

Bellabeat: How Can a Wellness Technology Company Play It Smart?

by

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Business Task

- Analyze Fitbit activity and sleep behavior.
- Identify trends to help Bellabeat increase engagement.
- Provide data-driven recommendations.

Dataset Overview

- Fitbit dataset: 30 users, around 31 days.
- Daily activity logs, intensity metrics, sleep logs.
- Primary focus on daily activity and daily sleep.

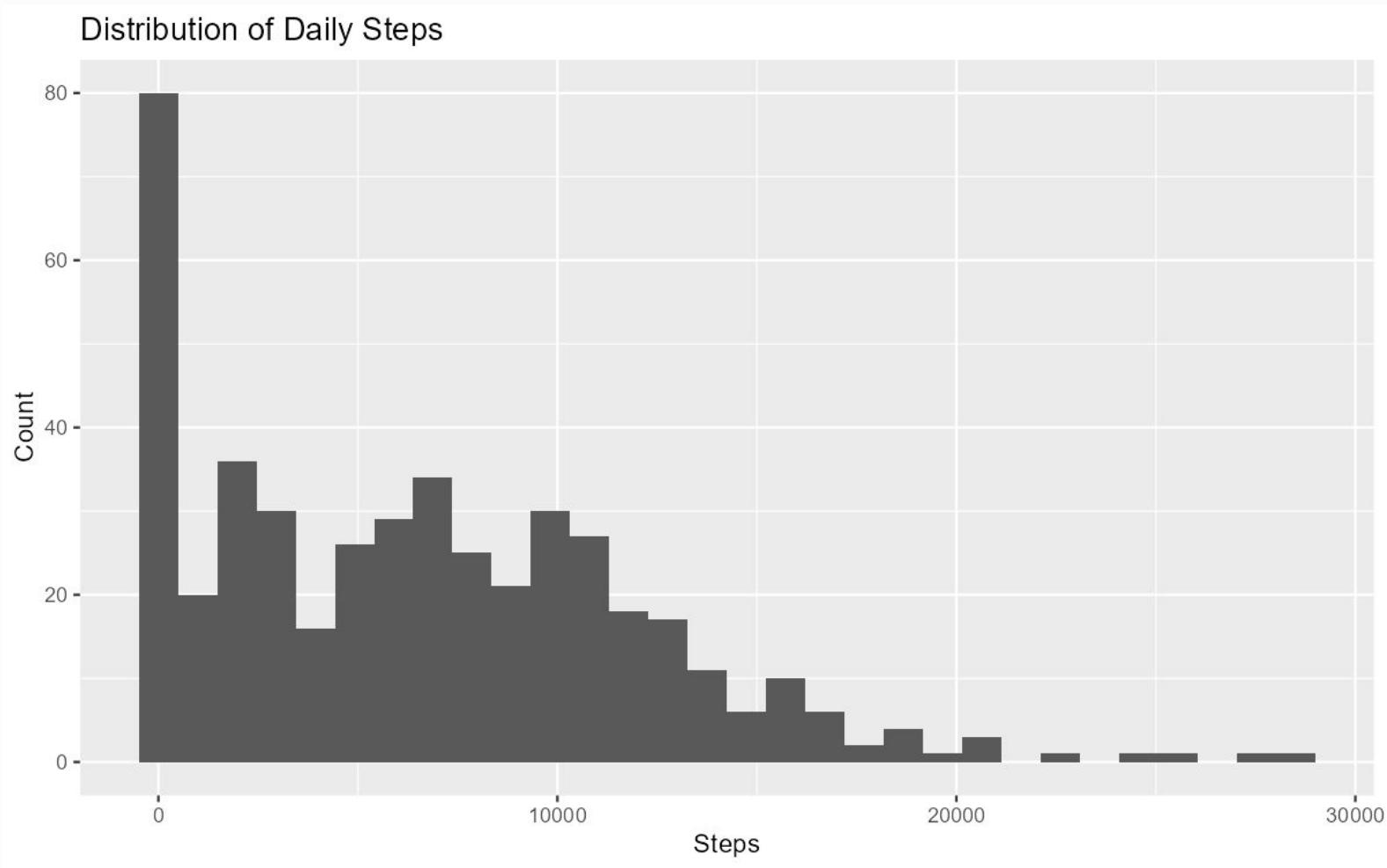
User Overview

- Daily steps: around 7,300–7,500 on average.
- Sedentary time extremely high: 800–1,300+ minutes/day.
- Sleep efficiency strong: 94–97% for tracked users.
- Users show inconsistent but improvable habits.

Activity Insights

- Steps heavily cluster below 5,000 per day.
- Very active minutes are rare; movement is mostly light.
- Sedentary time dominates daily behavior.
- Users align with lifestyle movers, not athletes.

Daily Steps Distribution



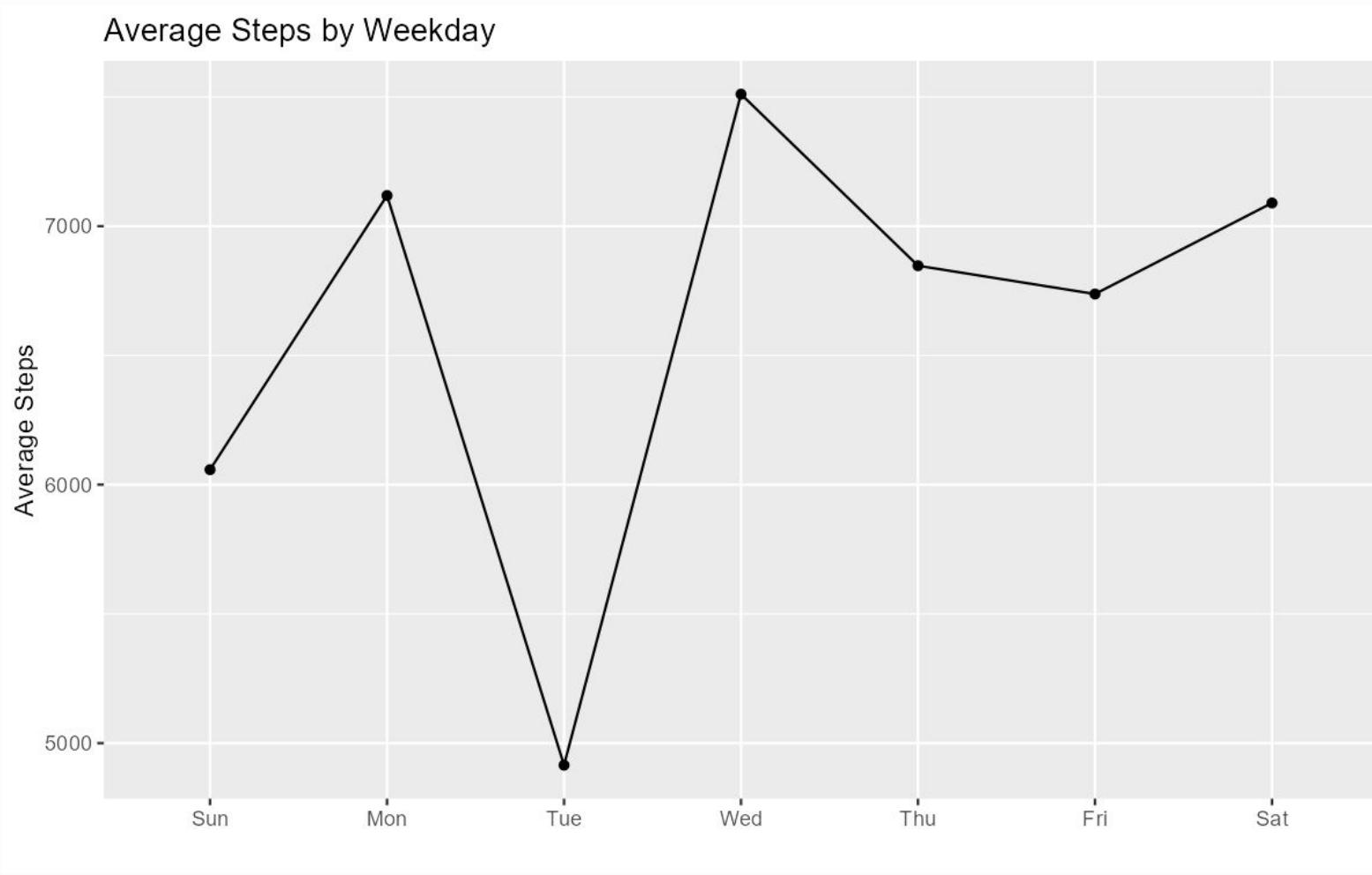
Sleep Insights

- Sleep tracking is underused by many users.
- Tracked users show high efficiency and good rest quality.
- Sleep duration varies from 5.5 to 12.5 hours.
- Bellabeat can improve engagement by promoting sleep logging.

Weekly Behavior Patterns

- Wednesday has the highest steps (~7,500+).
- Tuesday is the lowest (~4,900).
- Sunday dip suggests weekly recovery day.
- Behavior patterns reveal opportunities for habit nudges.

Average Steps by Weekday



Personas Identified

- High Activity: 9,000–11,600 steps, consistent routines.
- Moderate Movers: 4,000–8,000 steps, inconsistent habits.
- Sedentary Users: 2,000–4,000 steps, need foundational support.
- Segmentation enables personalized coaching.

Key Insights Summary

- Daily movement is low across most users.
- Sedentary time is the main challenge.
- Weekly rhythms show clear coaching opportunities.
- Sleep efficiency is high but tracking is inconsistent.
- Light activity is the dominant movement category.

Recommendations

- Introduce micro-movement nudges to reduce sedentary behavior.
- Target Tuesday + Sunday with habit reinforcement challenges.
- Add sleep streaks and rewards for consistent logging.
- Offer segment-based coaching and habit support.
- Use positive reinforcement to build weekly momentum.

Executive Summary

- Users exhibit moderate movement but very high sedentary time.
- Behavior follows predictable weekly rhythms.
- Sleep tracking is effective but underused.
- Bellabeat can increase engagement through personalized nudges,
- Micro-habit strategies, and targeted coaching.