Bellabeats Fitbit Case Study

Utilizing public data to make better
marketing decisions

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Defining the data

Kaggle, 03.12.2016-05.12.2016, FitBlt Fitness Tracker Data, Version 1

30 eligible FitBit users who consented to the submission of their personal tracker data information being shared.

Data Includes:

- Heart rate data
- Daily Intensities Data
- Daily Steps Data
- minuteMETs Data
- Weight Log Data
- Daily Activity Data
- Sleep Monitoring Data

How exactly are Fitbit Users utilizing their devices

Active members are bound to burn more calories par the distance they travel. This leads to inspiring milestones.

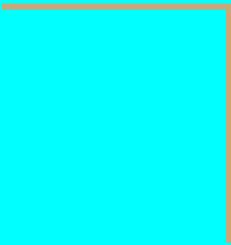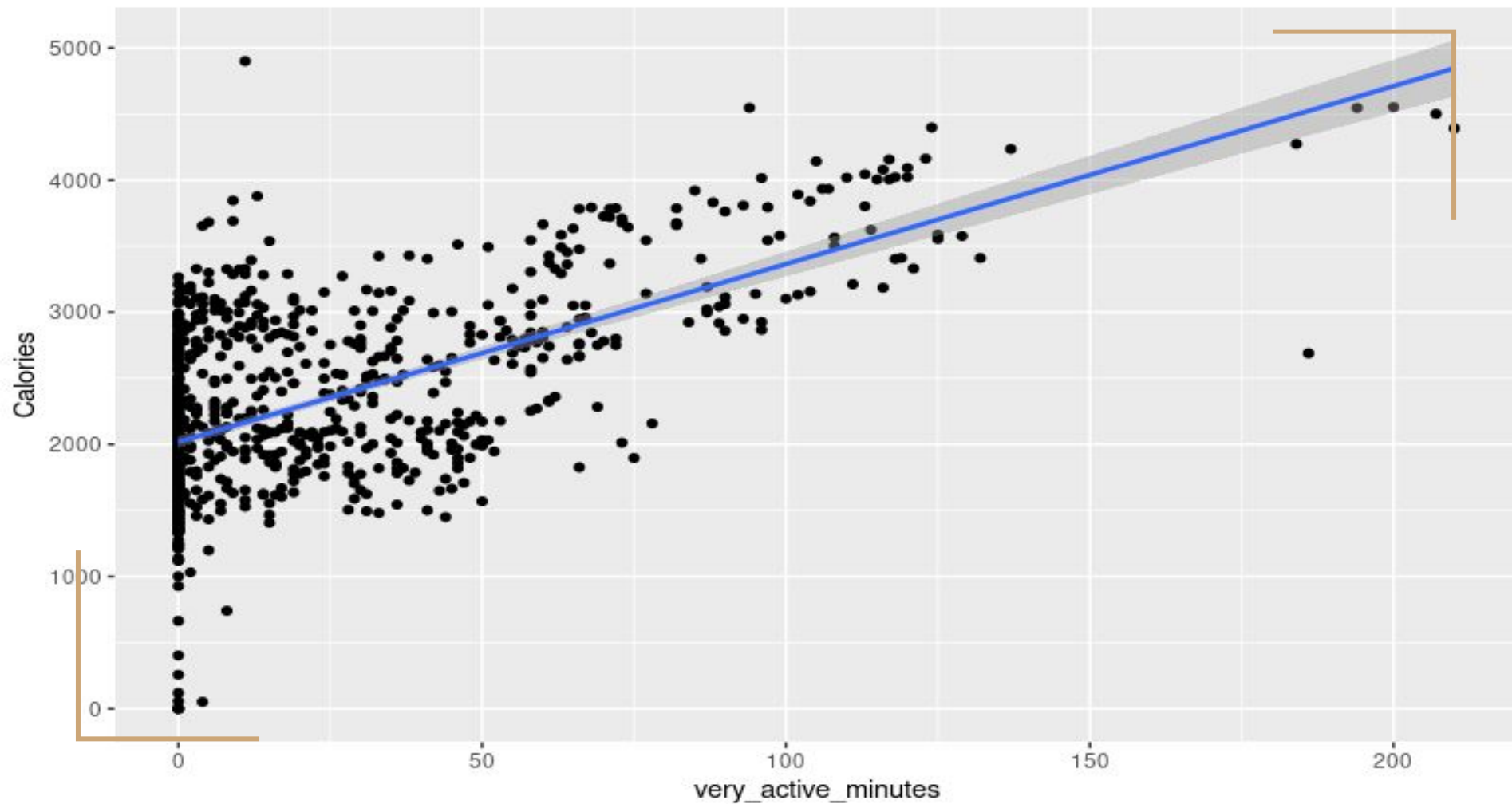The Relationship between total steps and calories burned
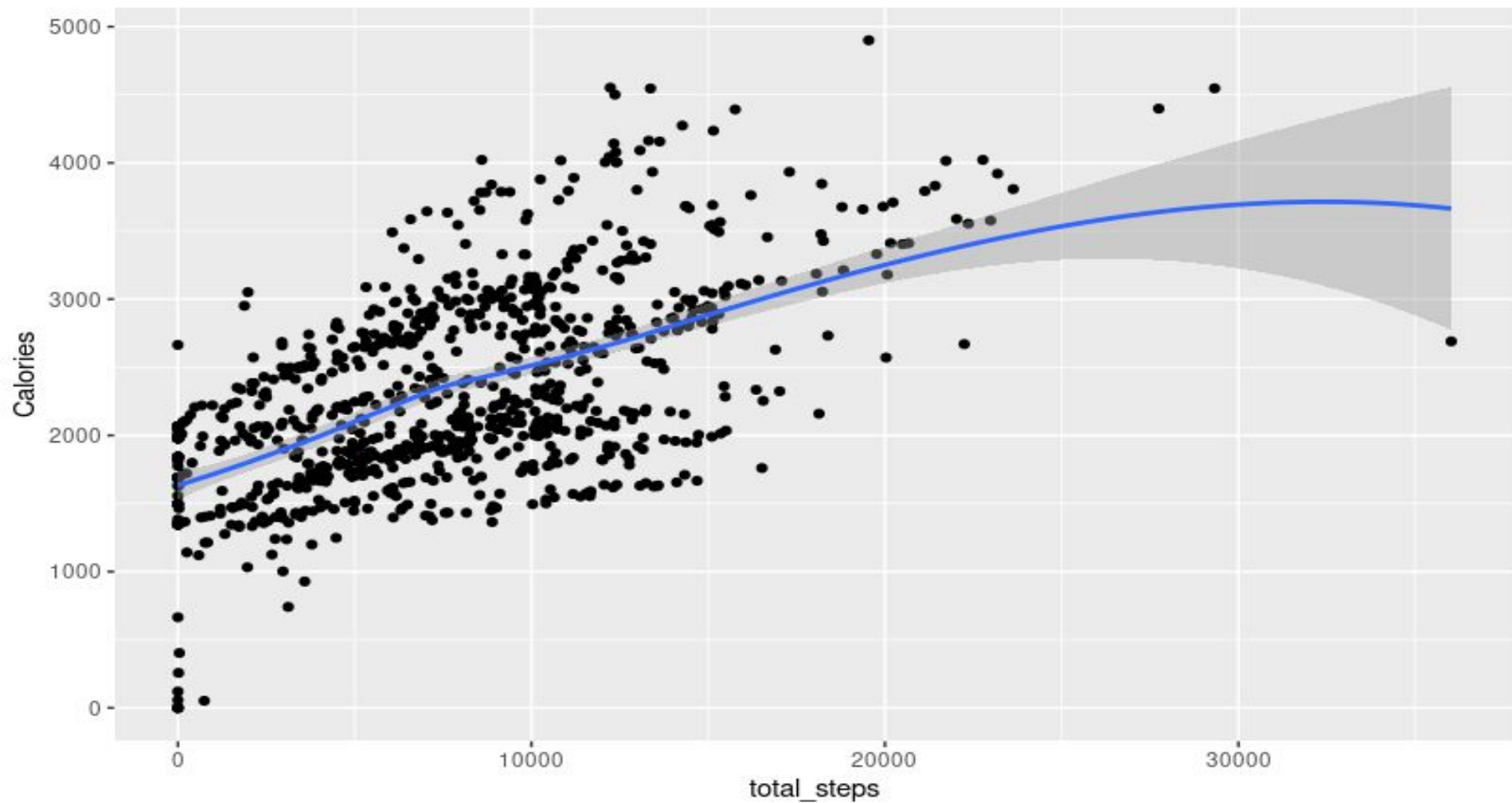
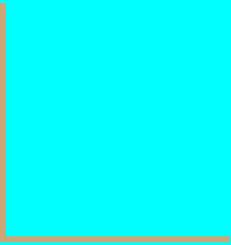Members are more inclined to burn more calories if they are doing more vigorous workouts.

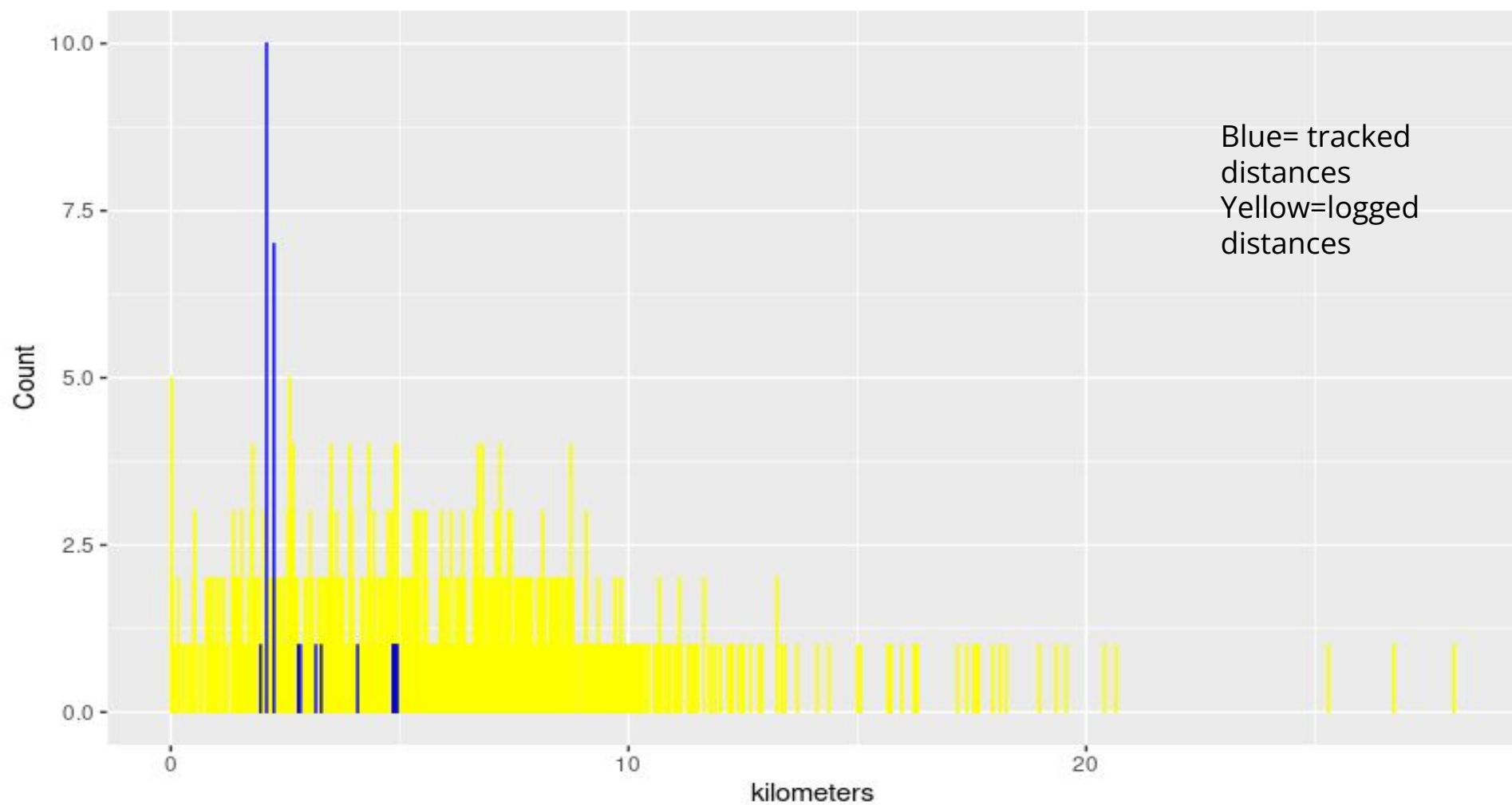The Relationship between Very Active Minutes and Total Daily Calories Burned

Active members prefer to track their distance versus logging in

Instances of Tracking and Logged Distances

Blue= tracked distances
Yellow=logged distances

. Active members prefer tracking distances vs. logging distances.

. Members are guaranteed to burn more calories based on the distances they run leading to the creation of inspiring milestones.

. The more vigorous the activity may be the more calories being burned

Applying these insights to their marketing strategy for Ivy

Enable social media encourages more usage from participants.For instance, connecting with fellow social media communities to share fitness tips/stories.

Encourage a revampment of the products and consider longer battery-life and a more sleeker design to promote sales.

Making sure to advertise all of the perks of the membership entails, specifying alert notifications to assist in meeting those milestones.

Recommendations:

- Create weekly fitness and wellness challenges to encourage more use
- Emphasize perks of membership like connecting on social networking platforms.
- Enable alerts so members can reach those inspiring milestones and get adequate amounts of sleep each day.