

BellaBeat Executive Summary

Fitbit Data Analysis – Key Insights and Recommendations

Purpose

This analysis used Fitbit activity data to explore patterns in daily steps, activity levels, and sedentary time. The goal was to identify trends that could inform Bellabeat's marketing strategy and enhance engagement with current and future users of Bellabeat products.

Key Findings

1. **Average activity levels are modest** – Users averaged ~7,300 steps/day, below the recommended 10,000. Nearly half of users fall into “Below Average” (<7k steps/day).
2. **Inconsistent usage** – Many users show large variability in steps (high standard deviation), reflecting inconsistent device use or lifestyle habits.
3. **Sedentary behavior is high** – Average sedentary time remains substantial, with weak correlation between steps and sedentary minutes ($r \approx -0.41$).
4. **Day-of-week patterns** – Saturdays show higher peaks while Weekends (including Sunday) show higher outliers. Sunday and mid-week days are typically lower.
5. **Device usage reflects real-world behavior** – Some users recorded zero-step days, suggesting periods when the device was not worn. This highlights opportunities to improve consistent use.

Recommendations

1. **Consistency Rewards** – Encourage regular device use by rewarding streaks (e.g., “wear-streaks”) similar to gaming apps. This helps users who struggle with inconsistency build habits.
2. **Weekend Engagement** – Leverage higher weekend activity with campaigns like *Weekend Warriors* or *Weekend Winners*, offering unique rewards for weekend use.
3. **Time-Sensitive Challenges** – Create collaborative and competitive events (e.g., global team challenges, limited-time badges) to promote community, motivation, and consistent use.

4. **Health-Linked Marketing** – Emphasize the health risks of sedentary behavior (obesity, heart disease, diabetes) in campaigns, supported by Bellabeat’s blog and content ecosystem.
5. **Inclusive Messaging** – Expand beyond “for women” to more inclusive language (e.g., “people seeking holistic wellness,” “people with periods.”). This opens new markets while reinforcing trust and visibility.

Limitations

- Small, non-representative sample (≈30 Fitbit users).
- Data is from 2016 and may not reflect post-pandemic behavior shifts.
- Analysis focused primarily on step and sedentary data; additional sleep/stress datasets could provide further insight.

Closing

Overall, the analysis suggests Bellabeat should focus marketing on **consistency, inclusivity, and health benefits**. By aligning its product engagement features with real-world user behavior, Bellabeat can **strengthen customer loyalty and broaden its appeal**.