BELLABEAT MARKETING STRATEGY REPORT

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Executive Summary

Bellabeat, a high-tech manufacturer of health-focused products for women, aims to unlock new growth opportunities by analyzing smart device usage data. This analysis examined daily activity data from FitBit users to understand consumer habits and inform marketing strategies.

Key Insight: Users are highly active mid-week but show a significant decline in activity on weekends. Additionally, the average user spends 16.6 hours per day in a sedentary state.

Recommendation: Bellabeat should launch a "Time to Move" campaign, utilizing app notifications to interrupt prolonged sedentary periods, and introduce "Weekend Warrior" challenges to maintain activity levels on Saturdays and Sundays.

Key Findings & Data Validation

1. The "Sedentary" Problem Analysis of the SedentaryMinutes column revealed that users spend an average of 991 minutes (16.5 hours) per day sedentary. This highlights a major opportunity for Bellabeat's "movement reminder" features.

2. **The "Weekend Drop-Off" Aggregating activity data by Day of the Week showed a clear trend:**

   - Peak Activity: Wednesday.

   - Lowest Activity: Sunday.

   - *Interpretation:* Users stick to a routine during the work week but become less active during unstructured weekend time.

3. Correlation Validation A Pearson correlation test between Total Steps and Calories yielded a coefficient of 0.5, confirming a moderate-to-strong positive relationship. This validates that step-tracking is an effective proxy for calorie burning in marketing claims.

Strategic Recommendations

1. **Notification Strategy:** Implement "Sedentary Alerts" after 60 minutes of inactivity, specifically targeting the 16-hour sedentary blocks.

2. **Gamification:** Launch "Weekend Warrior" badges. Users who maintain their weekday step average on Saturday and Sunday earn exclusive in-app rewards.

3. **Education:** Use the correlation data to show users specifically how many calories *their* specific step count is burning.

Project Evidence & Dashboards

- **Interactive Tableau Dashboard:** Click here to view the Activity Analysis Dashboard

- **Full R/SQL Analysis:** Click here to view the Kaggle Notebook