

BellaBeat CaseStudy

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ANALYSING FITBIT CONSUMER BEHAVIOR TO UNDERSTAND MARKET DEMANDS TO MAKE SMART MAR..

**Consumer Behavior
Analysis
to Guide Future
Marketing Strategies
for
BellaBeat**



*Data Analysis Dashboard Presented:
To BellaBeat Executive and Marketing Strategy Teams
By Durga Devi Sundaram
On May 26, 2022*



Total Users

33

Total Days Tracked

31

Parameters Tracked

8

Correlation Analysis

Feature Analysis

Behavior Analysis



Data Available

* Daily * Hourly * Minutes * Seconds



Correlation Analysis between Distance Vs Calories and Distance Vs Steps



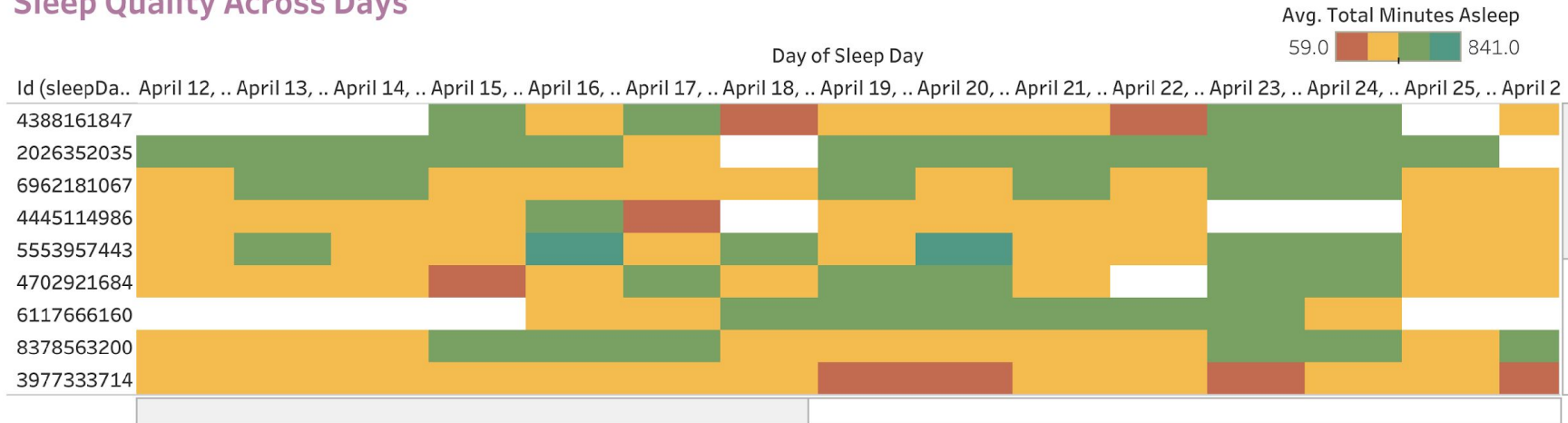
Weight Tracking over Time



- * Sleep data is not available for all users for all dates. It does not seem to be a popular feature.
- * Time to fall asleep is an indicator of stress. Most of the users are falling asleep within 30-45 minutes of time on bed.



Sleep Quality Across Days



Stress levels through Sleep Patterns

