

ANALYSING FITBIT CONSUMER BEHAVIOR TO UNDERSTAND MARKET NEEDS TO
GUIDE SMARTER MARKETING DECISIONS

Guiding Future Marketing Strategies for BellaBeat

A Presentation to BellaBeat Executive & Marketing Strategy Team
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High Level Summary



Tracking the behavior of 33 FitBit users across a span of 31 days between April to May, 2016 gives the following insights

Data Says:

88 %

Usage Consistency

75 %

Lightly Active Users

1-2 PM

Most Active Time

7-9 PM

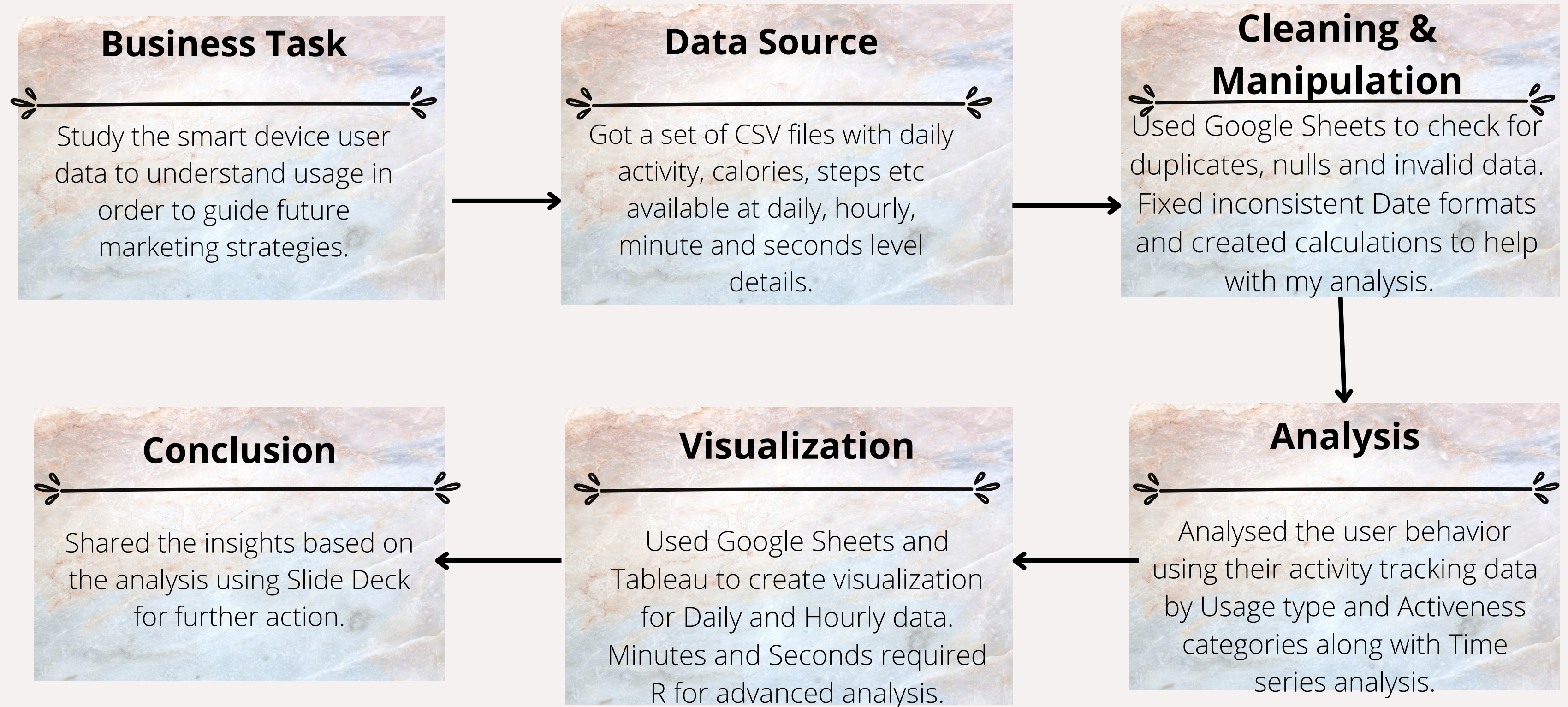
We Infer:

Users are highly motivated and consistent with product usage

Majority of time spent in light activities. Does not belong to athletics or sports.

Population belongs to regular office goers working desk jobs. Early risers, devote second part of the day for workout.

Analysis Process



Key Findings

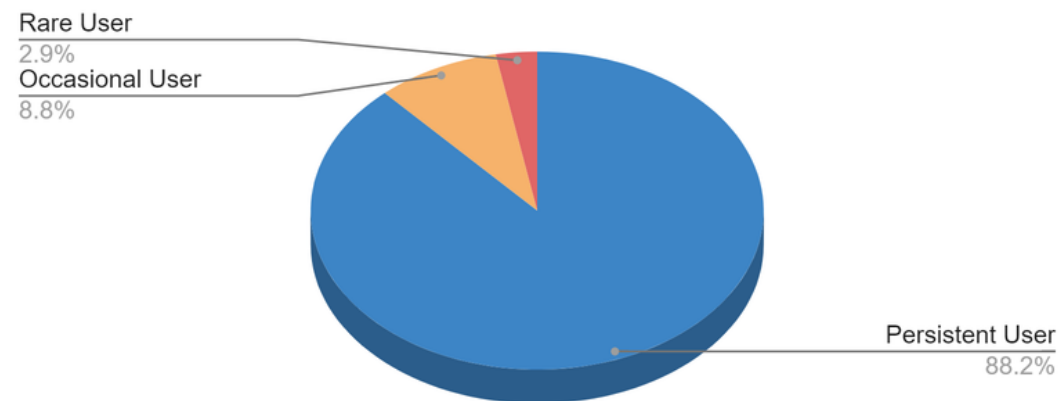


Results of the Analysis

- Overwhelming majority of users are highly motivated and consistently use fitness tracker.
- They seem to be office goers with desk jobs.
- They start and end their day early and fit in their workout schedule during lunch break and after job 5-7PM before dinner.
- Most of them are lightly active with highest activity peaking at middle of the work week and then on weekends Friday and Saturday.
- Sunday is taken as a rest day with lowest activity in a week.

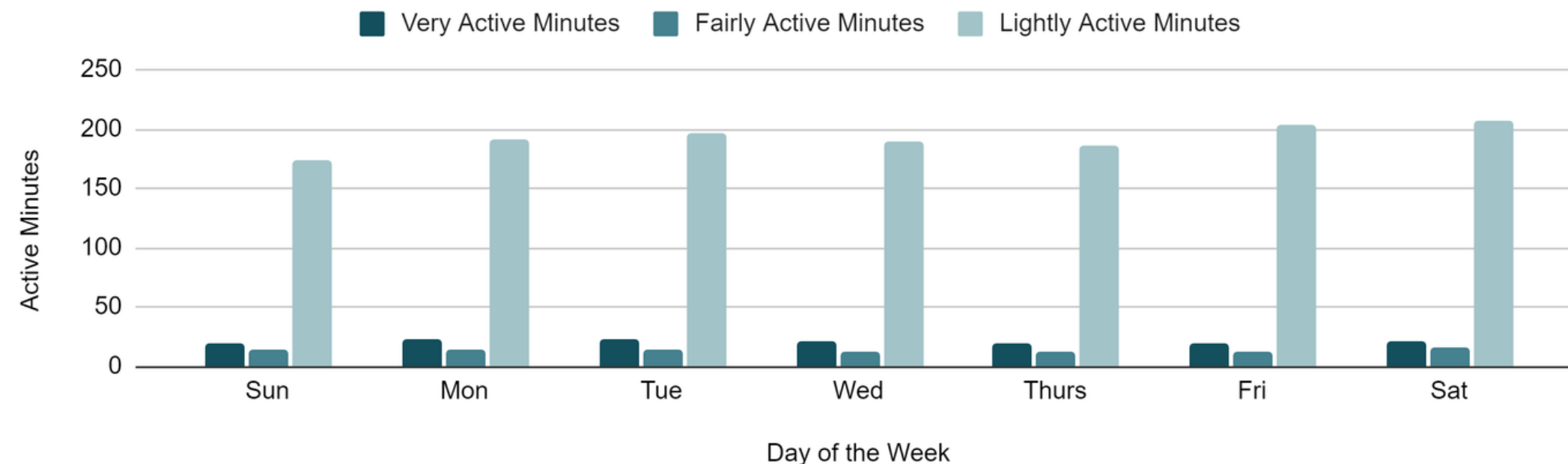
Usage Type Distribution

Distribution of users by usage type



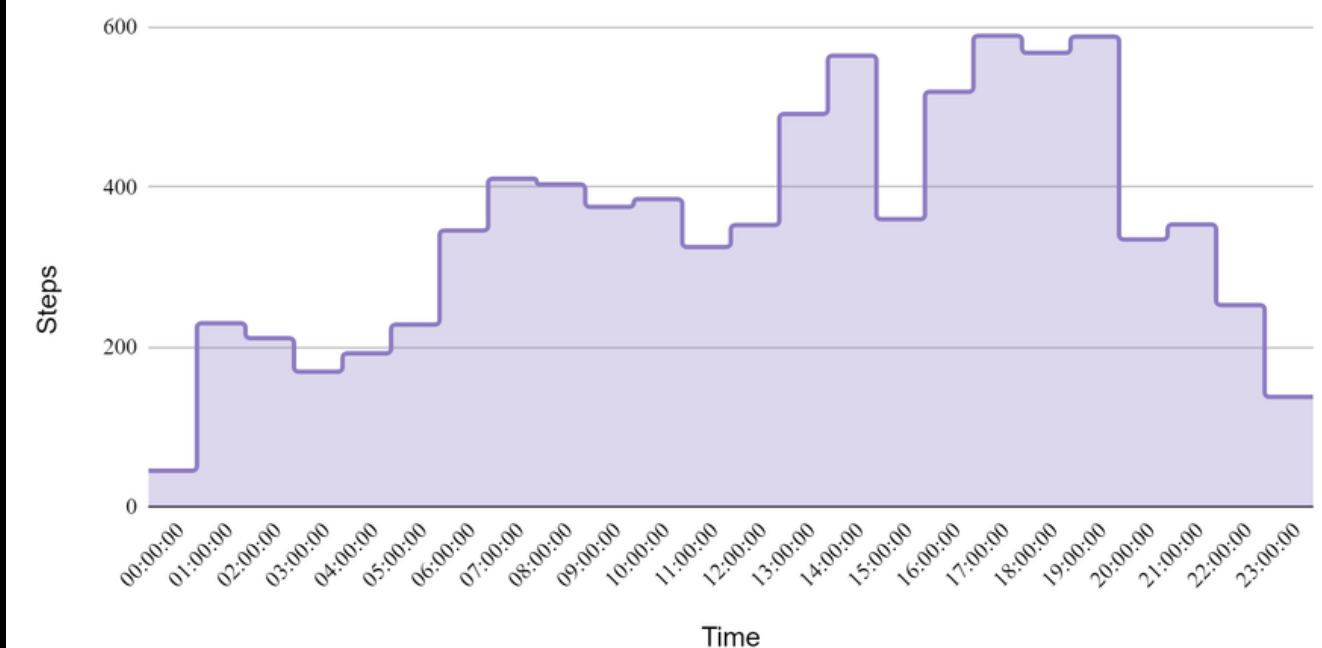
Activity minutes vs Days of the Week

Comparing activity levels across days of the week



Steps by Time

Average number of steps by time of the day



Final Words



Based on the data analysis the following are a few observations and recommendations for BellaBeat product **Time**

Marketing Strategy



Target audience with desk jobs who have mostly regular schedule for improving sales.



Include product features to keep users engaged and motivated to see results.



Make the weight logging easy for users to improve and maintain fitness levels.

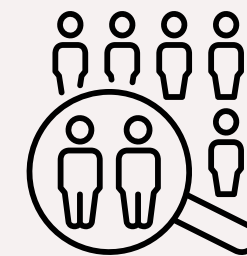


Reminders and nudges to increase active time to improve stress levels.



Awareness of health conditions and incentives to recommend their friends and family

Future Research & Analysis



Dataset has just 33 users, not a representative sample of millions of fitness tracking consumers worldwide.



Lack of Demographics could not identify women specific needs and pain-points.



Data source not vetted and reliable. Gather first party data through BellaBeat user survey.



Geography level data is not available. Gather interests and health demands from reliable public data sources such as Worldbank data.