



Play it Smart with BellaBeat Ivy Bracelet



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What are we talking about?

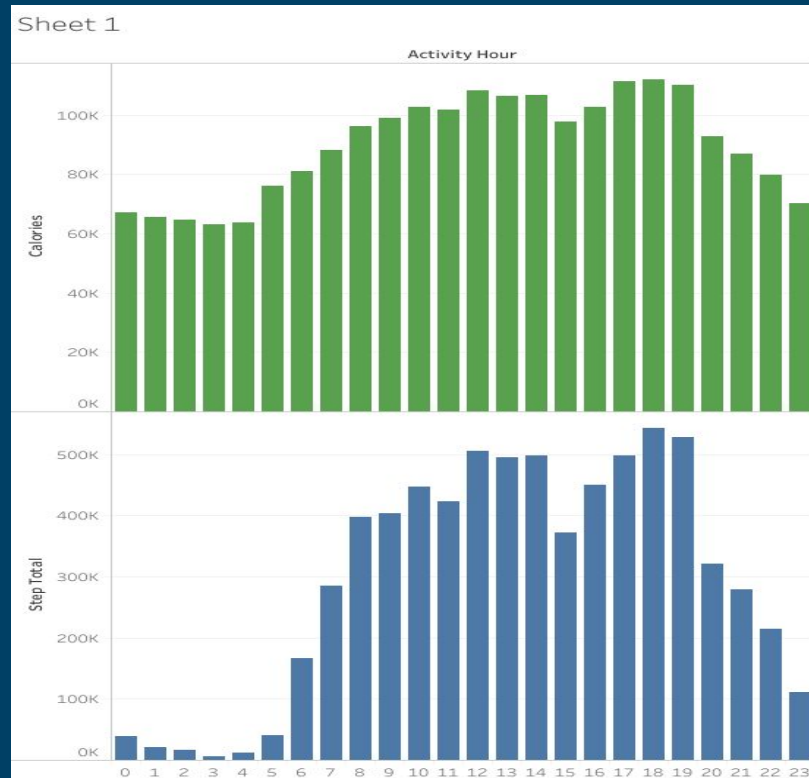
Objective

Identifying **smart device** usage that can be used to **optimize** Bellabeat market strategy.

Present data

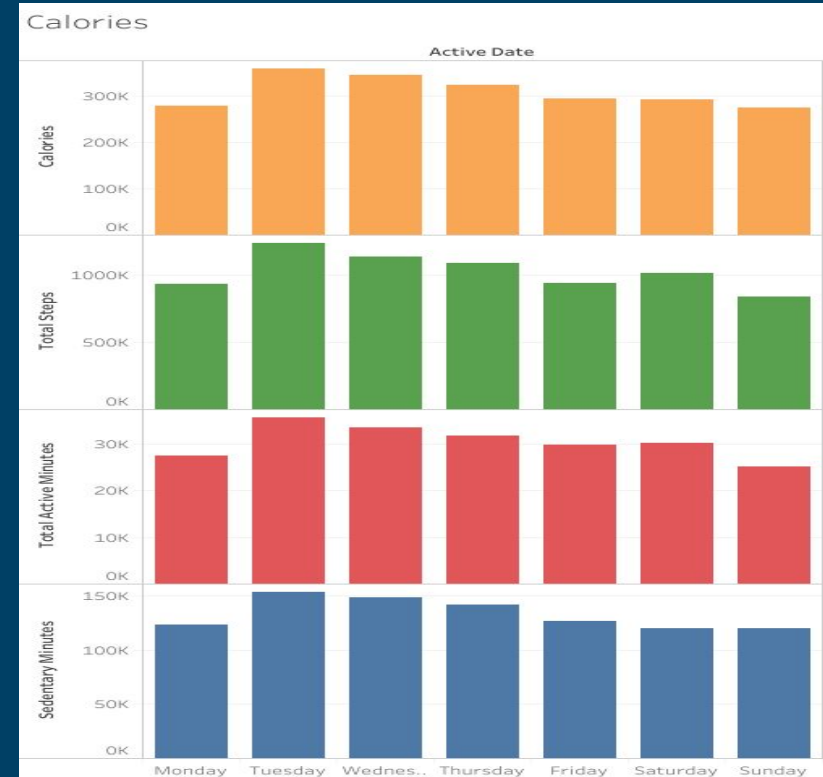
Time of Activity

- Most activity is done from 4:00pm-6:00pm.
- Spike in activity at 6:00am.
- Steady burn in calories from 11:00pm while showing very little activity cause most users go to bed.



Day of Activity

- Most activities are done on Tuesdays, Wednesdays and Thursdays
- A steady activity usage from Fridays till Mondays
- Why are they more active from Tuesday through to Thursday and have a steadily active from Friday through to Monday?



Conclusion

Conclusions

- A software update into the **IVY bracelet** to automatically turn on when it notices someone doing an activity.
- Advertising to women who work 9-5 jobs and women who are starting a working out journey to track their activities and progress.

Thank You
