

How Can a Wellness Technology Company Play It Smart?

By: Yaminee

Date: 21-03-2022

Business Task

- Goal? Gain insights into Customer Activity pattern by using smart device data.
- Why? To unlock new growth Opportunities
- How? By design marketing strategy around it.

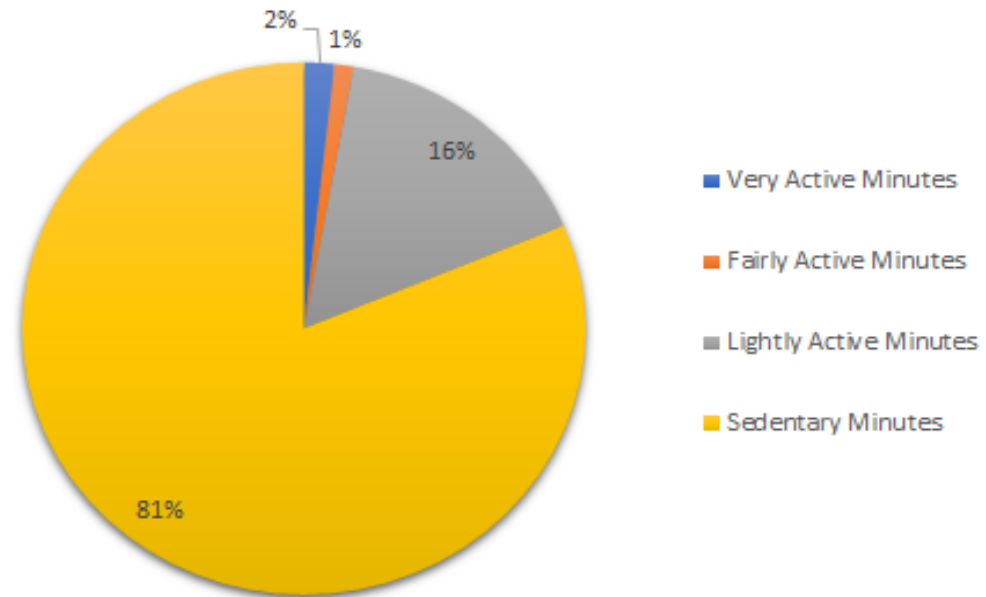
About Data

- From : FitBit Fitness Tracker Data (CCo: Public Domain, dataset made available through Mobius)
- Duration: 12 Apr 2016 till 12 May 2016
- Limitations : Only 30 users data is available for analysis.
- These Fitbit users consented to the submission of personal tracker data, including minute-level output for physical activity, heart rate, and sleep monitoring.

Activity Analysis

- In entire day users time spent being sedentary is around 81%. Lightly Active - 16%, Fairly Active – 1% and Very Active – 2%.
- The American Heart Association and World Health Organization recommend at least 150 minutes of moderate-intensity activity or 75 minutes of vigorous activity, or a combination of both, each week.

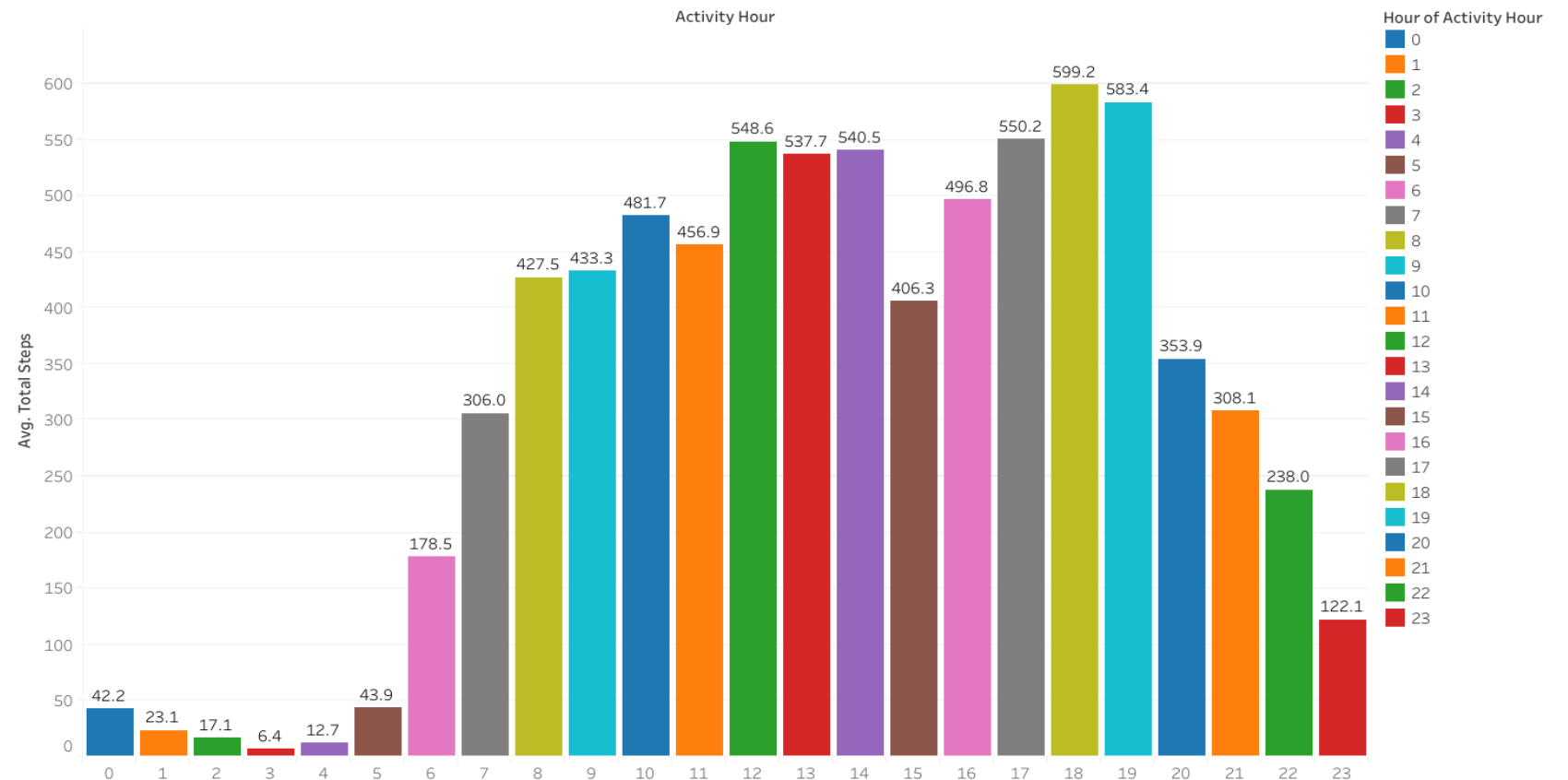
Percentage Of All Activity Minutes



Hourly Activity Analysis

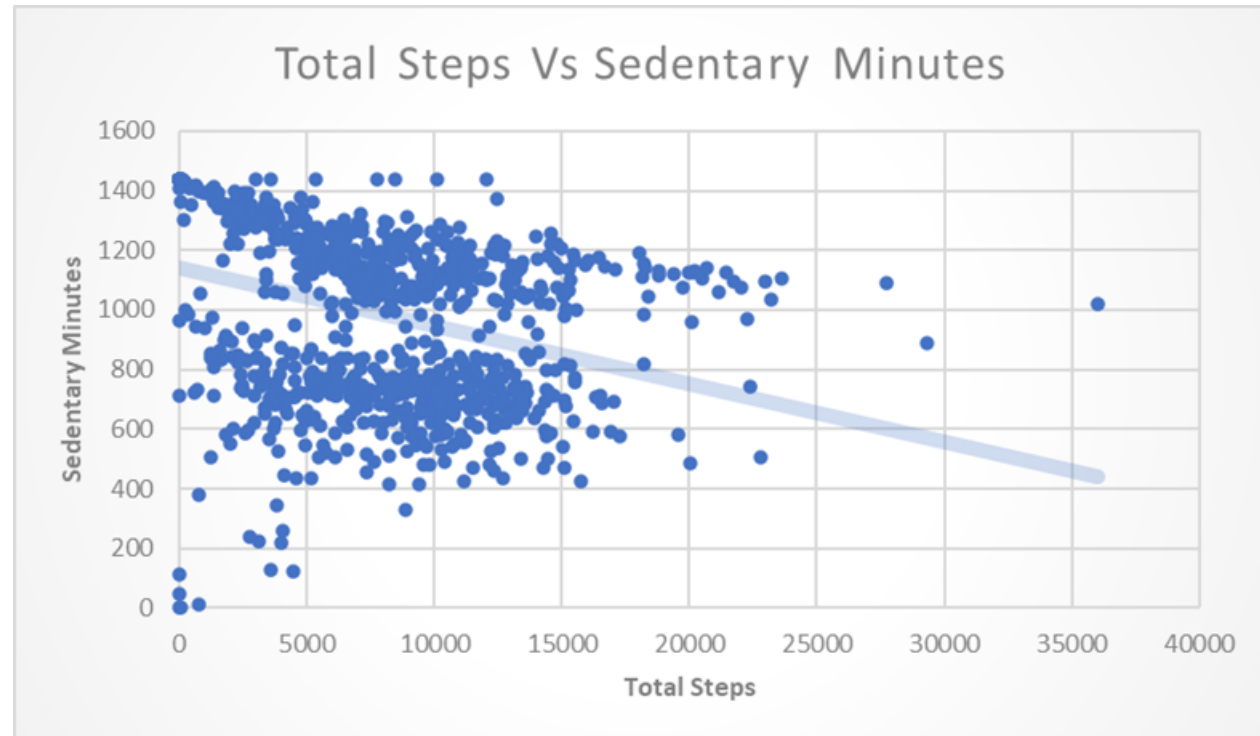
- Users take more steps around 12PM till 2PM and 5PM till 7PM during entire day.

Average Total Steps During Entire 24Hours



Relationship between Total Steps and Sedentary Minutes

- As Total Steps increases Sedentary minutes decreases while when Sedentary minutes increases Total Steps decreases.
- Total Steps and Sedentary Minutes are inversely proportional to each other. Which means users need to take more steps to get active and minimize health risks.



Recommendations

Obtain more data for an accurate analysis, encouraging users to use a wifi connected scale instead of manual weight entries.

Educational healthy style campaign encourages users to have short active exercises during the week, longer during the weekends, especially on Sunday where we see the lowest steps and most sedentary minutes.

Educational healthy style campaign can pair with a point-award incentive system. Users completing the whole week's exercise will receive Bellabeat points on products/memberships.

The product, such as Leaf wellness tracker, can beat or vibrate after a prolonged period of sedentary minutes, signaling the user it's time to get active! Similarly, it can also remind the user it's time to sleep after sensing a prolonged awake time in bed.



THANK YOU !