

BELLABEAT PRODUCTS

ASSISTING BELLABEAT TECHNOLOGY COMPANY
IN **UNDERSTANDING HER POTENTIAL CUSTOMERS**

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3RD MAY, 2023



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PROBLEM

Identify trends and customer behaviors in the use of non-Bellabeat smart devices in order to improve product quality and optimize the marketing operations of Bellabeat Technology Company

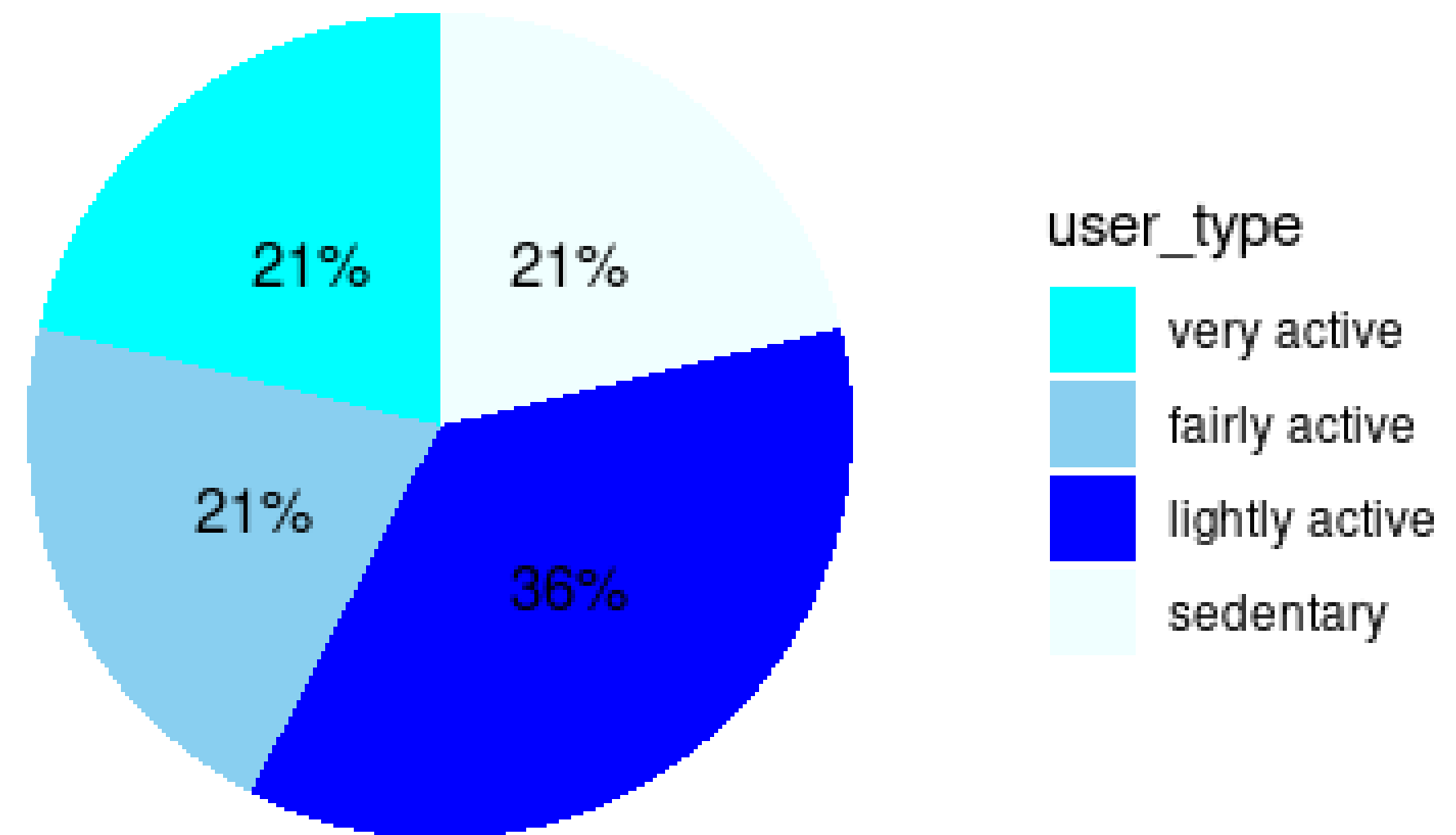
SOLUTION

At the conclusion of these analyses, the stakeholders will have gained vital insights on how to improve the qualities of its smart products as well as its marketing activities in order to attract new customers.

SUMMARY OF DATA ANALYSIS

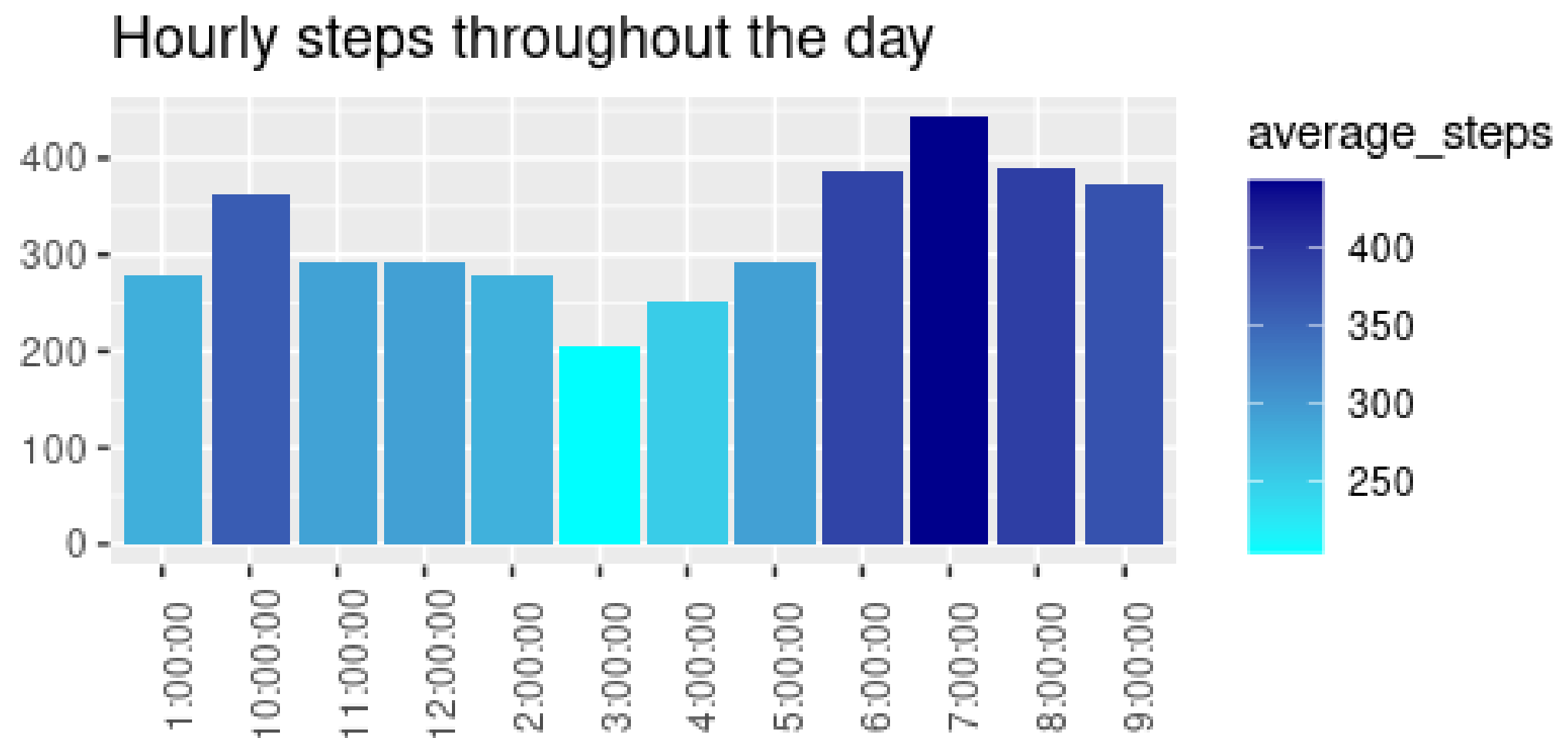
Based on the amount of steps taken per day, it was discovered that users are widely dispersed. We can conclude from this finding that all types of users wear smart devices.

User type distribution



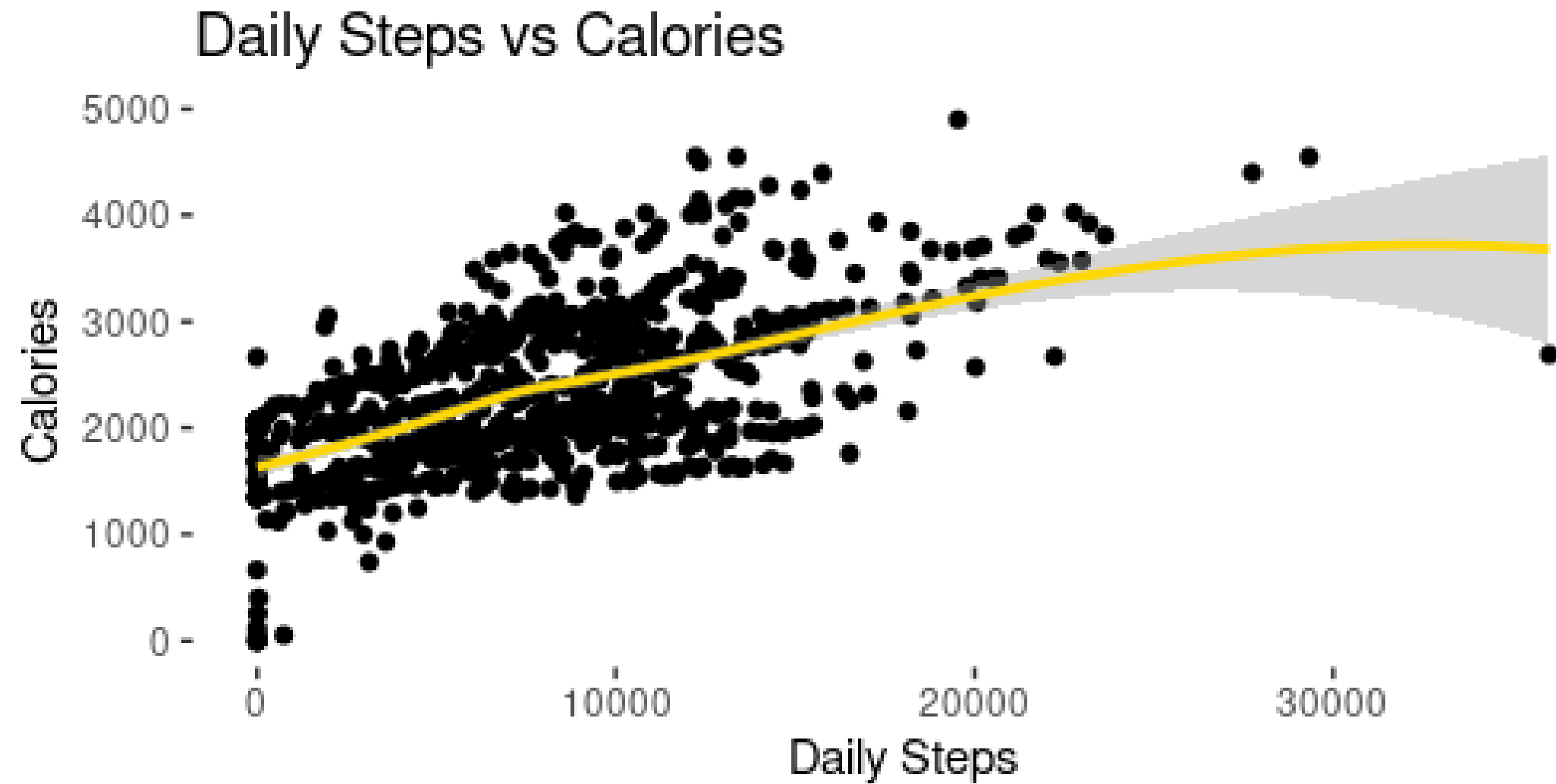
SUMMARY OF DATA ANALYSIS

It was also discovered that users are more active from by 10am in the morning, and 6pm - 9pm in the evening.



SUMMARY OF DATA ANALYSIS

We observed a correlation between steps taken and calories burnt. This indicates that the more steps one take, the more calories one'll likely burn.



RECOMMENDATIONS

1

Bellabeat is aiming to empower women by providing them with data to help them discover themselves. To do this, they should leverage their own tracking data for additional analysis. However, the datasets had a small sample size and could be biased. To develop a marketing strategy centered on young and adult women, they should look for trends.

RECOMMENDATIONS

2

We divided users into four categories and discovered that, the typical user walks more than 7,500 steps almost every day. We may encourage clients to do at least the daily suggested steps by sending them alerts if they haven't taken the steps and making posts on our app highlighting the benefits of doing so. According to the CDC, the more steps you do, the lower your death rate. We also discovered a correlation between steps and calories.

RECOMMENDATIONS

3

We recognize that some users are not driven by notifications, so we may establish a game on our app for a limited time. The game would consist of advancing through several stages based on the number of steps walked each day. To advance to the next level, you must maintain your activity level for a period of time (maybe a month). For each level, you will receive a certain number of stars that can be redeemed for merchandise or discounts on other Bellabeat products.

APPENDIX

Details of data cleaning and analysis could be found in the link or
QR code below:

<https://bit.ly/detailsofdatacleaningandanalysis>

