



# How Can a Wellness Technology Company Play It Smart?

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# Business Task

Understanding activity patterns to support Bellabeat's marketing strategy.

- Analyze smart device usage data from Fitbit users.
- Identify activity and calorie consumption patterns.
- Detect behavior trends by day of the week and activity level.



# Analysis Approach

## About the Data

- Fitbit users records stored in Kaggle
- Data from 2016-03-12 to 2016-05-12
- Data Cleaning (SQL) → Data Analysis (R) → Visualization (ggplot2) → Insights & Recommendations

## Metrics

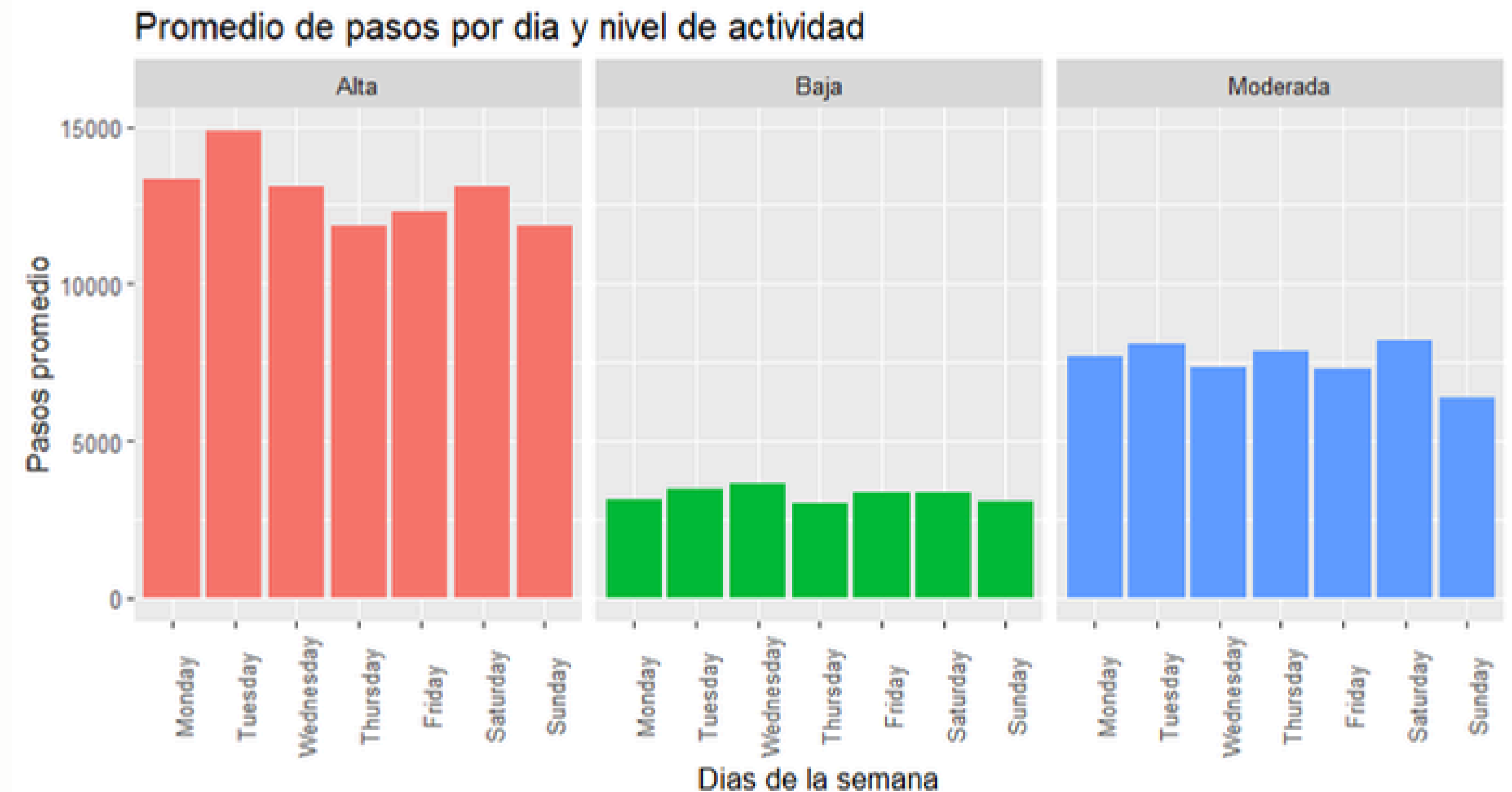
- Data distribution
- Correlation between variables
- Activity level classification
- Weekday activity
- Average steps, distance and calories consumed



# Weekly Activity Pattern

Tuesdays and Saturdays show peak activity, while Sundays are the lowest

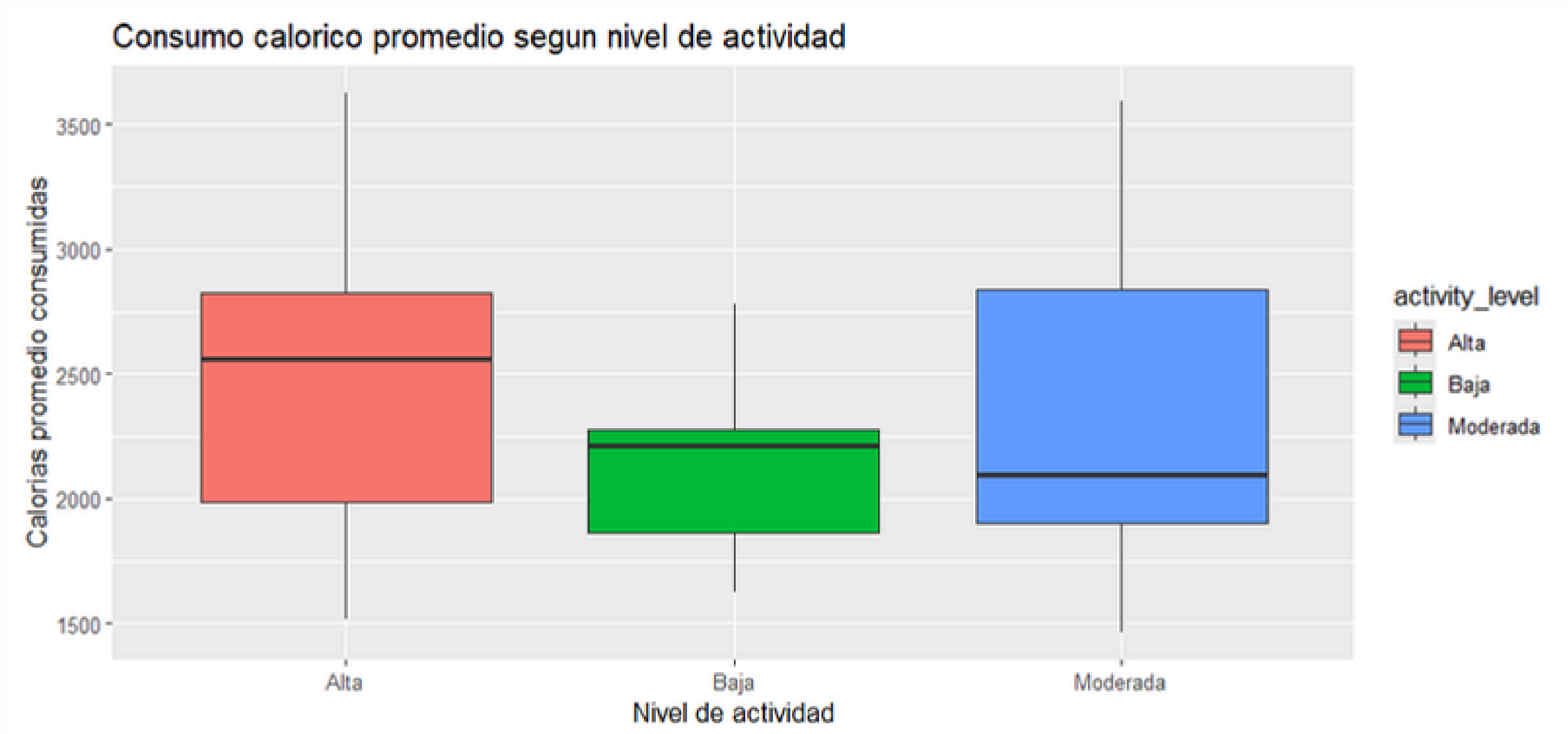
- Mid-week and weekends are preferred for physical activity
- Potentially due to work schedules and leisure time availability



# Calories Expenditure per Activity Level

Higher activity = higher average calories, but “Moderate” shows high variability

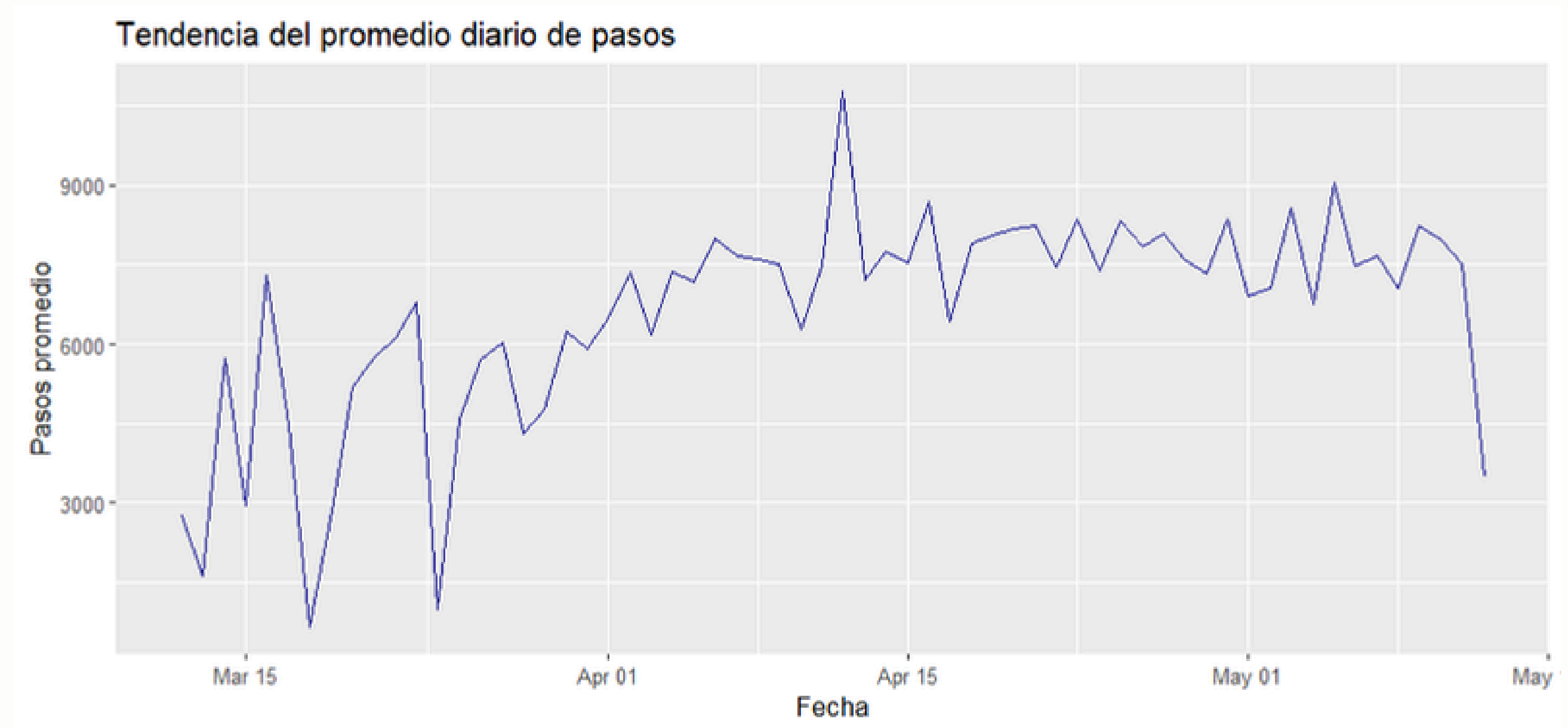
The “Moderate” group is more heterogeneous, with some individuals reaching calorie burns similar to the “High” activity group on specific days



# Activity Over Time

Significant fluctuations with a low of 658 steps (Mar 18) and a high of 10,780 steps (Apr 12)

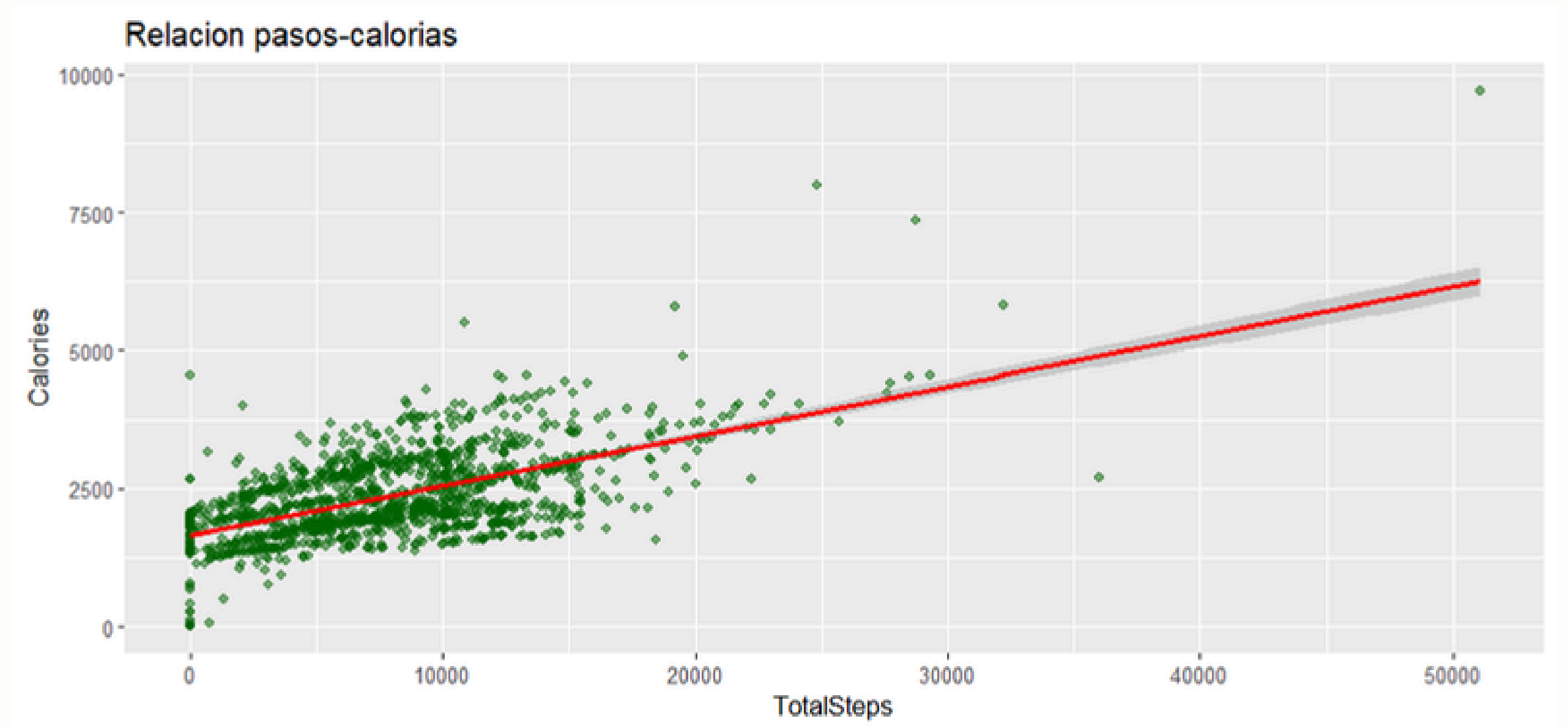
Highlights variability in overall engagement, suggesting possible influence of external events, weather, or user motivation



# Steps vs. Calories Relationship

Clear positive correlation between steps and calories burned

Confirms that increased physical activity directly leads to higher energy expenditure





# Key Recommendations for Bellabeat

## Turning insights into marketing actions

- Target campaigns during high-activity days (Tuesdays and Saturdays) to maximize engagement.
- Develop motivational features for low-activity days, especially Sundays, to increase consistency.
- Personalize content for the “Moderate” group, as their high variability suggests potential for growth into “High” activity users.
- Highlight calorie burn benefits in promotions to appeal to health-conscious audiences.

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Thank you for  
your time

# Contact information



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