

Bellabeat Case Study Report AMINULLAHI, Abdulkabir Adebayo

Introduction

This report analyzes Fitbit activity and sleep data using Google BigQuery, BigQuery Standard SQL, and Tableau to uncover behavioral insights that can guide Bellabeat's marketing strategy.

Business Task

Identify trends in user activity, sleep, and calorie burn that can help Bellabeat better understand their audience and shape targeted wellness messaging.

Tools Used

- Google BigQuery • BigQuery Standard SQL • Tableau • CSV Files

Key Insights

- 15 users were medium-activity; 14 were low-activity.
- Daily steps fluctuated without consistent patterns.
- Sleep duration showed a mild positive relationship with daily steps.
- Calories burned closely followed step counts.

Marketing Recommendations

- Promote features that help build activity consistency.
- Highlight sleep insights to improve daily wellness.
- Personalize messaging based on user activity levels.
- Emphasize calorie-burn and progress dashboards.

Note About Visuals

Your dashboard charts are referenced in this report. This PDF includes placeholders; please refer to your uploaded Dashboard PDF.