



# Bellabeat Case Study

How Can a Wellness Technology Company Play it Smart?

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# What is the Goal?



## Objective:

Analyze [Fitbit Fitness Tracker Data](#) in order to gain insight into how consumers use their devices and transform these insights into actionable strategies for the Bellabeat marketing team.

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# Data Sources, Cleaning and Transforming



# Data Sources

The data for this analysis is publicly available on [Kaggle](#) and stored throughout 18 csv files.

## Is the Data ROCCC?

1. Reliable? - **No**, there are only 30 users' data
2. Original? - **No**, it is provided by a third party (Amazon Mechanical Turk)
3. Comprehensive? - **Somewhat**, Parameters do match most of Bellabeat's products
4. Current? - **No**, the data is 6 years old (March - May, 2016)
5. Cited? - **No**, the data is provided by a third party



# Data Cleaning and Transforming

- Filter out any missing values
- Convert the format of **Activity Date** to display the **Day of the Week**
- Create a new column **Total Minutes** which is the sum of **Very Active**, **Moderately Active**, **Fairly Active**, **Lightly Active**, and **Sedentary Minutes**.
- Create a new column **Total Hours** which is **Total Minutes** divided by 60 and rounded

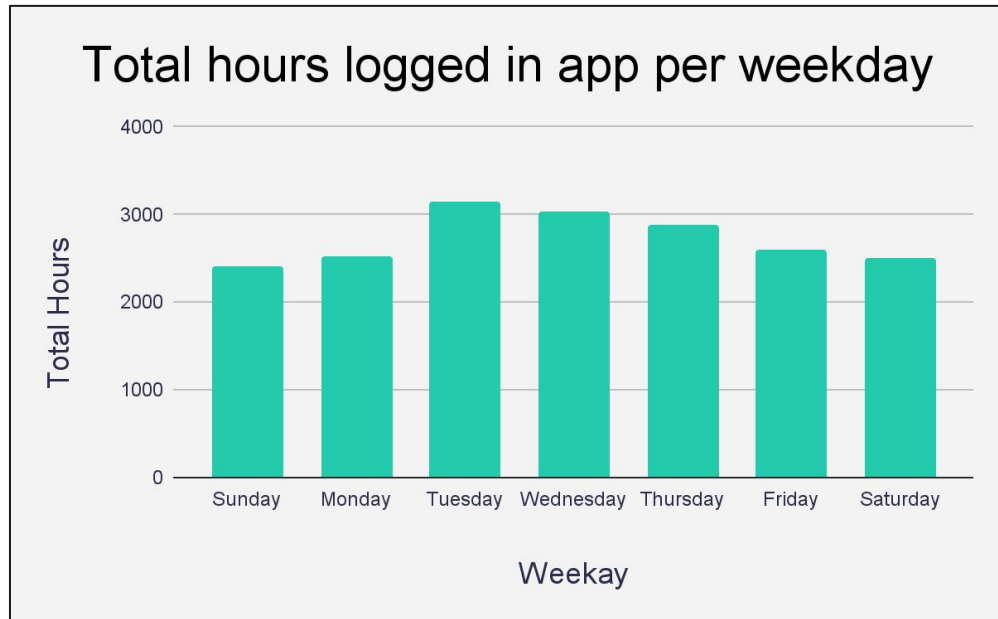
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# The Data Visualized



# Daily Activity

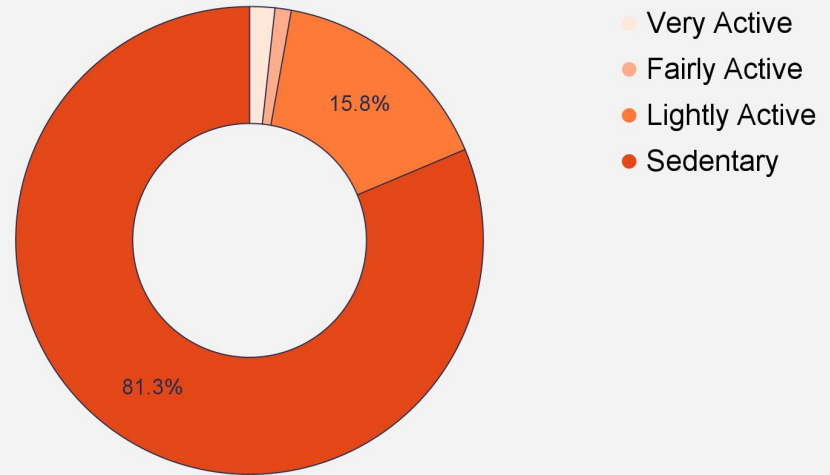
- Users prefer tracking data from Tuesday to Friday
- Lowered frequency lasts from Friday to Monday



# Activity Types

- **Sedentary** minutes have the largest slice at **81.3%**
- **Fairly** and **Very** active minutes have the smallest at **1.1%** and **1.8%** respectively

Percentage of Activity in Minutes



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# Forming a Strategy



# Applying the Trends to Marketing

- The Bellabeat Marketing Team can encourage users to spend more time in the **lightly** to **fairly active** zones by educating users on the benefits of exercise and suggesting 10-20 minute workouts that would be fun and beneficial for users.
- On Saturdays Bellabeat app can send notifications to encourage users to exercise over the weekend and recommend slightly more intense workouts to help users increase **very active** minutes.

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**Thank You!**