



Case Study 2:

How Can a Wellness Technology Company Play It Smart ?

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Agenda

- Introduction
- Analysis
- Insights
- Conclusion

Introduction

- Bellabeat, a high-tech company that manufactures health-focused smart products for women.
- How consumers are using non-Bellabeat smart devices?
- How these trends can inform Bellabeat marketing strategy? (App, Leaf, Time, Spring, Membership)



Analysis

Data Overview

FitBit Fitness Tracker Dataset.

Sample size: 30

physical activity: Steps, Distance, Calories

Physiological: Heart rate, Weight

Sleep Monitoring: Time in Bed, Time asleep



Steps, Distances over week

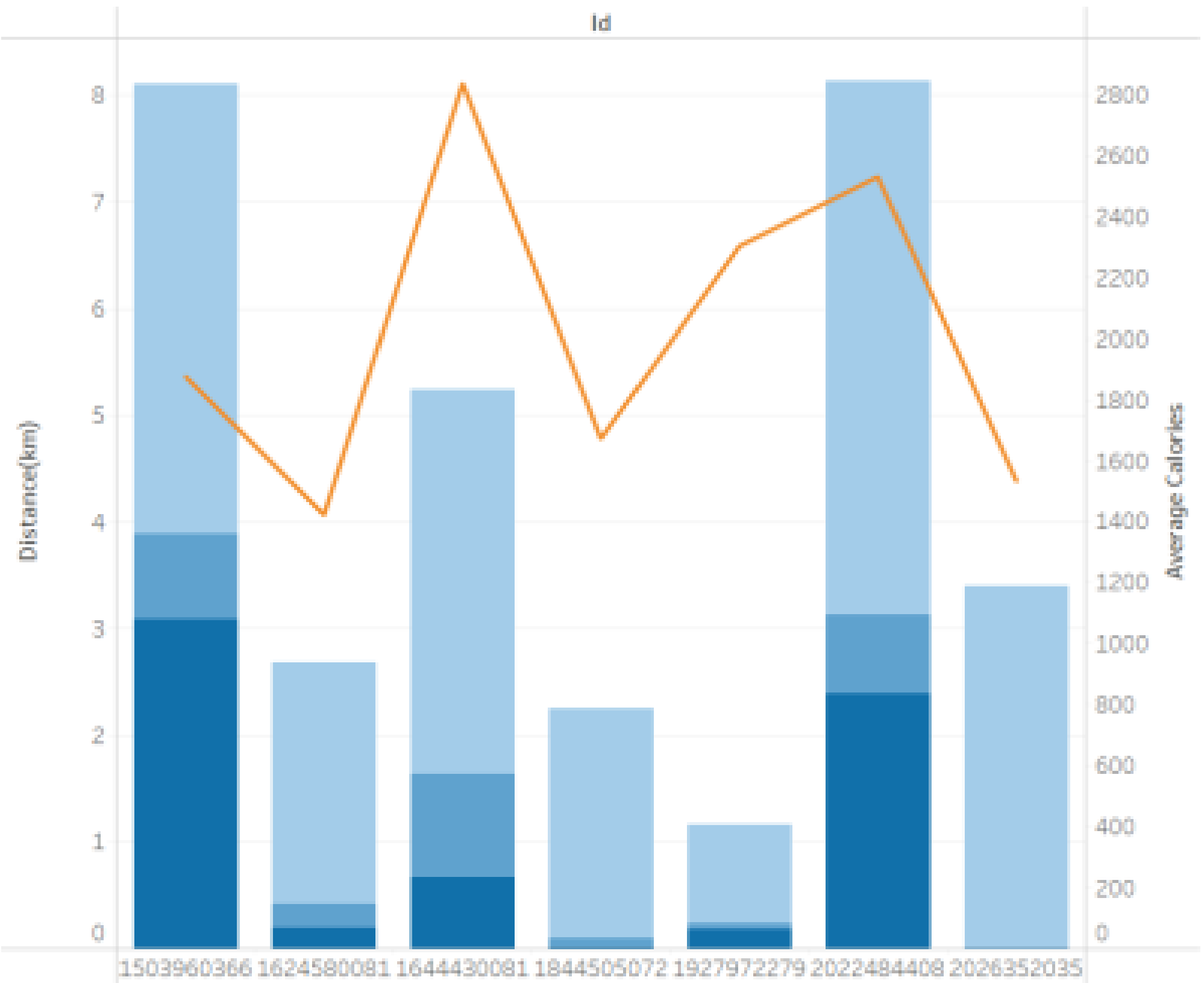
Average Steps and Distance on each Day Of Week



More steps on Saturday
Less steps on Friday

Activity Intensity, Calories

Daily Activity Distances and Burnt Calories Across Users



- 1. Prefer light and very active movements.
- 2. More distance leads to more calories.

Measure Names

- Avg. Light Active Distance
- Avg. Moderately Active Distance
- Avg. Very Active Distance

Hourly Distribution of Steps

Hourly Distribution of Average Daily Steps

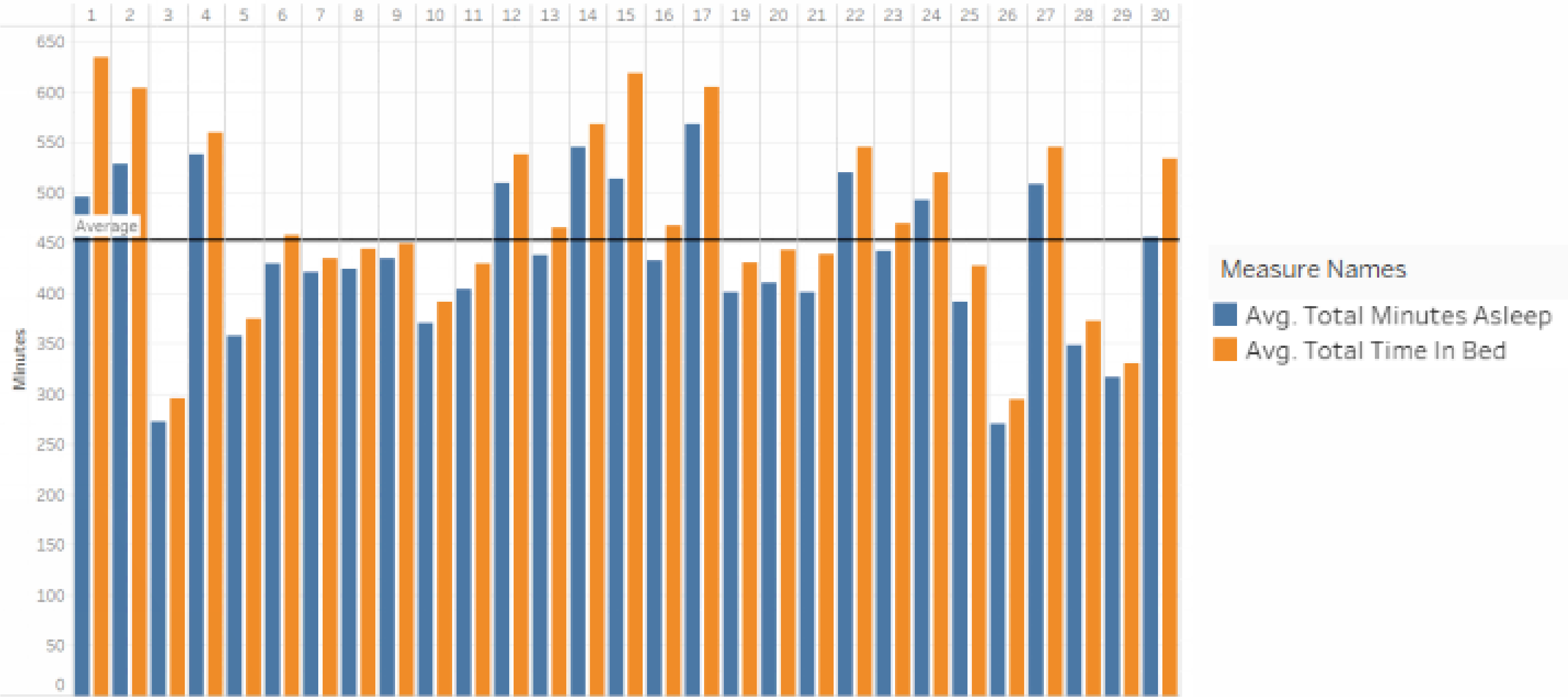


Daily steps peak at
9:00, 14:00, and 18:00

Sleeping Efficiency

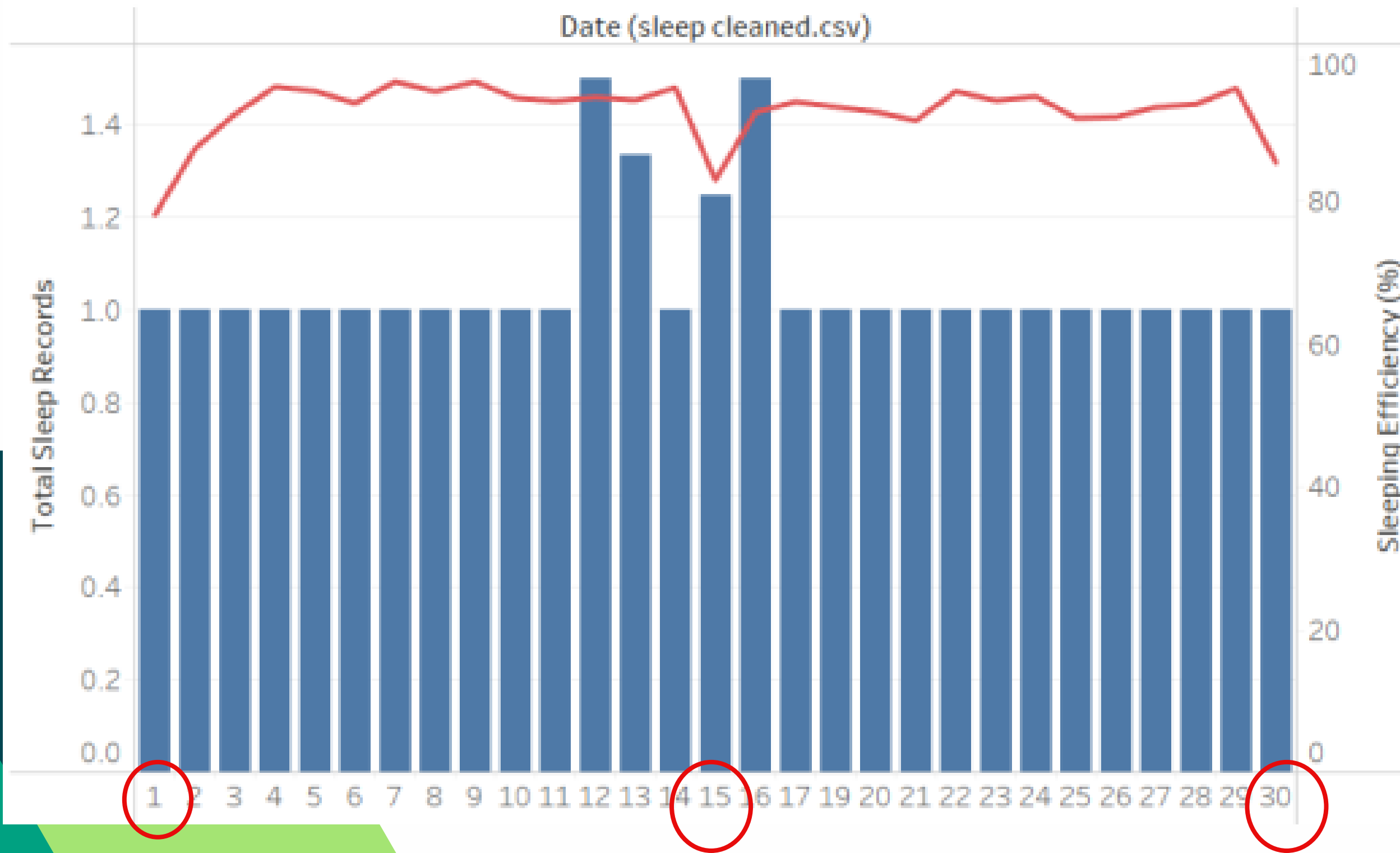
Sleep duration varies significantly

Average Time Asleep and Time in bed



Sleeping Efficiency

Sleeping Efficiency and Total Sleep Record



Sleeping efficiency drops at the start, middle, and end of the month.

Insights



1. Users have the **highest activity level** on **Saturday**, the **lowest** on **Friday**.
2. Users **prefer** more **light and very active** than **moderately active** movements.
3. Users who cover **greater total distances** tend to **burn more calories**
4. Users take the **most steps** around **9:00**, **14:00**, and **18:00**
5. Users' **sleep duration varies significantly**
6. Users' **sleeping efficiency drops** at the **start, middle, end of the month**.

Conclusion

1. Launch weekend-focused wellness challenges via the Bellabeat app (Saturday jogging challenges)
2. Tailor in-app fitness content focusing on light (Yoga, walking) or very active (HIIT, running) activities.
3. Show users the total calories burned based on the distance they recorded each week.



Conclusion

4. Send motivational messages or mini-challenges shortly before these peak times to boost app engagement
5. Create monthly campaigns that provide sleep improvement tips or mindfulness reminders at the start, middle and end of the month



The background features a dark teal gradient. On the left side, there are two overlapping geometric shapes: a large teal triangle pointing downwards and a lime green hexagon pointing upwards. The word "Questions" is centered in the white space between these shapes.

Questions