

Introduction

Smart Device  
Usage Analysis  
for Bellabeat



# How can a wellness company play it smart?

Welcome to the analysis of smart device usage data for Bellabeat! In this presentation, we'll explore insights from FitBit Fitness Tracker Data to understand how consumers use non-Bellabeat smart devices and how these insights can shape Bellabeat's marketing strategy.

# Business Task and Data Sources:

## Business Task

- ❖ Analyze smart device usage data to gain insights into consumer behavior and inform Bellabeat's marketing strategy.

## Data Sources

- ❖ FitBit Fitness Tracker Data (CC0: Public Domain) and potentially additional data sources.

# Data Preparation

## Data Organization

- ❖ The FitBit Fitness Tracker Data contains minute-level output for physical activity, heart rate, and sleep monitoring.

## Data Cleaning

- ❖ Ensured data integrity and addressed any issues with bias, credibility, privacy, security, and accessibility.

# Data Analysis

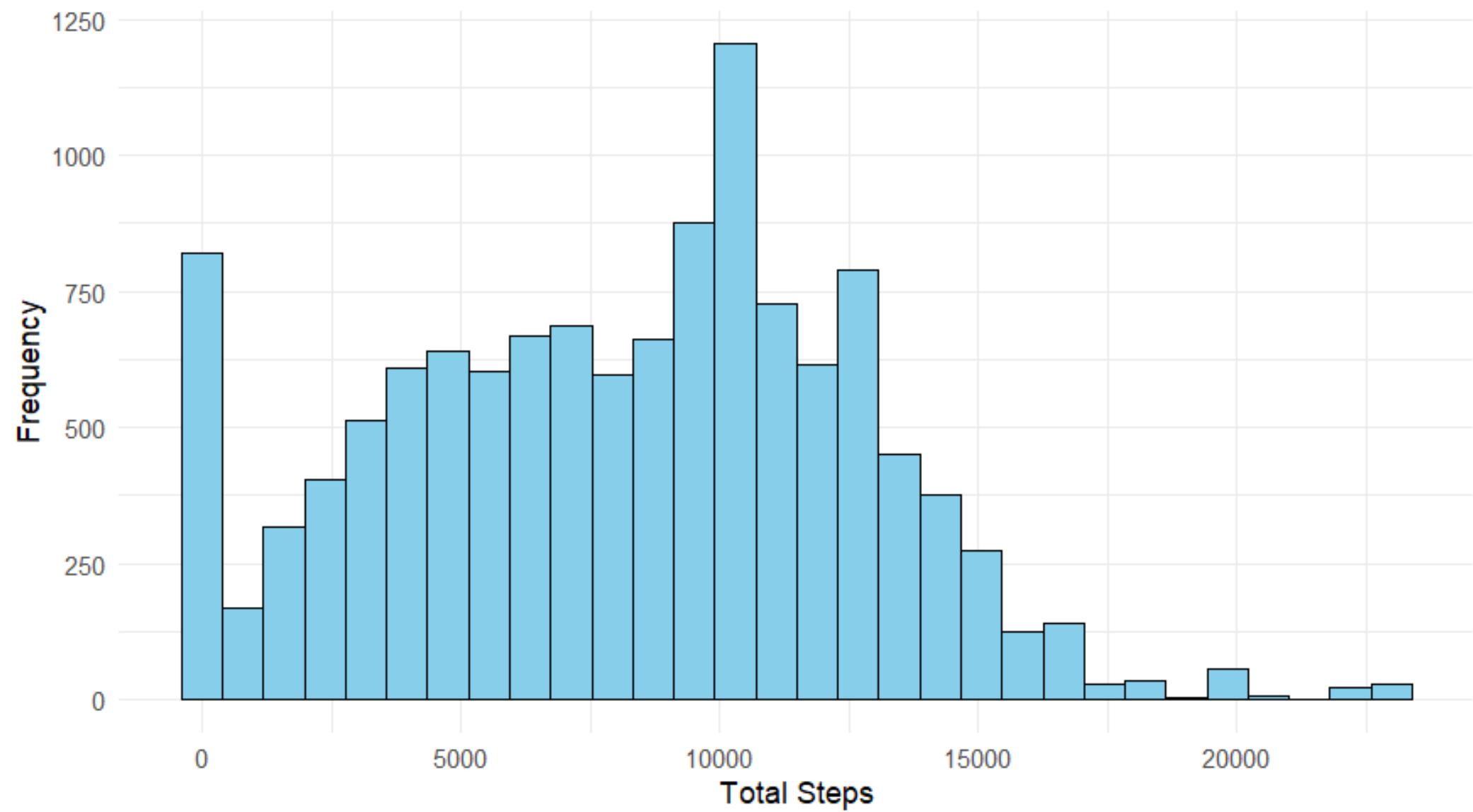
## ❖ Analysis Process:

- ❖ Aggregated and organized the data for effective analysis.

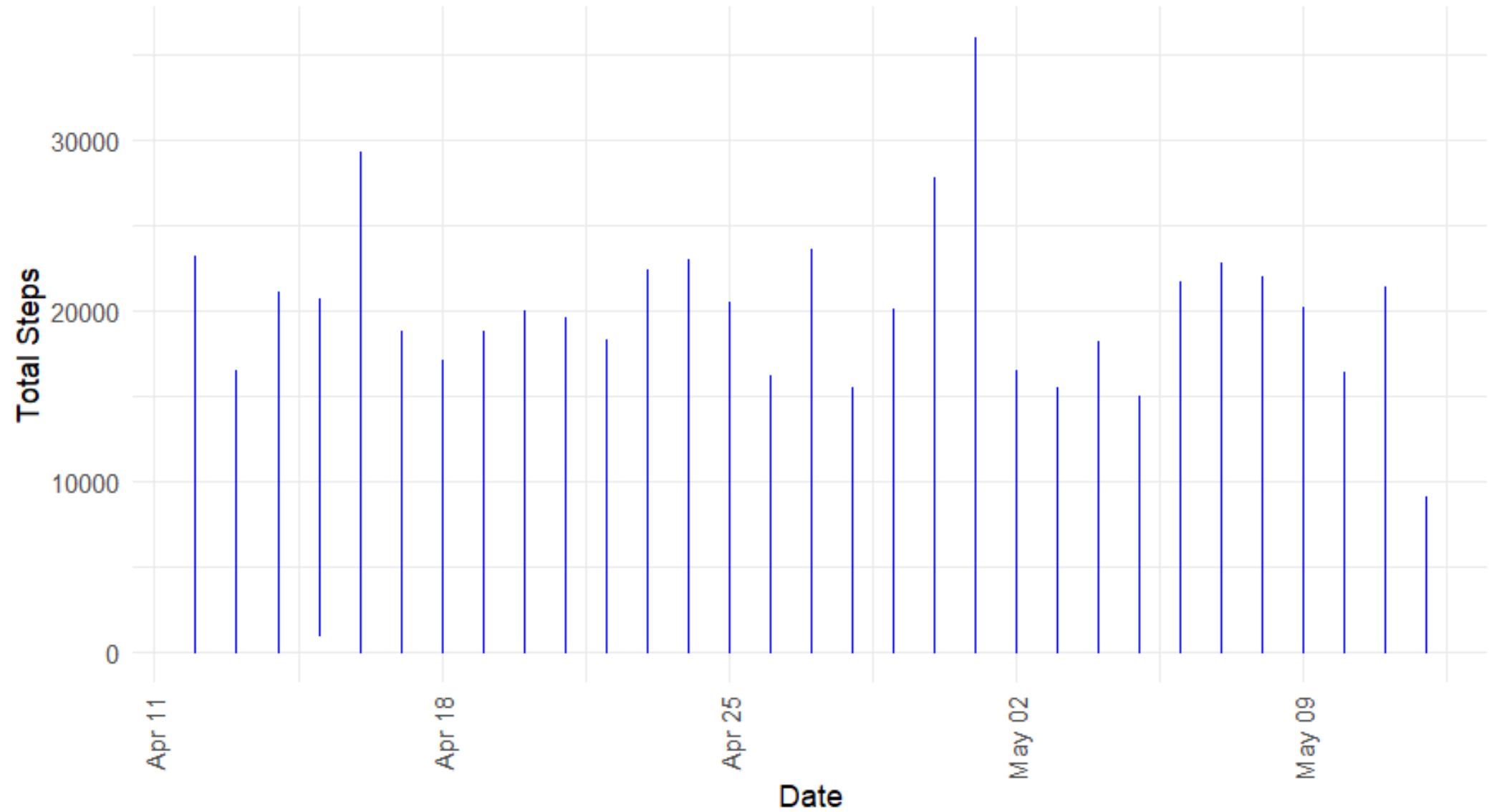
## ❖ Key Insights:

- ❖ Trends in smart device, including activity levels, sleep patterns, and heart rate.
- ❖ Relationships between different metrics, such as activity and sleep duration.

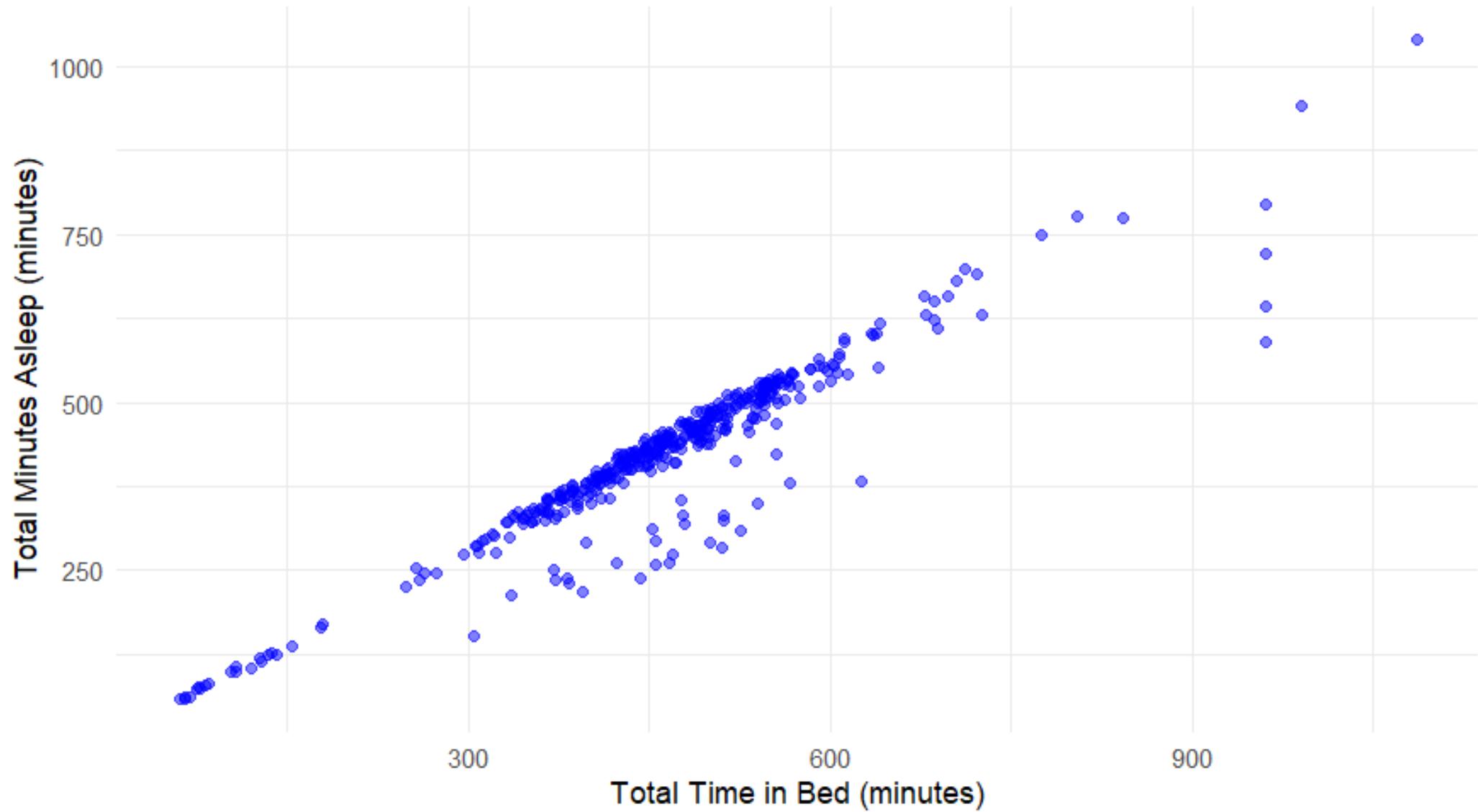
## Distribution of Total Steps



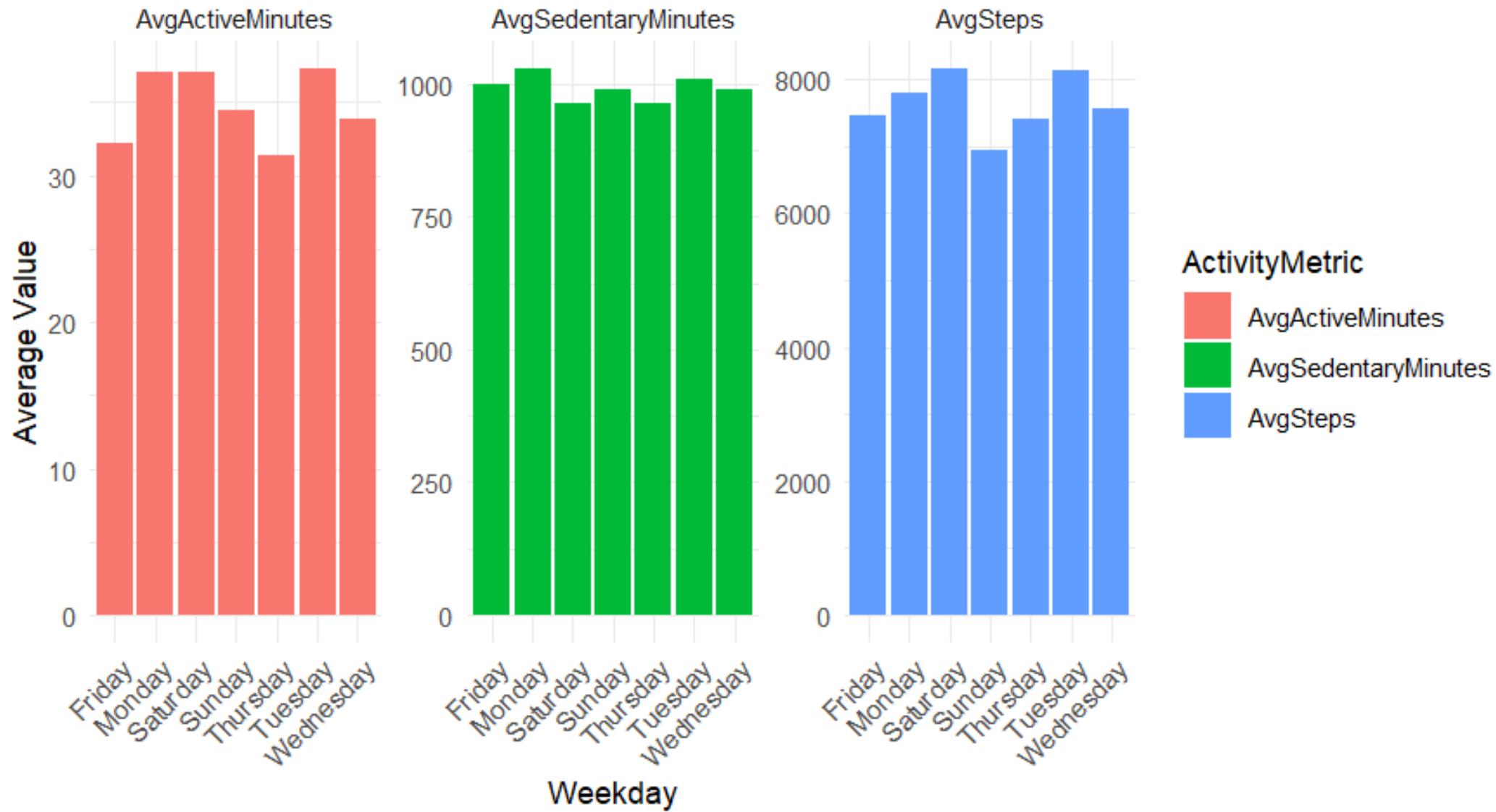
## Daily Steps Over Time



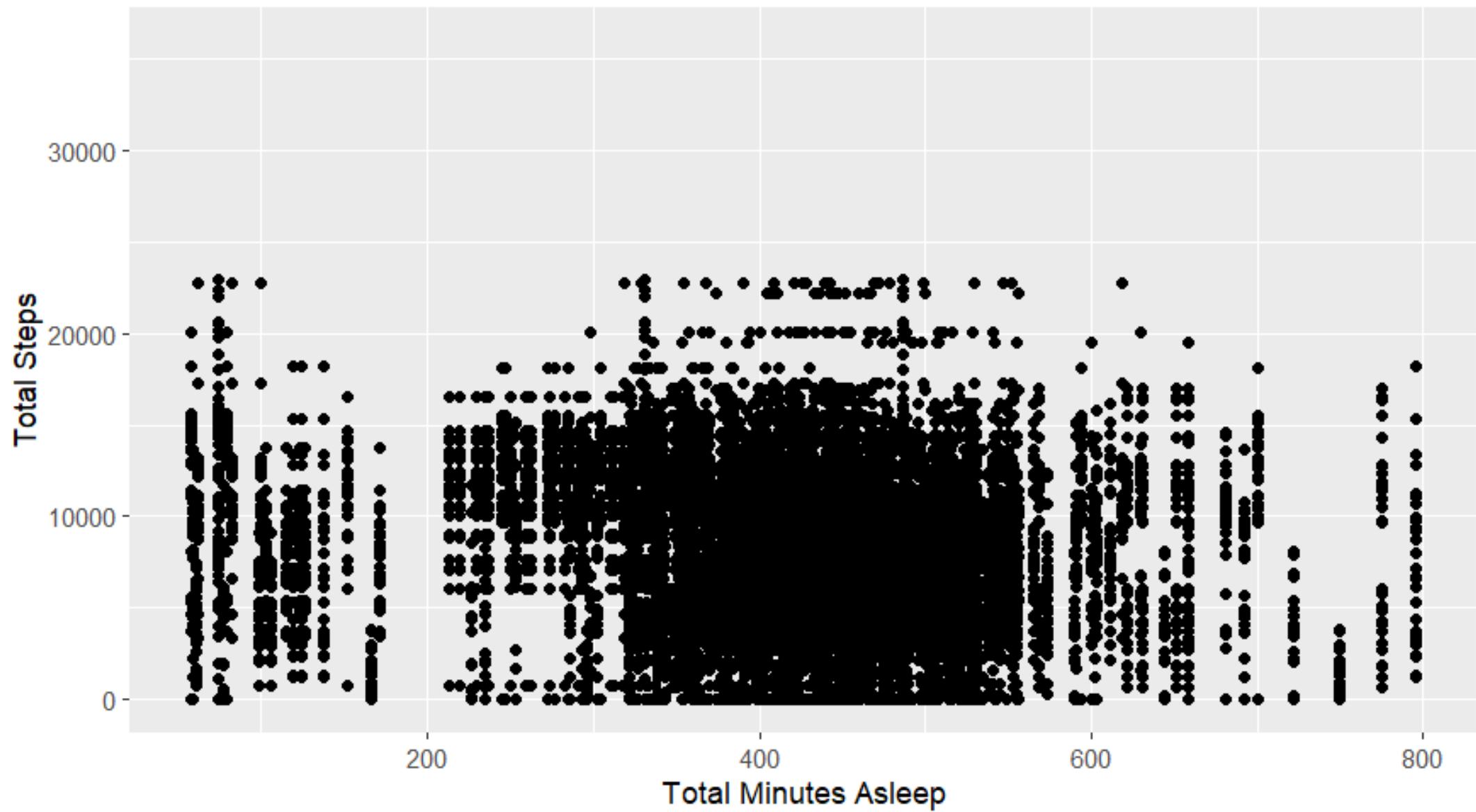
## Total Minutes Asleep vs. Total Time in Bed



## Average Daily Activity Patterns



## Total Steps vs. Total Minutes Asleep



# High-Level Recommendations

## Tailored Marketing Strategies

Personalize marketing efforts based on identified trends in smart device usage.

## Product Development

Incorporate features that align with consumer preferences and behavior.

## Targeted Advertising

Optimize digital marketing campaigns to reach potential customers effectively.

# Conclusion

**By analyzing smart device usage data, we've gained valuable insights into consumer behavior that can inform Bellabeat's marketing strategy. Leveraging these insights, Bellabeat can better understand its target audience and tailor its products and marketing efforts accordingly.**

## Next Steps:

- ❖ Implement recommended strategies based on analysis findings.
- ❖ Continuously monitor smart device usage data to refine marketing strategies and drive business growth.

# Thank you for your attention.

## Q&A: Feel free to ask any questions.

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