



# Bellabeat Marketing Strategy

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**Scenario:**

**Bellabeat has the potential to become a larger player in the global smart device market.**

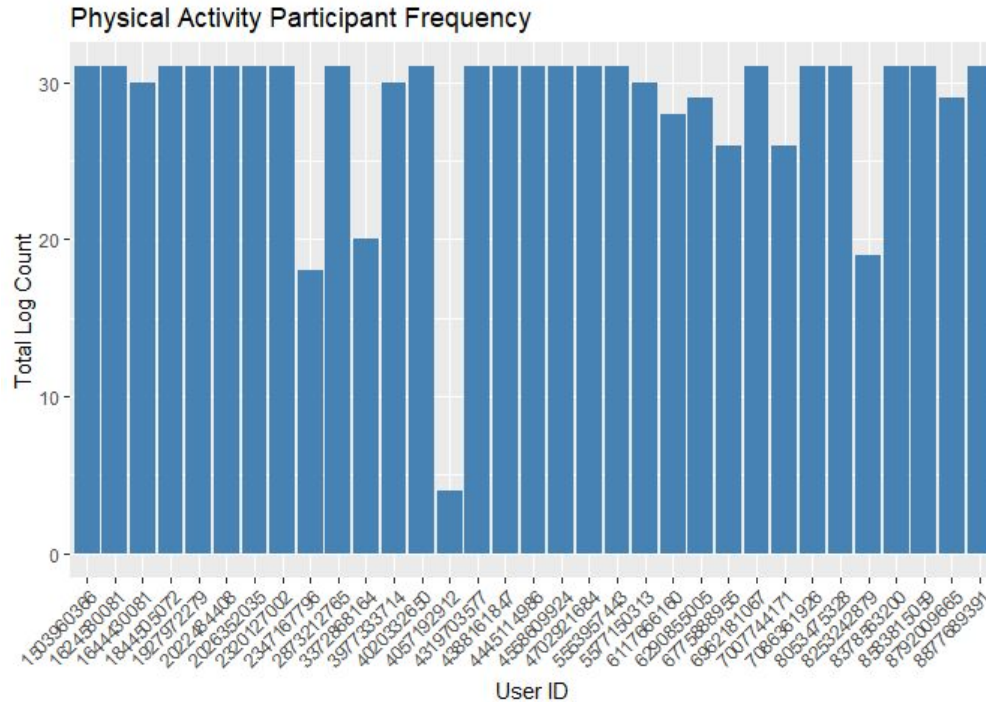
**Goal:**

To analyze Fitbit smart device usage data in order to gain insight into how consumers currently use their smart devices, and to discover underlying trends that can be applied to Bellabeat product marketing strategy

## Underlying Trend

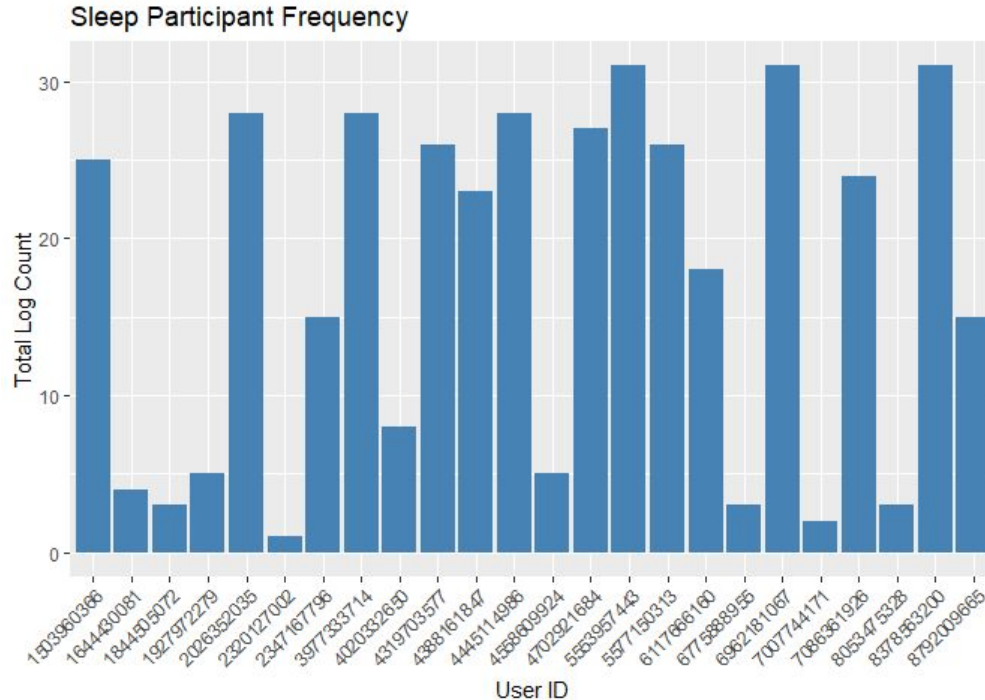
- Users are not consistently tracking their activity; thus, they are not using their devices to their full potential, and missing out on understanding health insights.

# Inconsistent Tracking - Physical



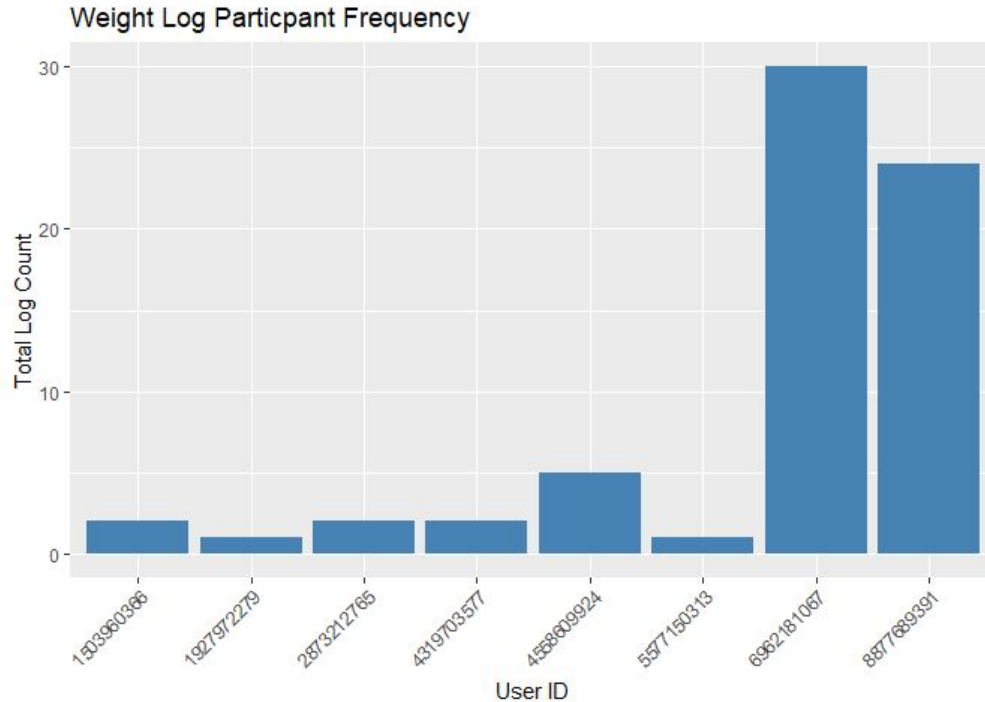
- All users tracked (33)
- Most were consistent
- Few were not

# Inconsistent Tracking - Sleep



- 24 of 33 users tracked
- Few were consistent
- Most were not

# Inconsistent Tracking - Weight

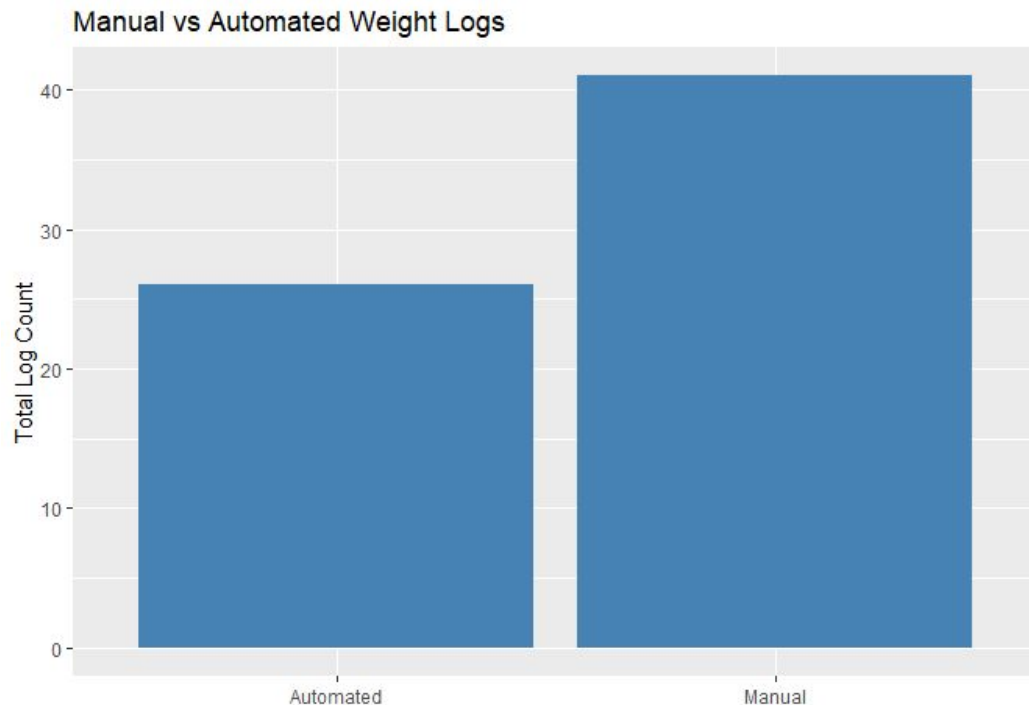


- 8 of 33 users tracked
- Few were consistent
- Most were not

# Manual vs Automated Tracking

## Automated Tracking Preferred

- 96.6% of physical activity was tracked automatically
- Weight was predominantly tracked manually, which may account for only 8 users actively using this feature



## **Underlying Trend**

- Users are not consistently tracking their activity; thus, they are not using their devices to their full potential, and missing out on understanding health insights.

## **How to Change the Trend**

- Engage users to be more consistent with using their devices



## Trend Theories

- Users were forgetting to wear the device during physical activity and during sleep
- Users were not finding the device to be comfortable
- Users were forgetting to manually log activity
- Users were not finding the tracking process easy and convenient

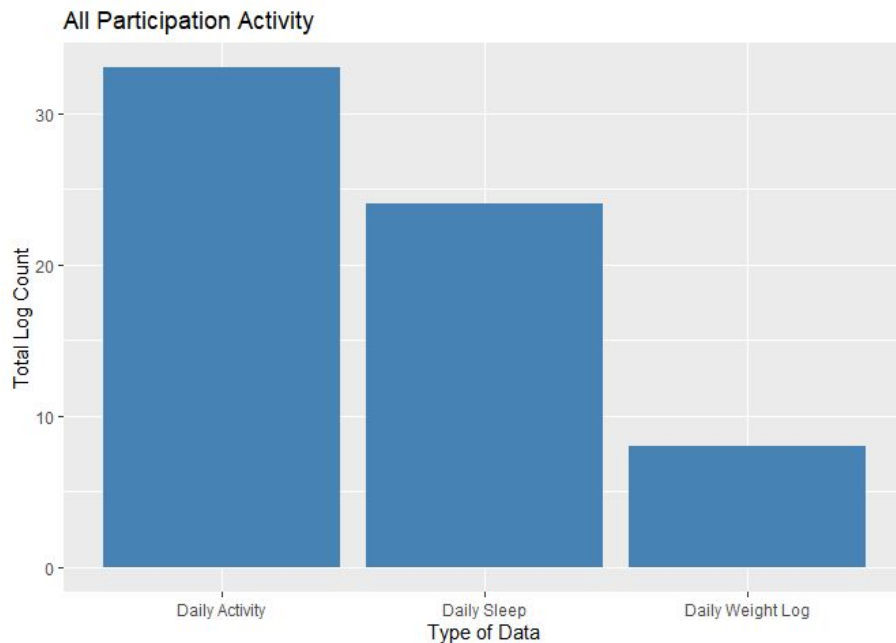
## Recommendation

### Create and Market:

- A more comfortable device that allows all-day wear for consistent tracking which leads to more complete health data
- Daily challenges to provide incentive to stay consistent with all activities - physical, sleep, and logging each day of the week
- An easy and convenient tracking process focused on automated activity tracking, and less need for manual intervention.
- Reminders to log activity that cannot be automatically gathered

## Prioritize Sleep and Weight Tracking

- Currently, these 2 categories receive the least activity, so they have the greatest potential for growth



## Further Exploration

- Expand upon the limited data and timeframe by conducting another survey to gather specific and categorical data specifically on females, as this is Bellabeat's target audience.



Questions?