

# Bellabeat

## Google Data Analytics Case Study

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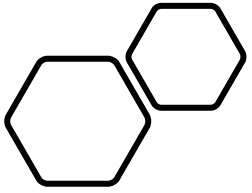
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# Objective

- Identify trends in FitBit smart device usage to gain insight into potential trends in Bellabeat customers and inform Bellabeat's marketing strategy.



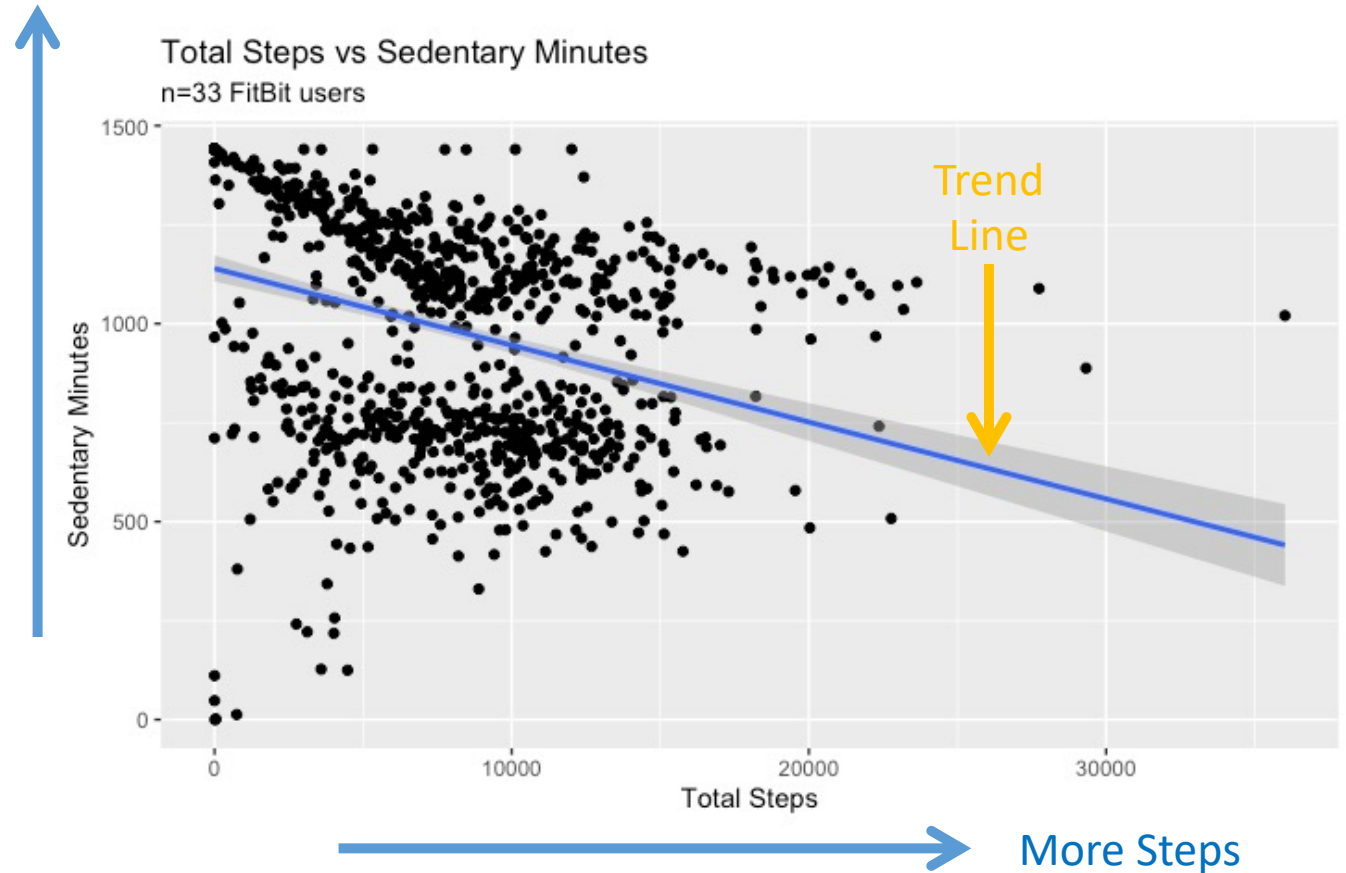
# Data Analysis



# Activity

- Sedentary time decreases as total steps increases
- Most data points cluster in the lower step ranges and higher sedentary minutes

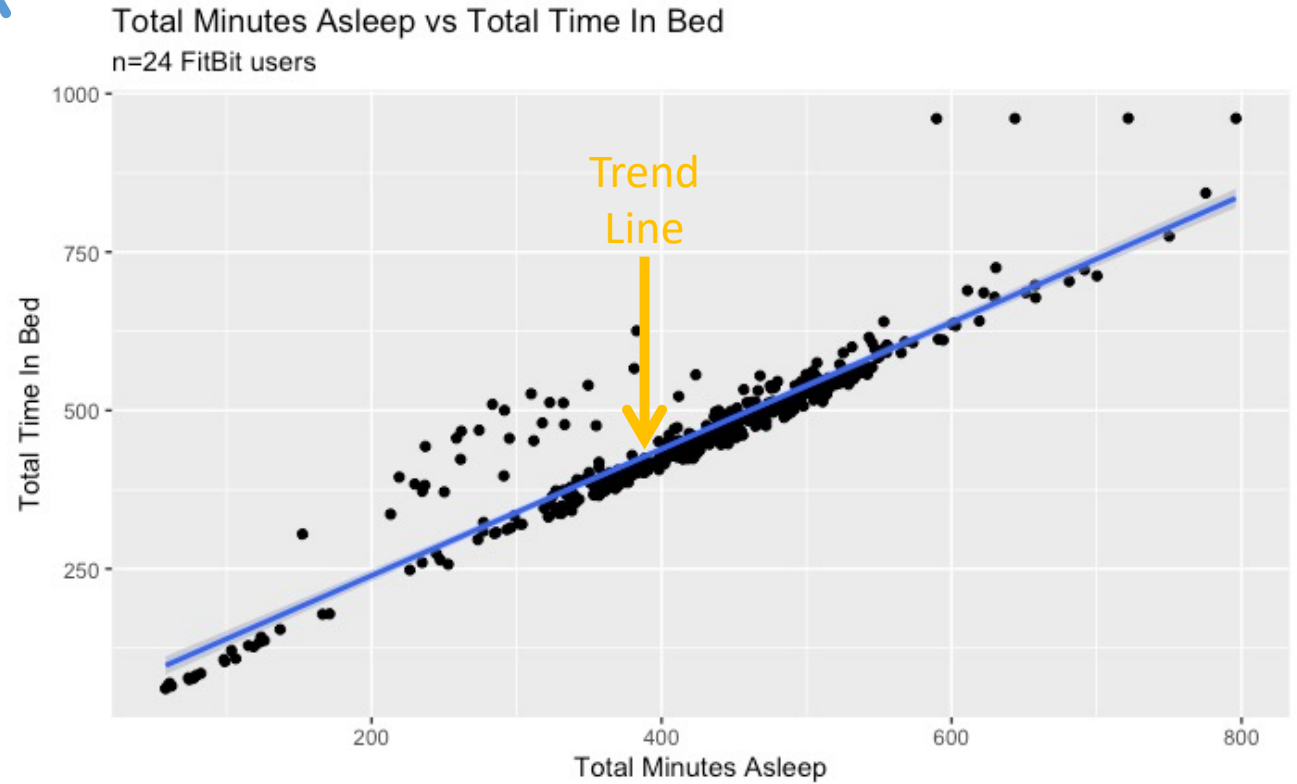
More  
Sedentary



# Sleep

- Total minutes asleep and time in bed are almost a 1:1 relationship
- On average, about 30 mins of non-sleep time was spent in bed
- Outliers could be related to bedtime rituals or trouble sleeping and/or waking

More Time  
In Bed



More Sleep

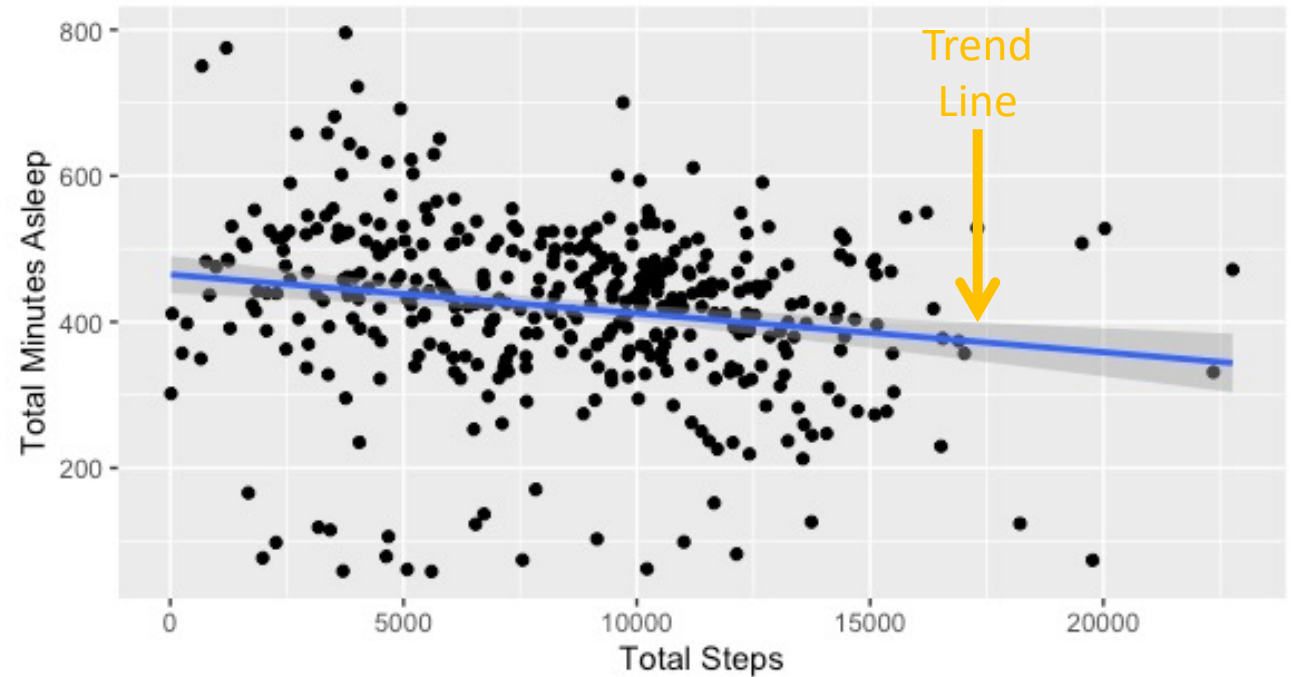
# Activity and Sleep Quality

- Increased number of steps in a day results in a small decline in sleep

More  
Sleep



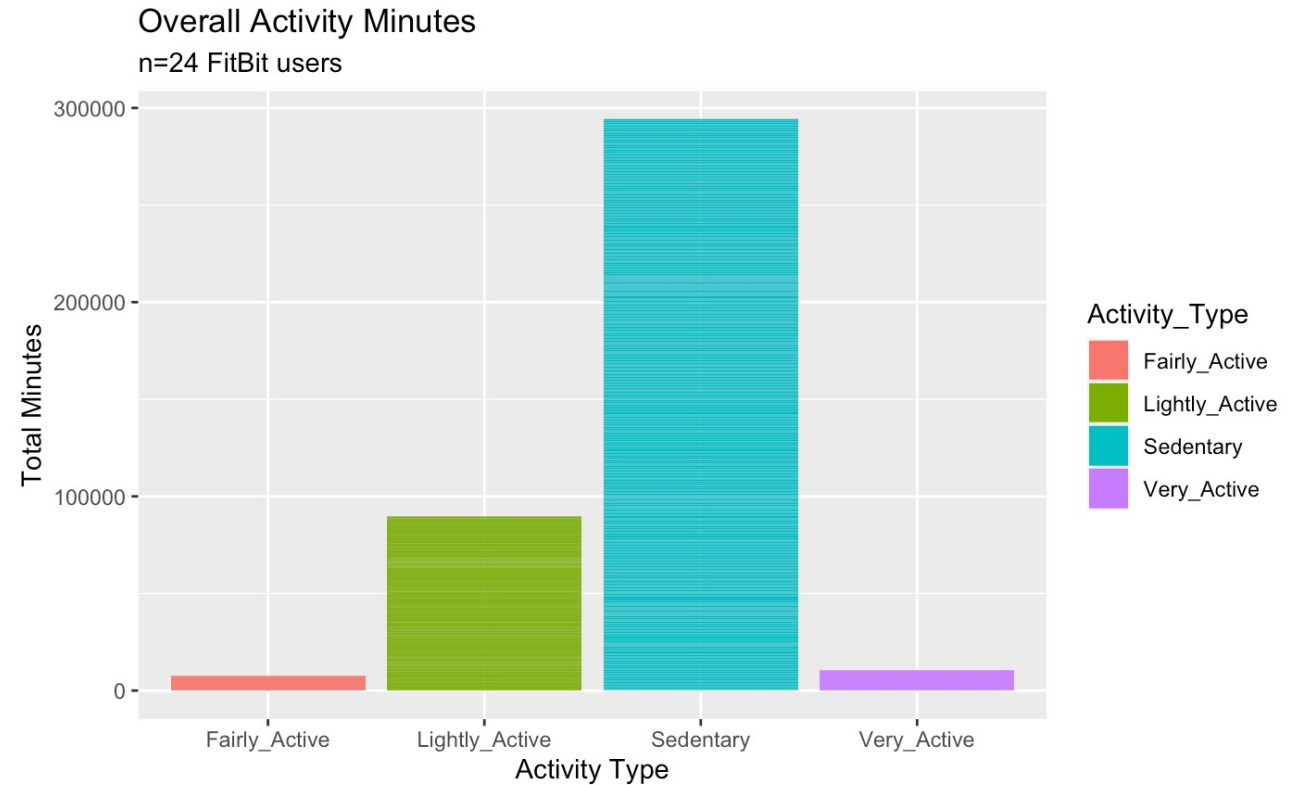
Total Steps vs Total Minutes Asleep  
n=24 FitBit users



More Steps

# Activity Quality

- Sample group primarily engaged in lightly active and sedentary activities
- Mean duration of light to sedentary activity ranged from **3.6-11.8 hours**, respectively
- Mean duration of very to fairly active activity ranged from about **18-25 minutes**, respectively

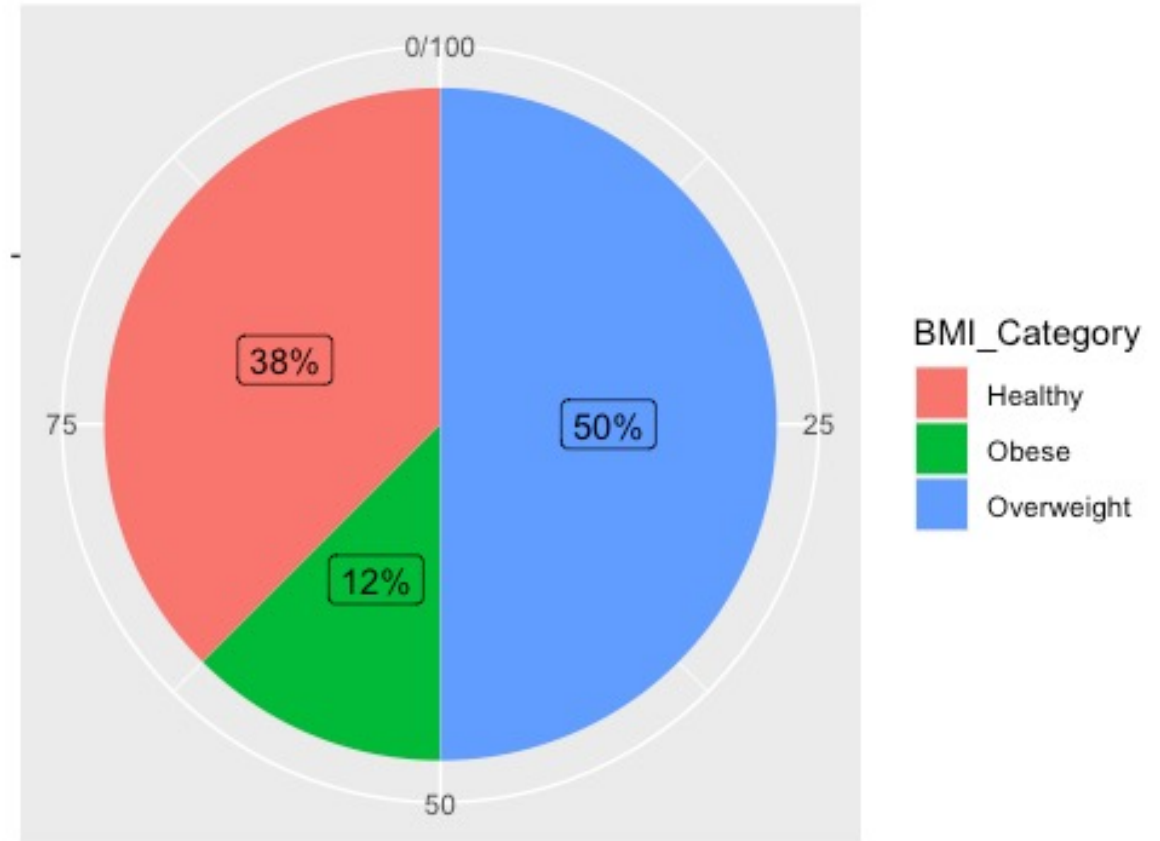




# BMI

- 62% of sampled Fitbit users were overweight or obese

BMI Score  
n=8 FitBit Users



# Conclusions

1

Fitbit users that accumulated less **steps** were more likely to be **sedentary**

2

Most of the time users spend in bed was associated with **sleep**

3

More active users sleep less

4


Majority of users engaged in sedentary activities

5

Most users had unhealthy BMI scores

# Recommendations

- Existing wellness tracker users looking for a more discrete, fashionable, and socially adaptable wellness tracker
- Less active individuals (e.g., office workers) that are health conscious and interested in improving overall wellness




The Leaf Urban wellness tracker is a sleek, leaf-shaped device with a black body and a rose gold-colored frame. It is shown against a light gray background.

**Leaf Urban** \$99.00

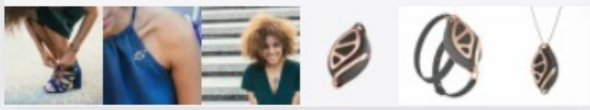
The best of both worlds; this wellness tracker combines fashion with function to help you raise your well-being to the next level. Become in sync with your body, mind, and soul!

Choose your Color



**LEAF URBAN** | Rose Gold

☒ Add FREE 3 months of Bellabeat Coach for personalized wellness guidance\* \$0.00



A horizontal strip of five small images showing the Leaf Urban tracker in various contexts: a person wearing it, a close-up of the device, and three different color options (Silver, Rose Gold, and Black).

# Marketing Focus

## Live

- Fashionable, discrete tracker
- 6-month battery life

## Learn

- Gain insights into activity
- Discover areas for improvement

## Grow

- Track wellness improvements
- Work with a coach to optimize results

# Appendix

- GitHub | [Case Study 2 Bellabeat](#)
- Bellabeat | <https://bellabeat.com/leaf-urban/>
- Sources
  - <https://www.ahajournals.org/doi/10.1161/STROKEAHA.121.034985>
  - [https://www.nhlbi.nih.gov/health/educational/lose\\_wt/BMI/bmicalc.htm](https://www.nhlbi.nih.gov/health/educational/lose_wt/BMI/bmicalc.htm)
  - <https://www.heart.org/en/healthy-living/fitness/fitness-basics/aha-recs-for-physical-activity-in-adults>