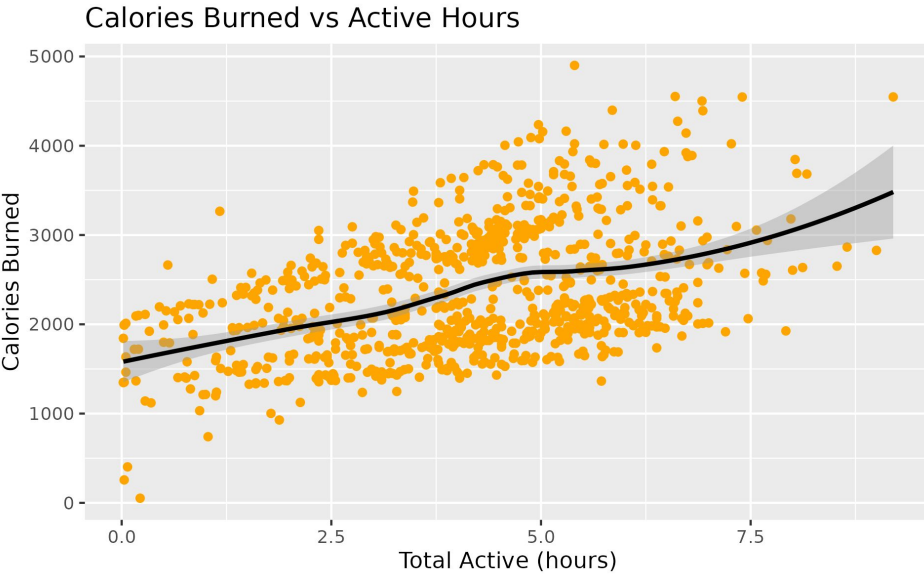
Business Task

Analyze trends from Fitbit smart device usage in order to gather insights on customer's **demographics**, guiding Bellabeat marketing strategy.

Weekly Activity Trends

Daily activity levels are highest on **Sundays** and gradually decrease through the week

Calories Burned Trends

More calories are burned as more hours are
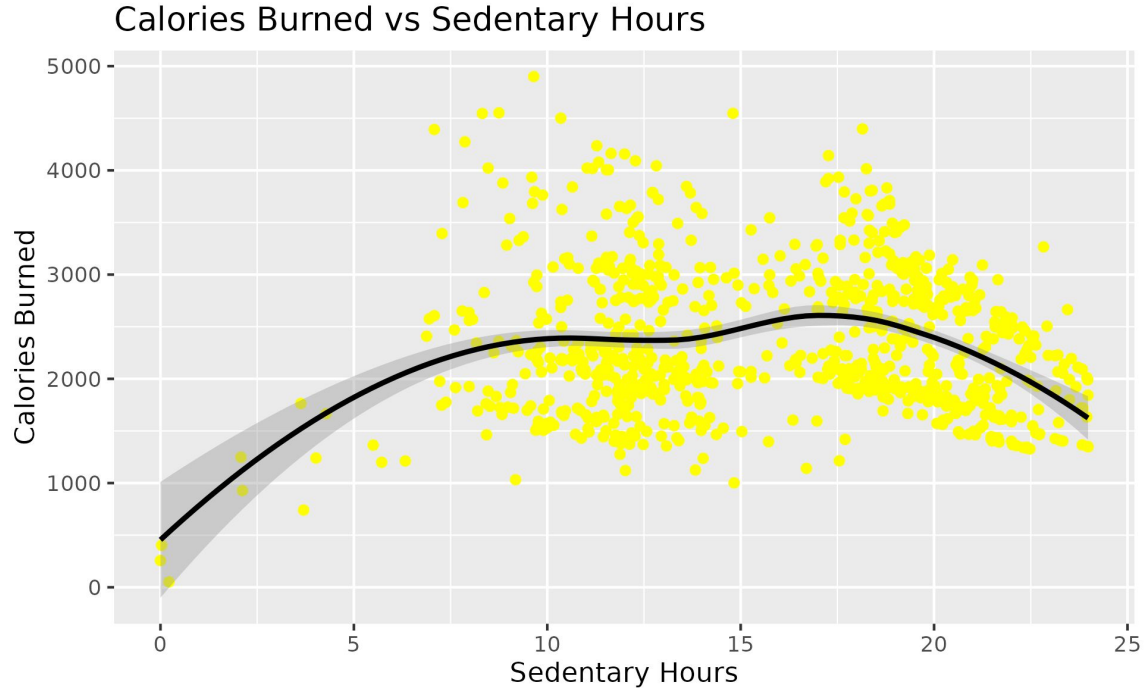spent active and more steps are taken.

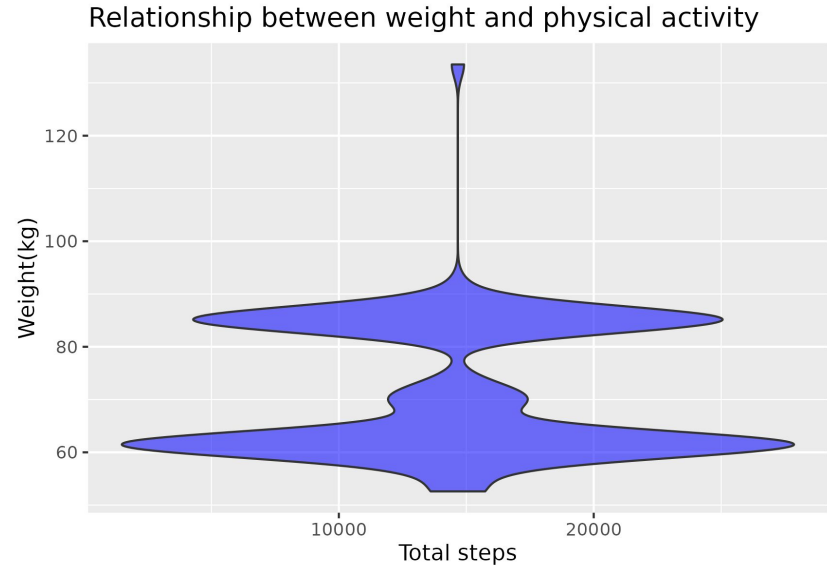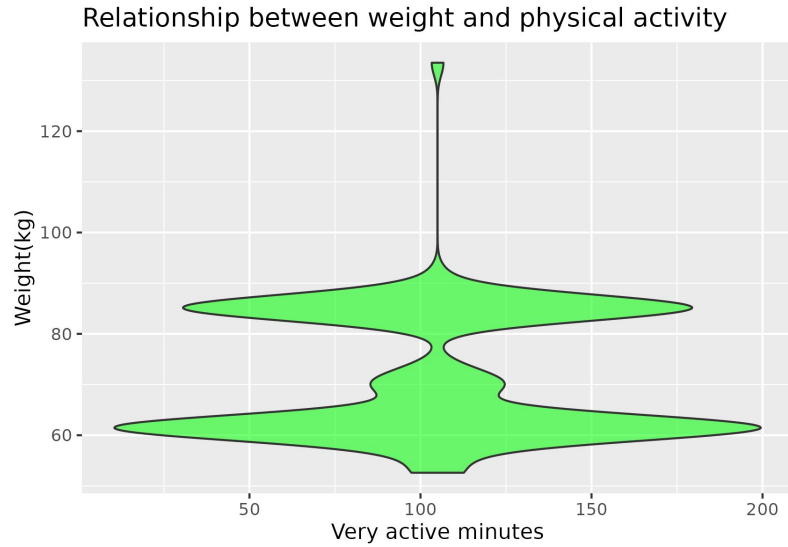Both show a **positive** correlation

Calories burned sedentary

There is **no significant relationship** between hours spent sedentary and calories burnt

There is a slight positive relationship until the 16 hour mark.

Calories Burned vs Sedentary Hours

Weight Trends

As weight increases, there is lower levels of activity and less total steps tracked

Those who weigh between 60-90 kg are most active.

Recommendations

- Membership rewards for customers who keep consistent activity levels throughout the entire week, not just sundays

- Program to bring in customers who weigh more that 90kg to be active and reward them with a free subscription plans

Sources

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