How Can a Wellness Technology Company Play It Smart?

Oghenetega Courage Ayonuwe
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Introduction

Bellabeat is a high-tech manufacturer of health-focused products for women. It is a successful company with the potential to play on the global smart device market. The Co-founder has requested the analysis of smart device data to gain insight into how consumers are using their smart devices. The insights discovered will help drive marketing strategy for the company and applied to one of the company's product.

Summary of business task

The purpose of this case study is to analyze smart device fitness data in order to unlock new growth opportunities for a wellness technology company - Bellabeat

Project Objectives

- What are some trends in smart device usage?

- How could these trends apply to Bellabeat customers?

- How could these trends help influence Bellabeat marketing strategy?

Dataset

Data description

- The data used for this case study is Fitbit fitness Tracker data. A Kaggle data set generated by respondents to a distributed survey via Amazon Mechanical Turk between 03.12.2016-05.12.2016

- It contains personal fitness tracker data from thirty Fitbit users. The eligible Fitbit users consented to the submission of their personal tracker data.

- The data includes minute-level output for physical activity, steps, heart rate, and sleep monitoring
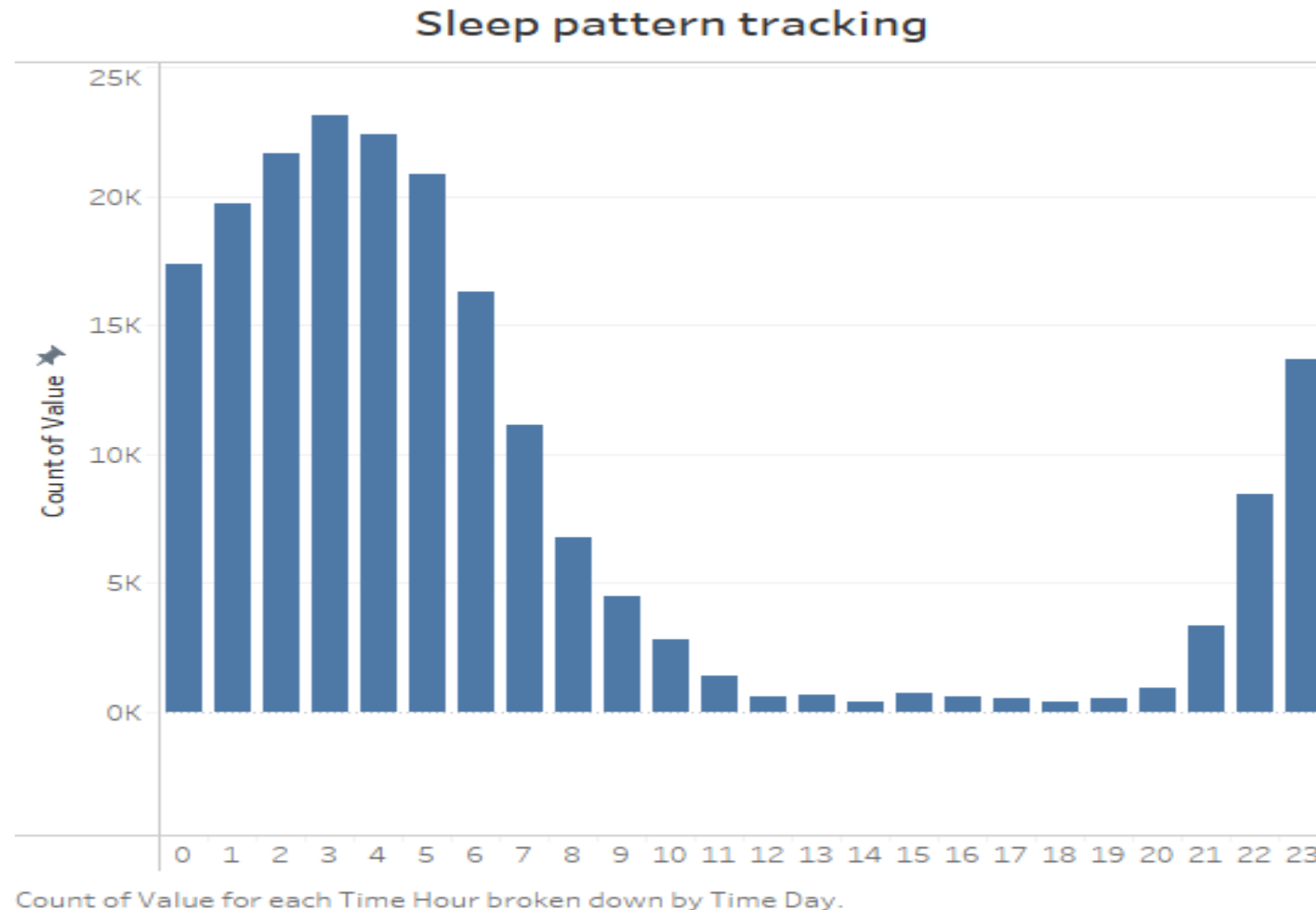
Source

- The data is public, open source and made available through Mobius. (CC0: Public Domain, dataset made available through Mobius (https://www.kaggle.com/arashnic)
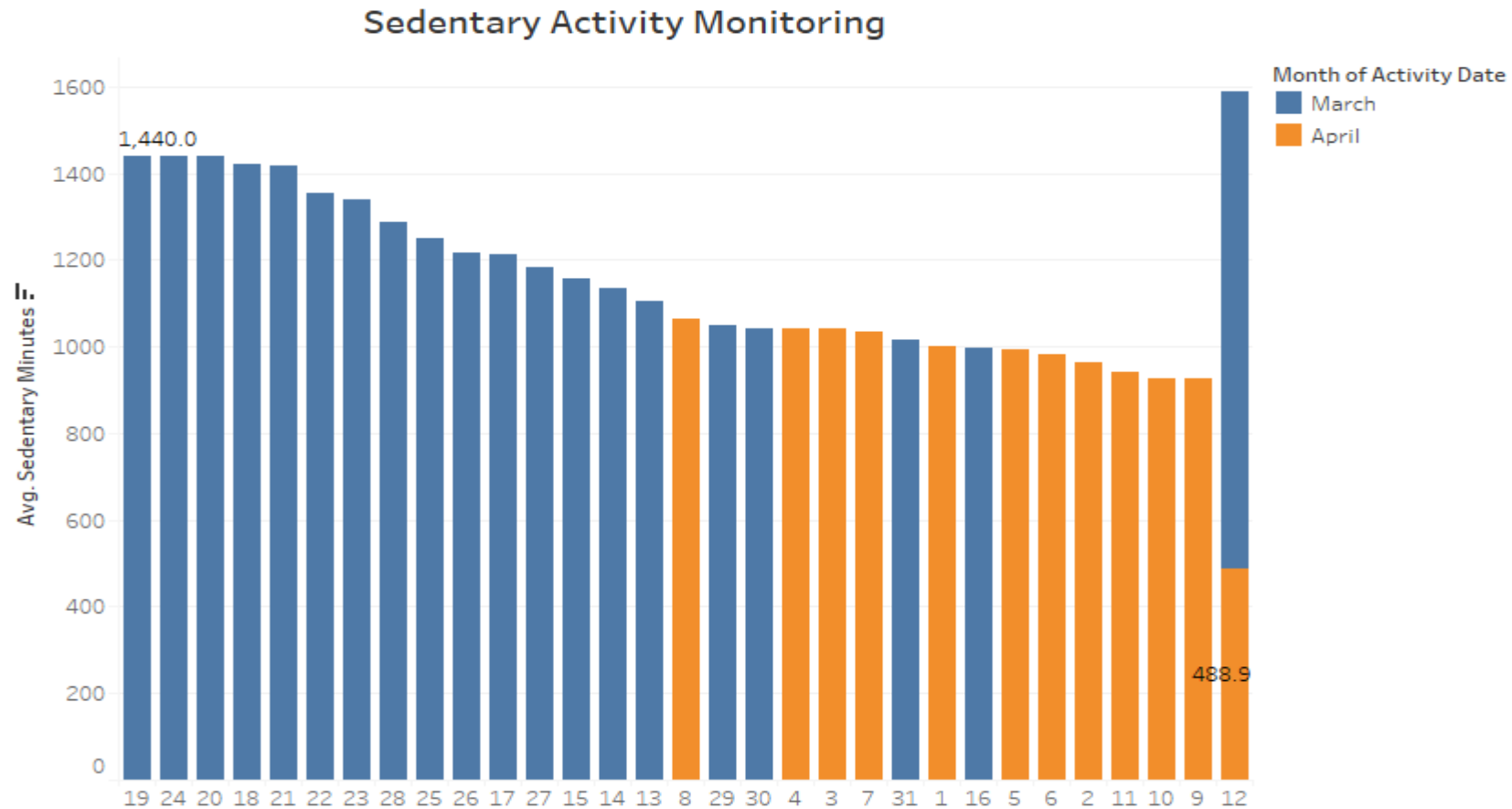
Tools and technology

- SQL/Big Query – SQL queries for aggregation, filtering and data insights

- Tableau – Dashboard visualization

- Microsoft Excel/Google Sheet – Data exploration
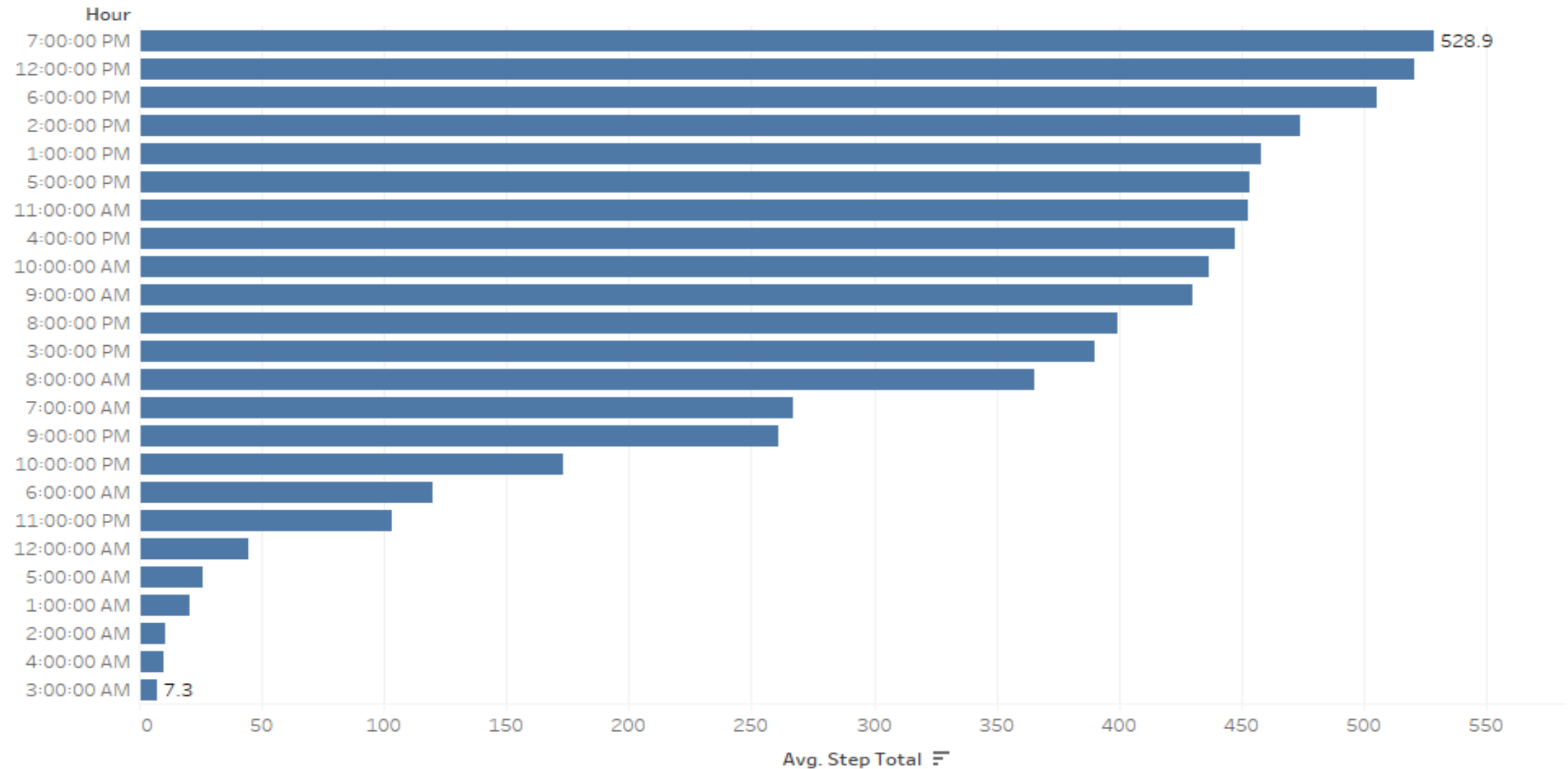
Findings
Trends in smart device usage

Sleep pattern tracking

Count of Value for each Time Hour broken down by Time Day.

Monitoring of sedentary activity

Tracking of Average daily steps

Hour

Hour	Avg. Step Total
7:00:00 PM	528.9
12:00:00 PM	
6:00:00 PM	
2:00:00 PM	
1:00:00 PM	
5:00:00 PM	
11:00:00 AM	
4:00:00 PM	
10:00:00 AM	
9:00:00 AM	
8:00:00 PM	
3:00:00 PM	
8:00:00 AM	
7:00:00 AM	
9:00:00 PM	
10:00:00 PM	
6:00:00 AM	
11:00:00 PM	
12:00:00 AM	
5:00:00 AM	
1:00:00 AM	
2:00:00 AM	
4:00:00 AM	
3:00:00 AM	7.3

Avg. Step Total

Average of Step Total for each Hour. The data is filtered on Activity Date (Days), which keeps 6 of 6 members.

Tracking of heart rate, calories and intensity
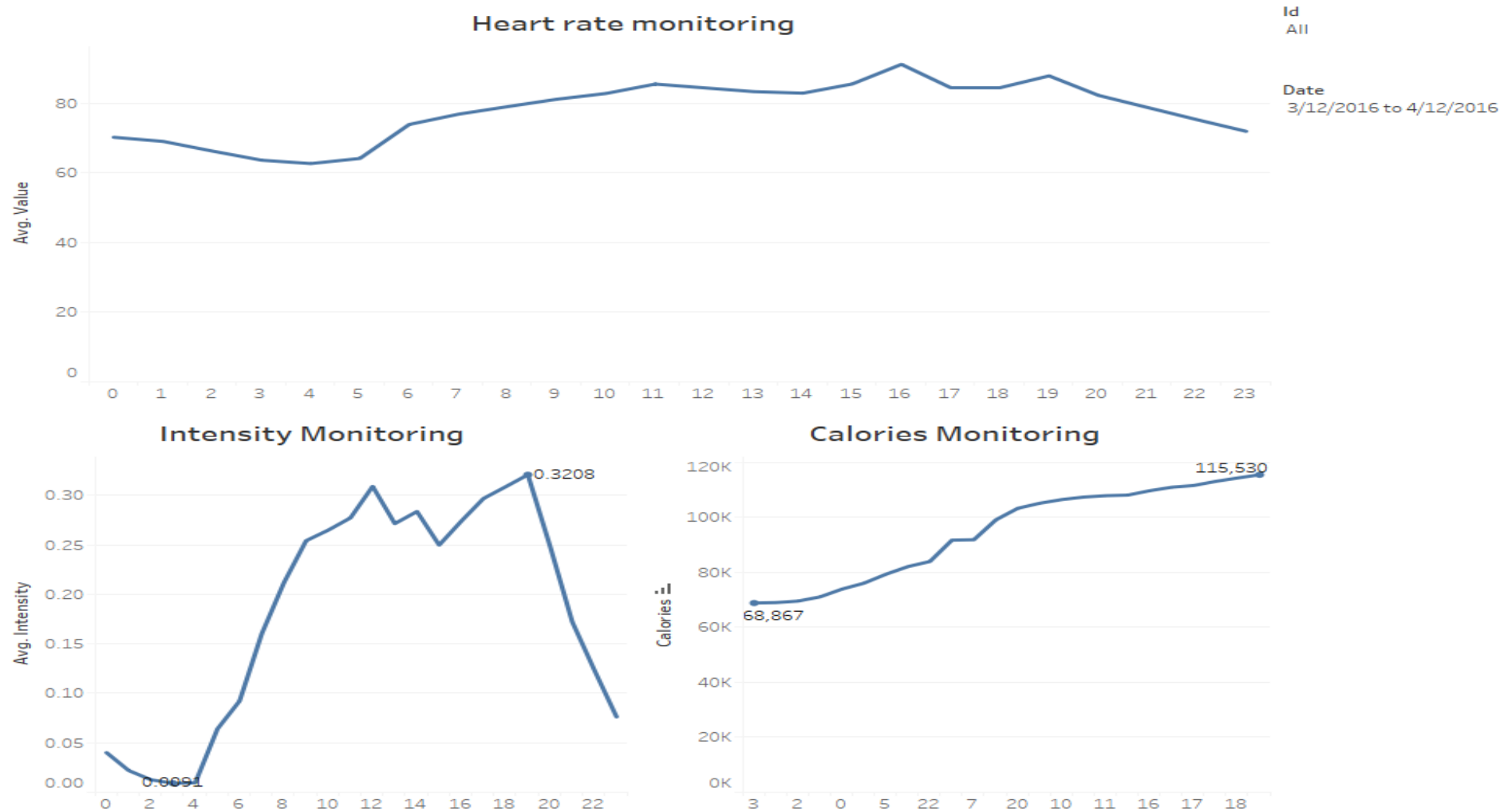
Applying these trends to a Bellabeat product –Time- and to Bellabeat customers

- Customers can monitor their sleeping patterns using the product, Time, a digital watch

- Heart rate and calories burnt can be tracked

- Level of activity per day, week, month can be observed by tracking their sedentary minutes, total steps walked per day and distance covered

- Intensity of exercise and work-out can also be monitored by customers

Recommendations for marketing strategy for the product –Time

- Ads for the product 'Time' should be placed on fitness apps, home-workout apps and mindfulness apps encouraging users to monitor their calories, heart rate and intensity as they exercise.

- Ads should also be targeted at Youtube videos with large viewership on stress management, sleep patterns, exercise tips and general wellness.

- Twitter, facebook and instagram post should also be targeted at busy professionals like bankers, researchers, programmers who spend hours at their desk encouraging them to get the product 'Time' to track their sedentary activities, total steps etcetera.

- Sports professionals should be targeted for marketing as the product 'Time' can be used to enhance and monitor sports training and performance

Conclusions

This case study has focused on the analysis of smart device data in order to gain insight into how consumers are using their smart devices and to use the insights discovered to drive marketing strategy for the company product, 'Time', a smart watch.

Key findings include the trends of smart device usage such as monitoring of daily sleep patterns, heart rate, intensity monitoring, steps taken in a day, distance covered, calories expanded in a day as well as sedentary minutes.

Important recommendations for improving the marketing strategy of the product 'Time' includes the need to position ads on fitness apps, youtube videos focusing on wellness tips and general exercise as well as increasing facebook and twitter posts and ads targeting busy professionals like bankers and researchers. If applied strategically, this will increase the product sales

Thank you