Bellabeat's Smart Device Usage and Health Trends

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Agenda
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What are we talking about?

Problem

Bellabeat needs to expand and grow as a global health-focused smart product company.

Solution

Understand how clients are using their Bellabeat smart devices and uncover health trends.

Objective

Analyze smart device usage data to identify trends and insights related to Bellabeat products.

Analytical Goals for our discussion today:

1

Examine which health features and trackers Bellabeat customers use more and most

Identifying trends in health records can help understand how customer are using their smart devices, spotting patterns that will help us draw conclusions that serve business needs

2

Examine health and wellness trends of the Bellabeat users by day of week and hour of the day.

Understanding users' health and wellness can help address different types of customers and common issues they face, in order to shape marketing strategy
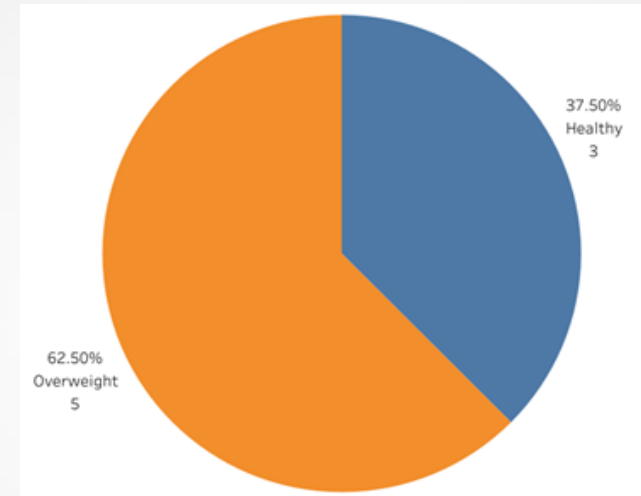
3

Discuss any potential actions Bellabeat can take based on their business needs and any potential areas for further exploration

There are many different next steps and important actions that Bellabeat can take based on the insights presented, just as further analysis needed to perform
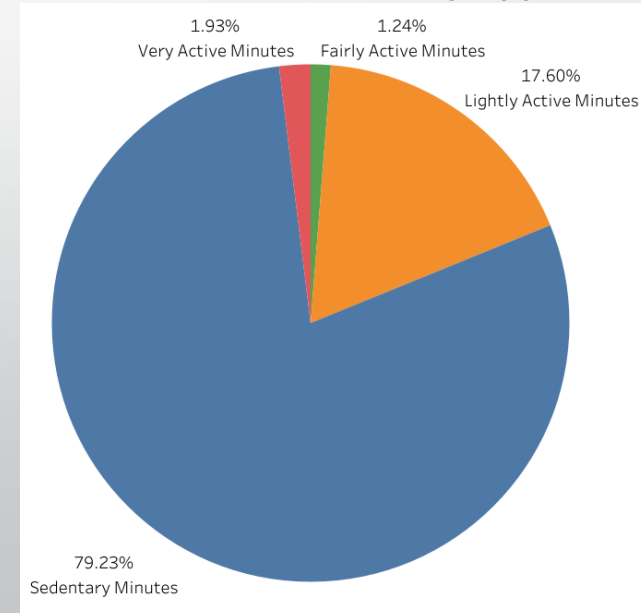
Users' Distributions

- Only 8 users recorded their weight data, which means clients don't often use this feature.

- Most users are overweight.

- On average, the users spend most part of their daily activity being sedentary (81.33%), while 15.82% of their time they engage in lightly activity and only 3,17% in more intense activities.

Percentage of BMI Categories

37.50% Healthy 3

62.50% Overweight 5

Distribution of Activity Types

1.93% Very Active Minutes

1.24% Fairly Active Minutes

17.60% Lightly Active Minutes

79.23% Sedentary Minutes

Relationships

- Factors beyond sedentary time, such as activity intensity, influence step count.

- Factors beyond step count and sedentary time, such as activity intensity, can influence calorie expenditure.
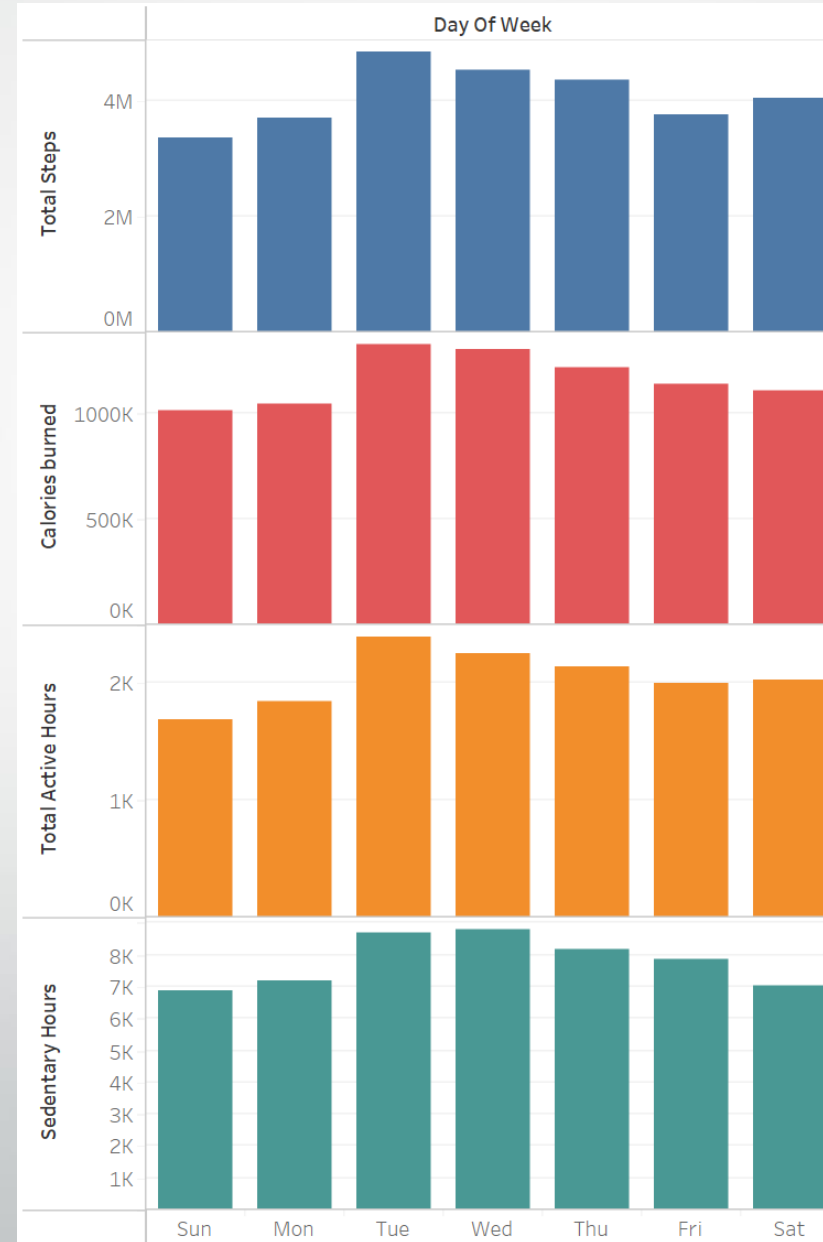
Relationship between Total Steps and Activity Hours
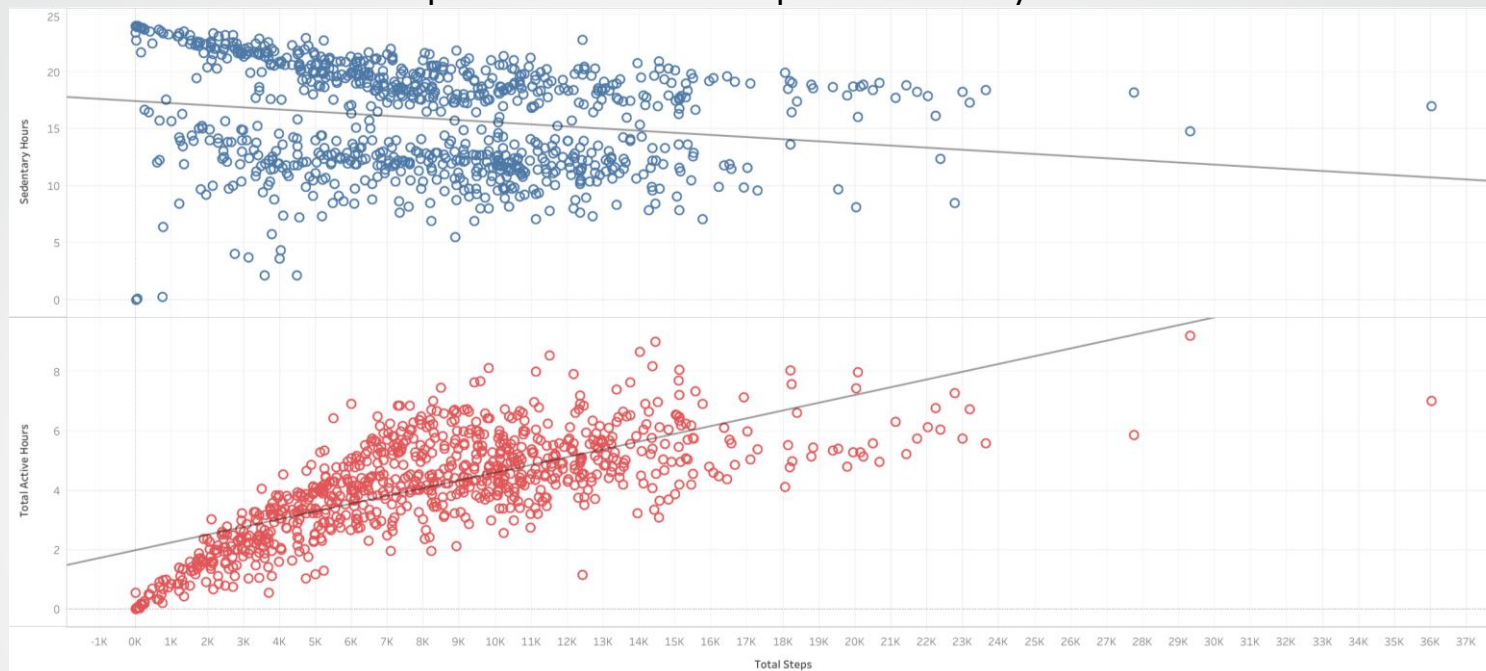
Relationship between Steps and Calories per Day
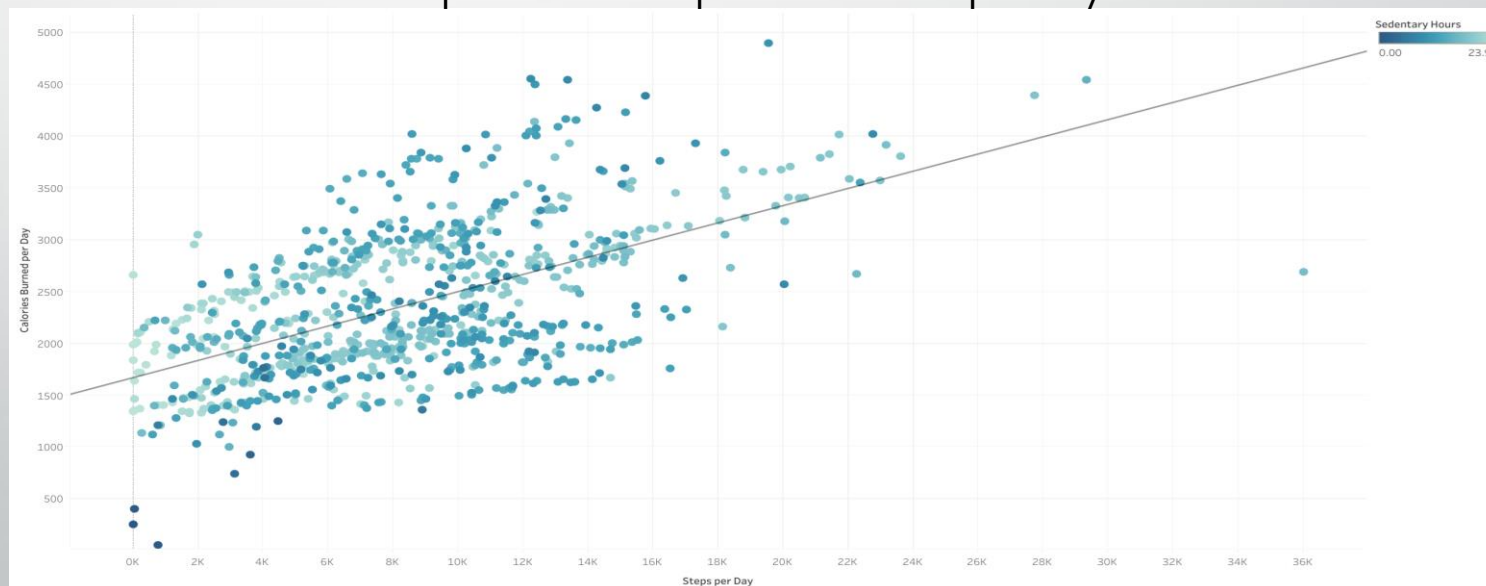
Activity by Day of Week

- Users are more active on mid-weekdays from Tuesdays to Thursdays, but also spend more time in sedentary activities these days.

- Users are less active on Sundays, but also spend less time in sedentary activities.

Activity by Day of Week
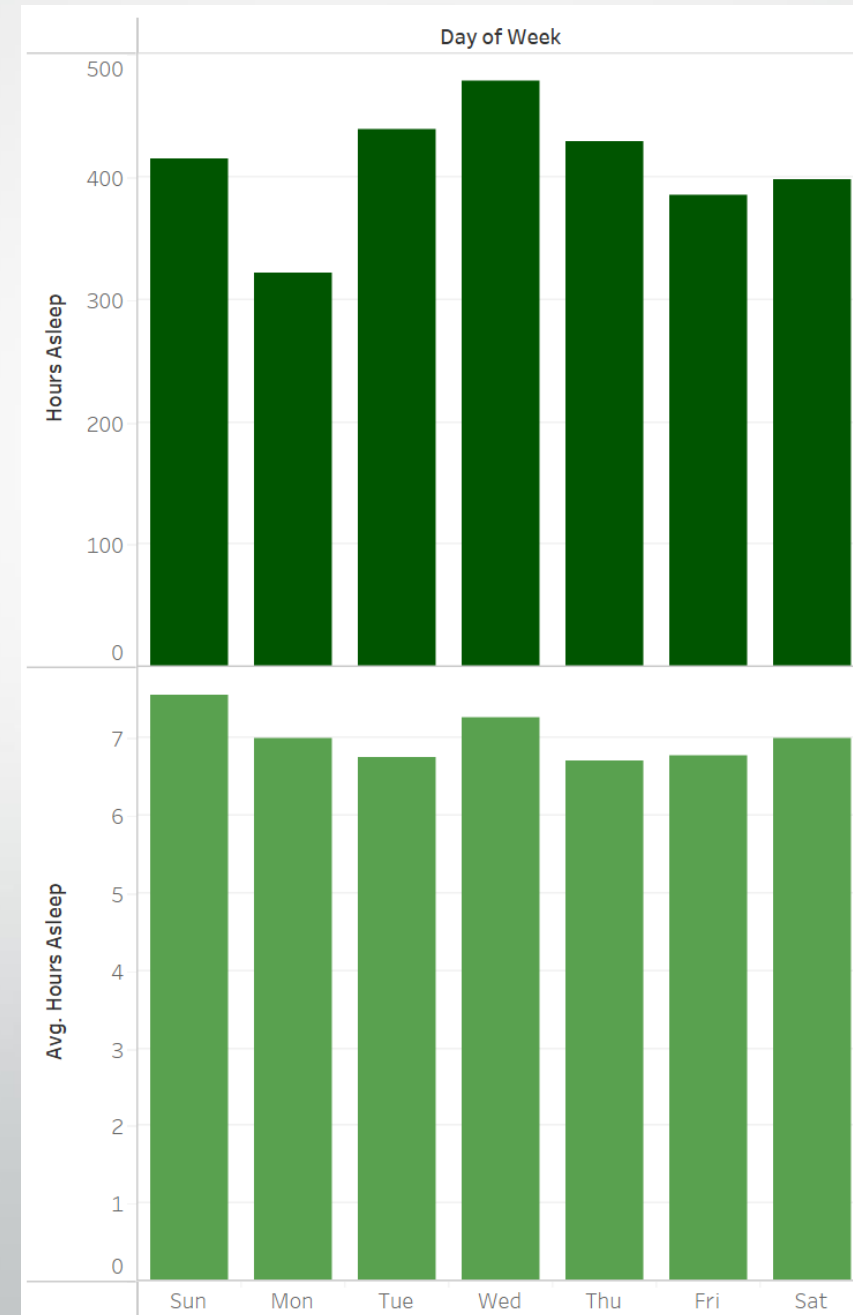
Sleep by Day of Week

- Users sleep more on mid-weekdays Tuesdays, Wednesdays and Thursdays.

- Mondays and Fridays are more variable sleep days because of the start of the workweek and weekend.

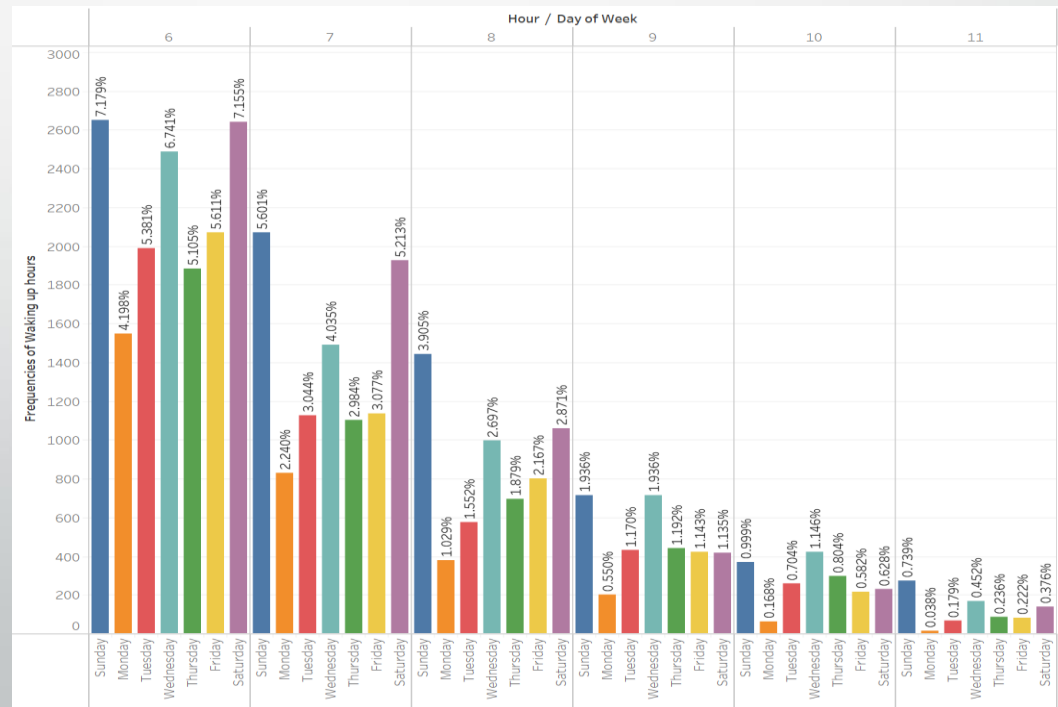# Sleep by Hour of the Day

- Most users start sleeping between 23:00 and 00:00 hours and wake up between 7:00 and 8:00 hours.

- Users wake up later on Saturdays and Sundays.

- Mondays are the days when people wake up the earliest.

Hourly Distribution of Sleep Frequencies
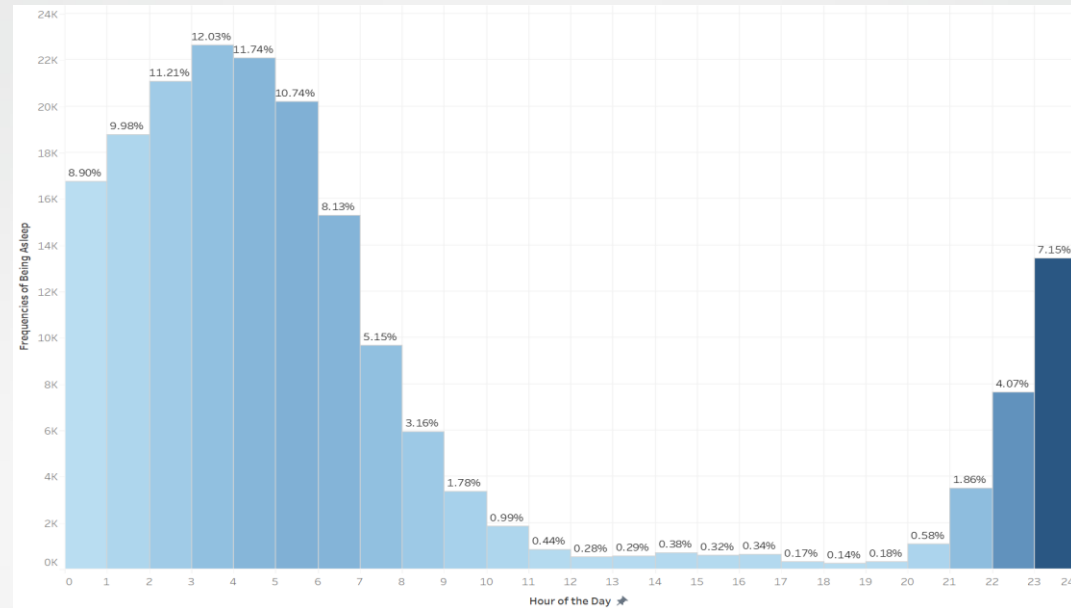
Relationship between Steps and Calories per Day

Conclusion

Conclusions

1

Bellabeat customers mainly use the Leaf and Time Bellabeat products, along with the Bellabeat app. Weight data recording issues have resulted in limited use of this feature.

The intensity of the activities influences step count and calorie expenditure.

2

Despite work and school activities, users prioritize doing physical activities during mid-weekdays.

On Sundays, most users prefer to relax in non-sedentary activities like recreational activities outside.

3

Users have different sleep schedules during weekdays compared to weekends, which causes sleep health issues.

Sleeping more makes people more energized and motivated to do more physical activities during the day.

What should Bellabeat start doing now?

1. **Bellabeat product improvements**
   The Bellabeat app should encourage people to engage in physical activities by vibrating or emitting sound when it detects that the user has been sedentary for a personalized healthy limit. Bellabeat should also add more functionalities.

2. **Implement an incentive system**
   Bellabeat should set personalized healthy milestones and reward their users when they hit their weekly milestones and when they complete challenges by offering discounts for products and memberships.

3. **Address mid-week motivation and weekend wellness focus**
   Bellabeat should develop content and promotions that align with users' behaviors during the week, like targeted challenges, milestones, rewards and tailored workout plans according to the day of the week.

4. **Targeted marketing campaign for two segments**
   Bellabeat should target its marketing campaign for two distinct segments: people who want to improve their performance and overall health, and people who have the desire to improve their overall health but haven't been successful.

5. **Partnerships and education**
   Bellabeat should partner with health and wellness experts and brands to collaborate in aiming to educate people on best practices and routines for improving your health, and managing issues by conducting free webinars, workshops, online sessions and publish articles social media posts.

Further Exploration

- Obtain data from many more users and for a longer time frame like at least one year for a more comprehensive, accurate analysis and to answer the question: What are some monthly trends in Bellabeat smart device usage?

- Obtain data for the Spring product to answer the question: What are some trends in Spring usage and hydration patterns?

- Track the behavior change patterns of Bellabeat users over an extended period to identify sustained engagement, behavior modifications, and long-term impacts of using Bellabeat products on users' health and well-being.

- Conduct user surveys and feedback analysis to understand their experiences and satisfaction with Bellabeat products and the app.