



# Bella Beat's Case Study: Analyzing Smart Device Usage Data

We explore how non-Bella Beat smart devices are being used and how we can apply these insights to Bella beat's products.

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# Top Trends in Smart Device Usage

1

## Connected Fitness

Smart devices are commonly used for tracking fitness data including steps, workouts, and sleep patterns.

2

## Home Automation

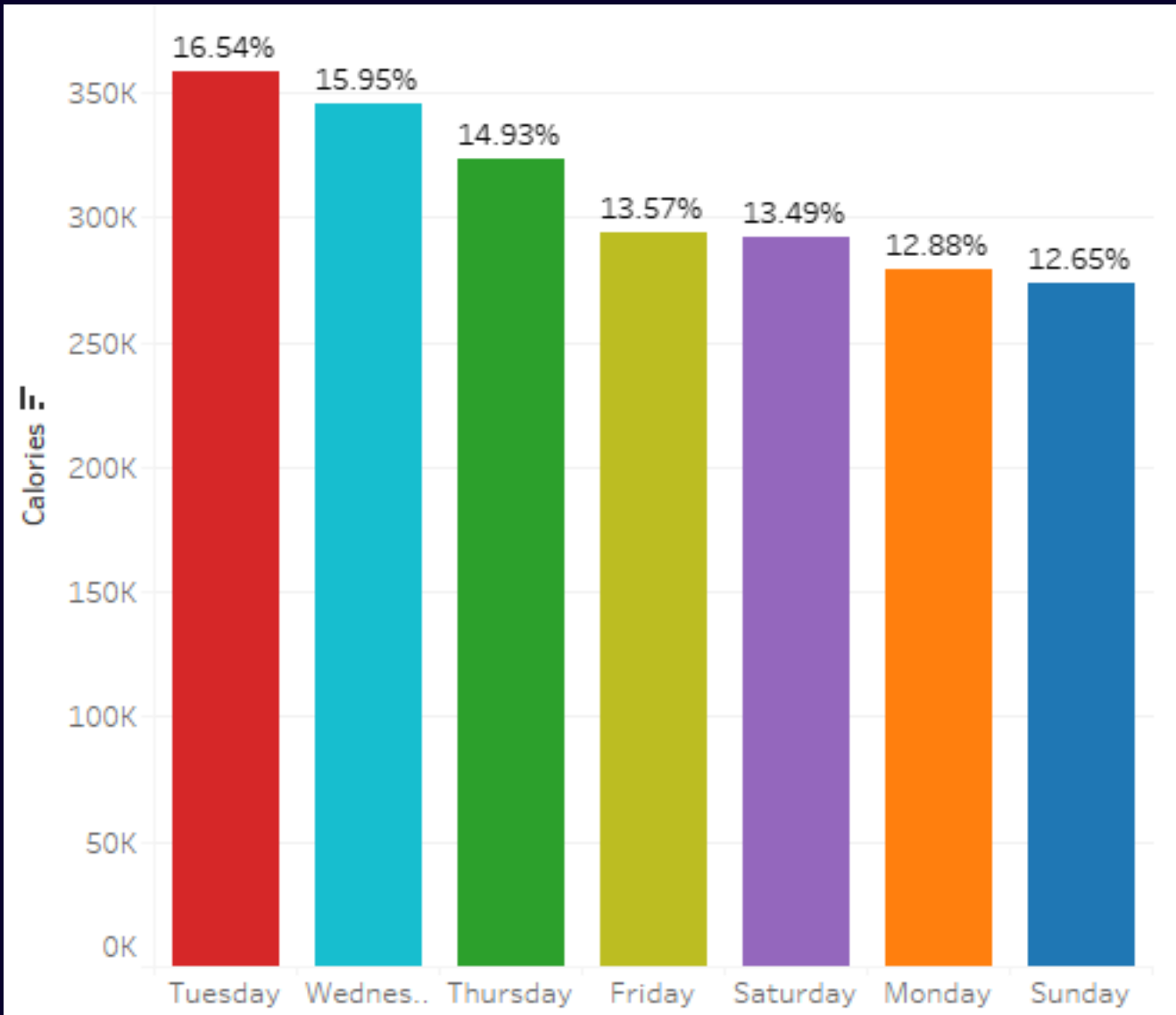
Smart devices are being used to control home appliances, lighting, and security systems.

3

## Virtual Assistance

Many people are now using smart devices to access digital assistants like Amazon's Alexa or Apple's Siri.

# Average Calorie burn by Day of Week

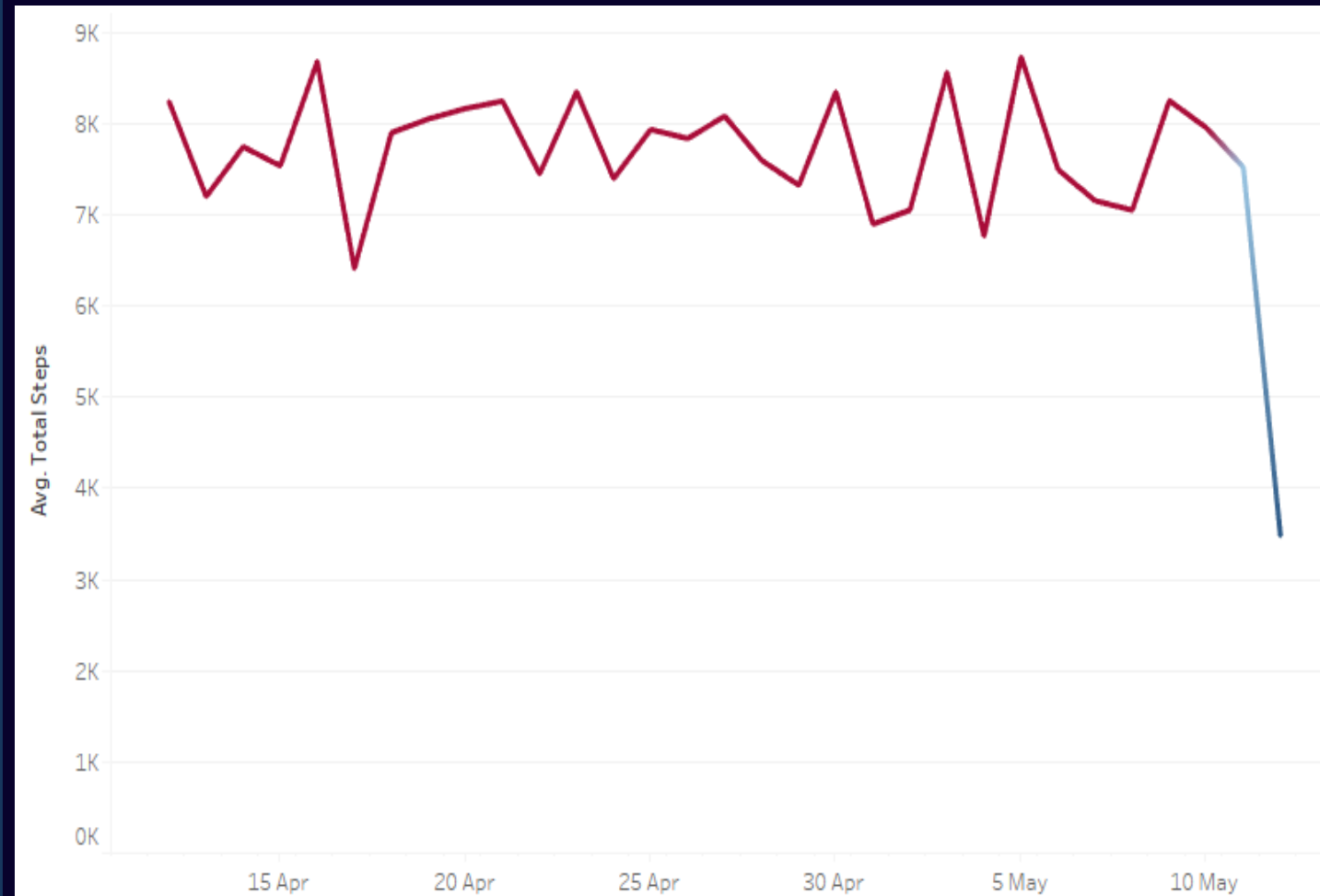


The data shows that Tuesdays is the day with highest average calorie burn, accounting for **16.54%**.

On the other hand, Sundays has the lowest average calorie burn at **12.65%** of the total.

Weekdays show higher physical activity, while weekends show lower activity.

# Average Steps Taken From April to May



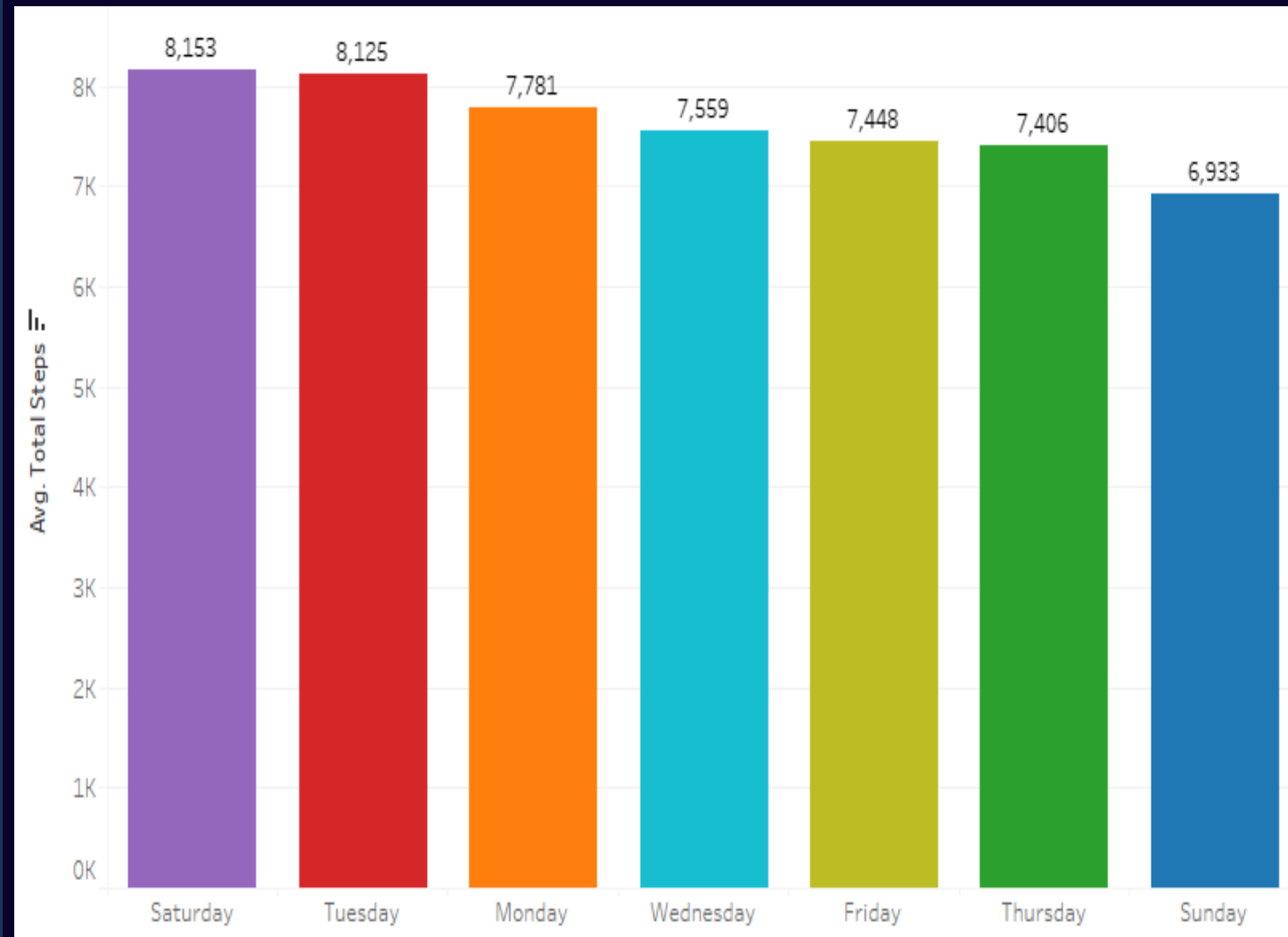
The data is collected from non – bella beat users' devices from April to May **2016**.

Average of Total steps taken declined notably from April to May according to the data analysis.

In April, the average total steps taken were around **8,000**, while in May, it was less than **4,000**.

This decline of about **50%** in average total steps taken may be due to weather changes, personal routines, or other external factors.

# Average Total Steps Taken by Day of Week

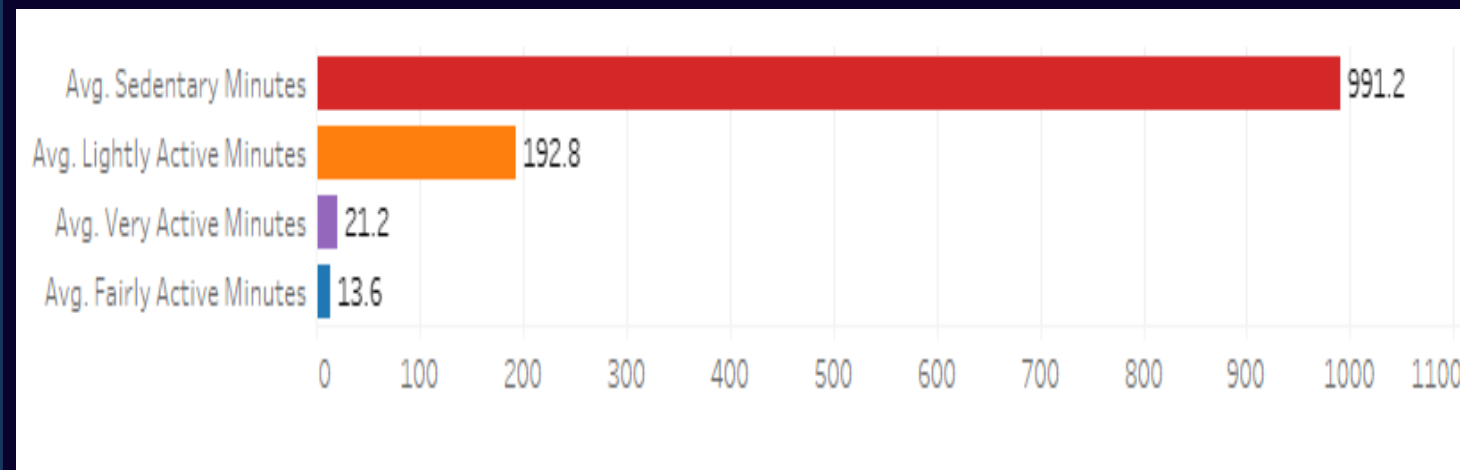


Based on the analysis, the users walked on an average of **8,153** steps on Saturdays.

In contrast, on Sundays, customers took the least number of steps, which was about **6,933**.

The data suggests that average step count decreases as the weekend approaches, with the lowest activity observed on Sundays.

# Average Total Steps Taken by Day of Week

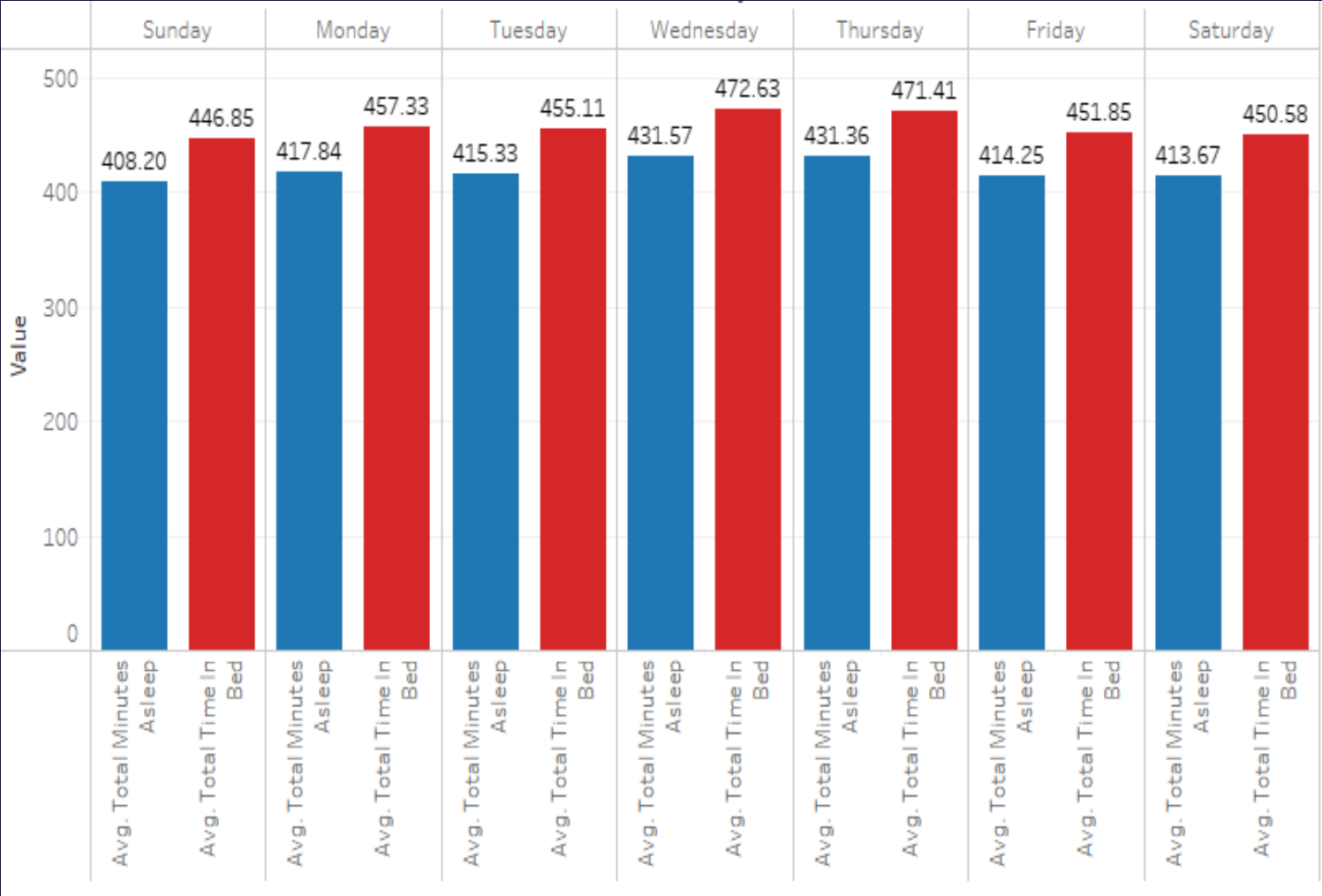


Users' spent an average of **991.2** minutes in sedentary mode, according to the analysis, indicating it was the most frequent behavior observed.

Users' spent an average of only **13.6** minutes in fairly active mode, indicating it was the least frequent behavior observed.

The data underscores the importance of individuals being aware of their physical activity levels and actively working to decrease sedentary time while increasing active time.

# Sleep Duration and Bedtime Patterns



According to the analysis, on an average, users’ spent the most time sleeping on Wednesdays i.e. **431.7** minutes and the least time on Sundays i.e. **408.2** minutes.

The analysis also showed that users spent the longest time on their beds on Wednesdays i.e. **472.63** minutes and the shortest time on Sundays **446.85** minutes.

The data emphasizes the significance of quality sleep and consistent bedtime patterns for improved health and well-being.



# Applying Trends to Bella Beat Customers



## Fitness Tracking

Bella Beat could incorporate more fitness tracking features into their smart products, catering to customers' health needs and lifestyle.



## Smart Home Integration

Bella Beat could integrate smart home automation features into their products for a more seamless and stress-free lifestyle.



## Voice Assistant

Bella Beat could use voice assistants to provide a more hands-free experience for customers seeking a modern and convenient lifestyle.



# Marketing Strategy Influence

## Targeted Ads

Data on how consumers use non-Bella Beat smart devices can inform Bella Beat's targeted marketing strategies to reach broader audiences.

## Product Design

Features informed by consumer insights may give Bella Beat an advantage in the market and appeal to a wider audience.

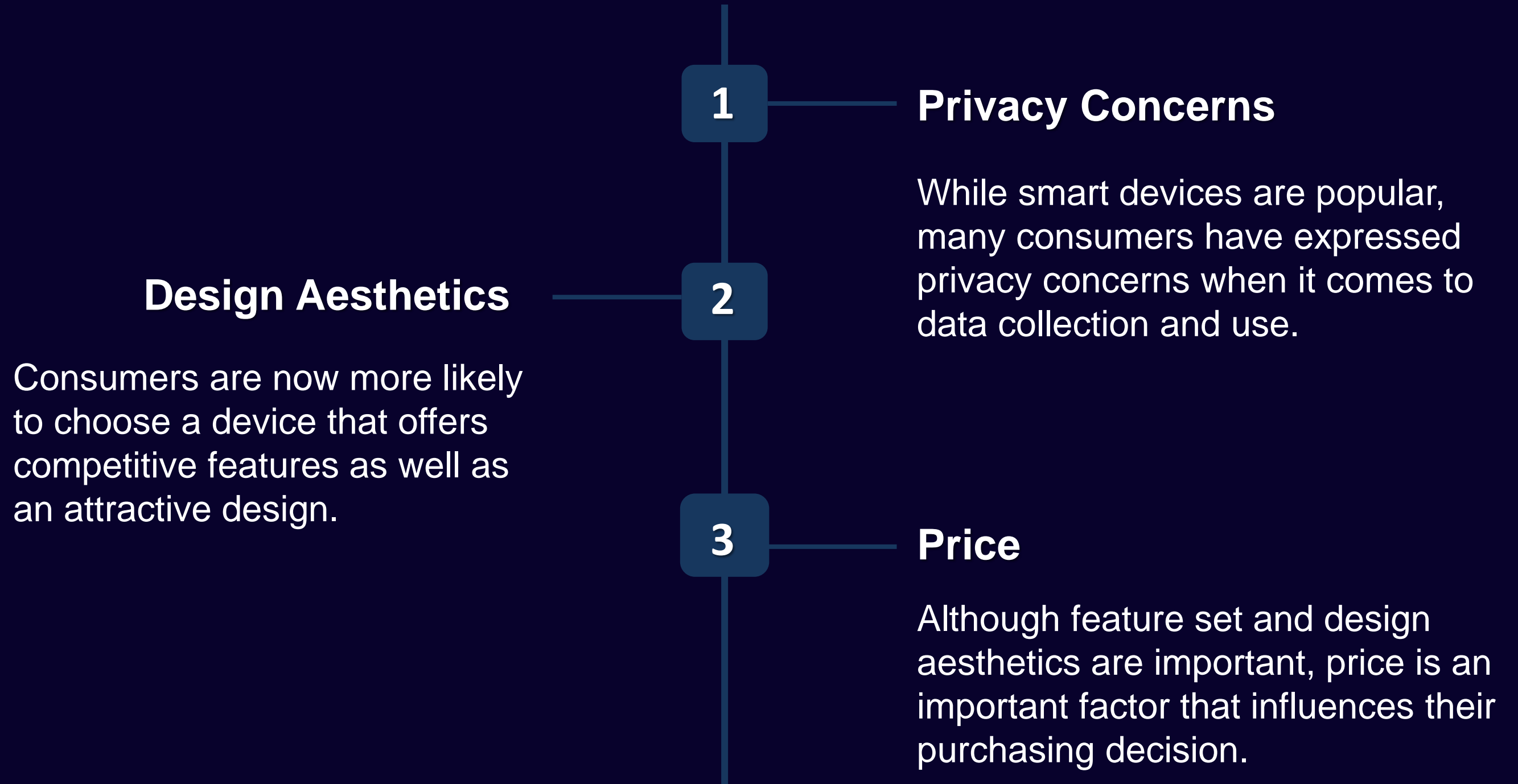
## Brand Messaging

The value proposition of Bella Beat can be expanded to better fit the modern and convenient lifestyle that consumers are seeking with smart devices.

## Social Media Campaigns

Bella Beat's marketing can leverage social media platforms to educate target audiences on the functionality and ease of smart devices.

# Consumer Behaviour & Preferences



# Bridging the Gap



## Demand Generation

Bella Beat could form partnerships with fitness influencers to create demand and drive sales of their new and improved fitness-focused smart device.



## Inclusivity

Bella beat's marketing campaigns could showcase a workforce that is friendly to women interested in technology to create a sense of inclusion and diversity for their female customers.



## Privacy

Privacy concerns can also be addressed through transparent communication and proactive privacy features built into the products.



# Innovation at Bella Beat : Bella Beat Leaf



Bella Beat is committed to delivering innovative, visually appealing, and functional smart devices for women's health and wellness, designed to meet women's connected health needs in a technology-driven environment.

# The Future of Health & Wellness

As the world becomes more technology-driven, it's essential for companies like Bella Beat to stay ahead of the curve to meet the evolving health and wellness needs of their customers, through innovation and customer-focus.

