



BELLABEAT

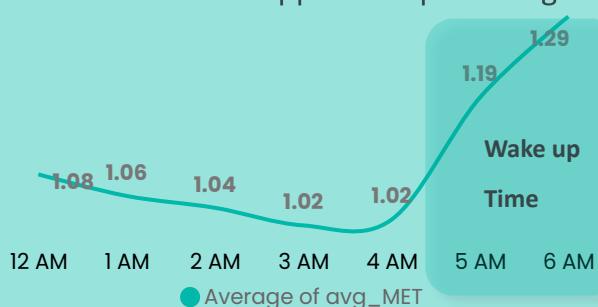
Bellabeat is a high-tech manufacturer of health-focused products for women. It's Co-founder **Urška Sršen** wants to focus on new growth opportunities by analyzing smart fitness data. The **trends and insights** gathered from this data can help guide the **marketing strategy** for the company.

30 participants consented to provide their fitness data from 12th April 2016 to 12th May 2016 on a survey about their **Sleep, Physical Activity and Heart Rate**.



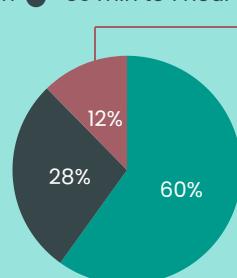
Sleep Patterns

Nearly half of the users did not track their sleep, meaning they did not prefer to wear the tracker or the device did not support sleep tracking.



What proportion of users lie awake in bed for different times?

● < 30 min ● 30 min to 1 hour ● > 1 hour



Physical Activity Insights

In 24 hours
Users are spending on average

21 mins

On Intense Activities

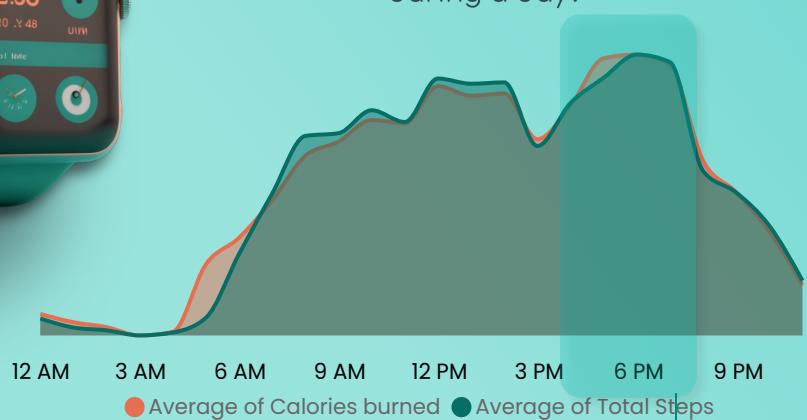
14 mins

On Moderate Activities

3 h 13 mins

On Light Activities

So when are users more active during a day?



With daily average of
8K Steps



High activity levels are noticed between **4 PM to 8 PM**. This could be the most preferable time to workout for users considering when they are done with work. Though different timings were notices for different users where they performed high intensity activities.

Recommendations

Belleat has several products including **Bellabeat App**, **Time**, and **Leaf** which can be worn as a Bracelet, necklace or a clip.

- Users can be prompted to enter **data about their regular activity time** to better serve them with data regarding their intensity level and time performing that activity.
- Users should be **notified to have their watch on** while sleeping to track and to keep informed about their sleeping habits.
- Users should also be **notified about their time lying in bed** awake in order to keep them active or fall asleep faster.
- A **reward system** could be implemented to keep users motivated with regards to activities like number of steps.