Bellbeat Case Study

Author: Jake Hatten

My Business Task

Unlock new growth opportunities which will help guide the marketing strategy for the company

Analytical Questions

- What are some trends in smart device usage?
- How could these trends apply to Bellabeat customers?
- How could these trends help influence Bellabeat marketing strategy?
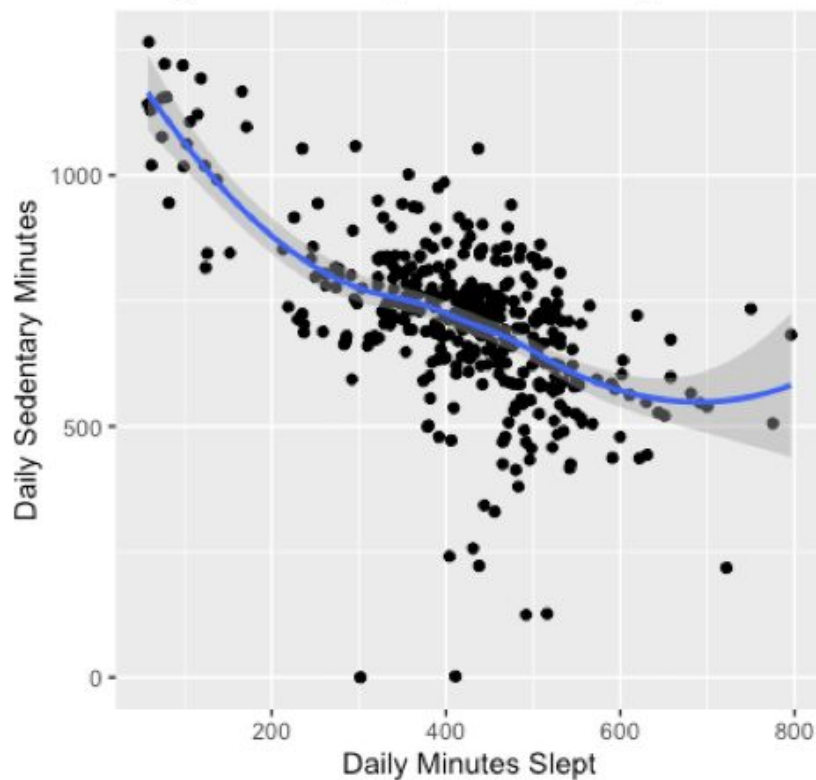
The Data

I examined FitBit Fitness Tracker data from **30 users** from March 12, 2016 to May 12, 2016...

Limitations: This data is from 5 years ago and does not discern between men and women.
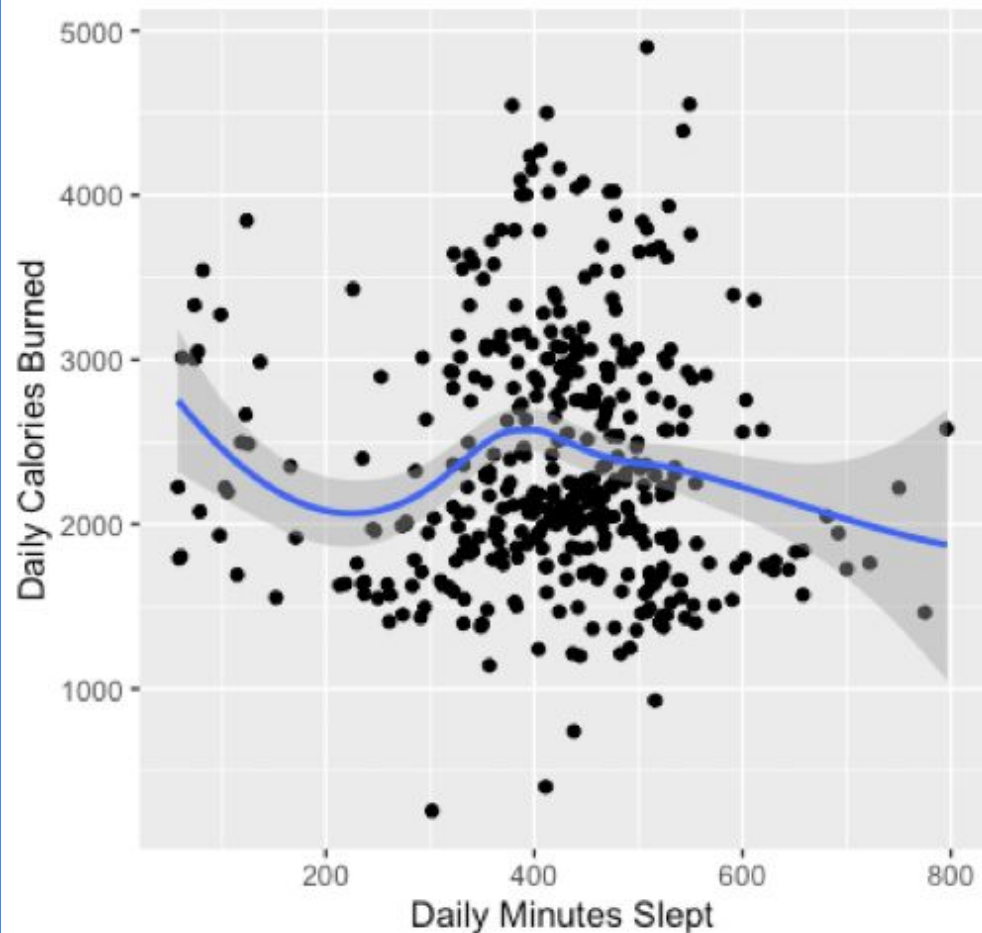
Daily Minutes Slept and Active Minutes
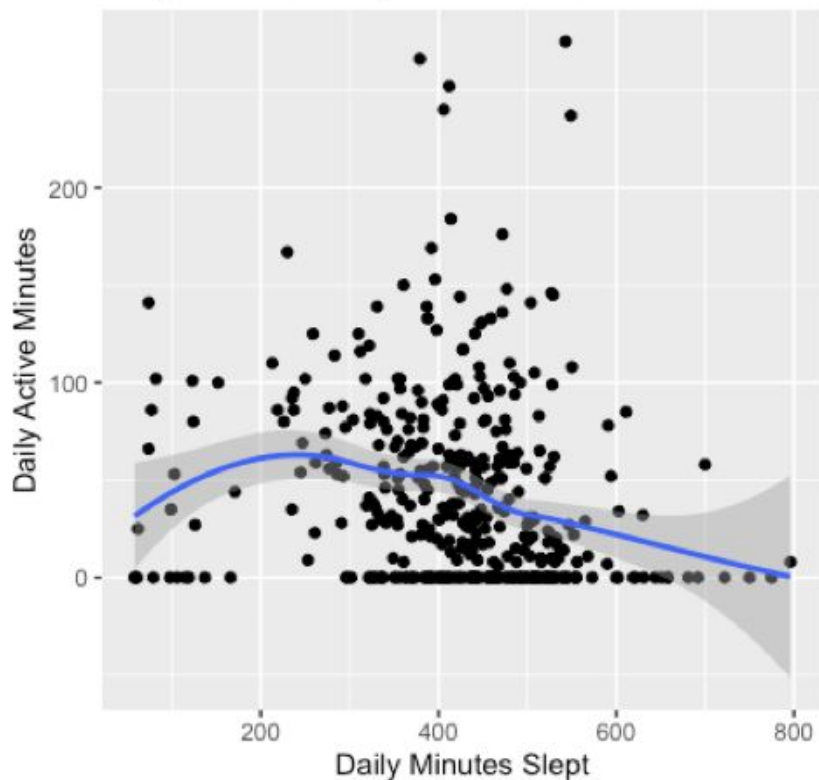
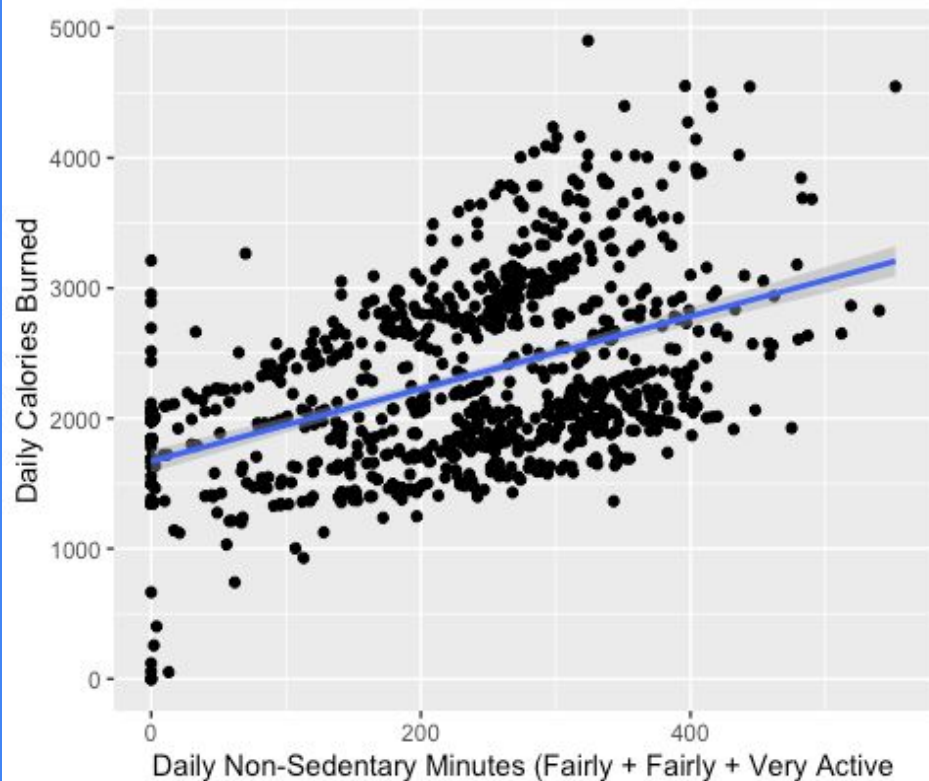Daily Minutes Slept and Sedentary Minutes

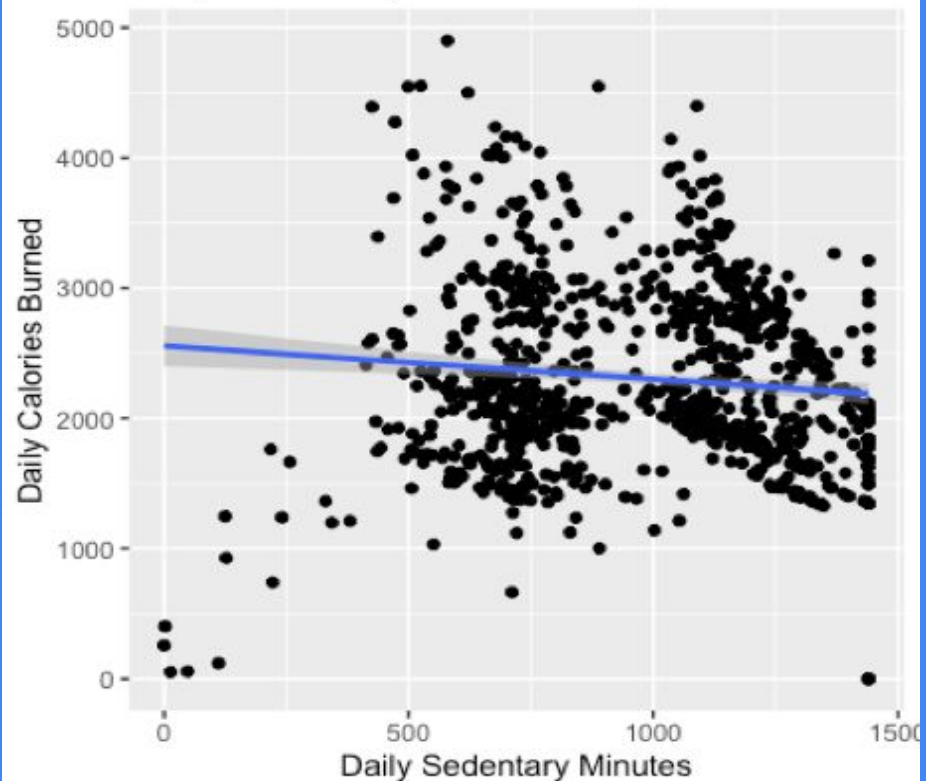Daily Minutes Slept and Calories Burned

How many people recorded sleep data?

Only 413 (out of 940) observations of daily activity contained sleep data

Daily Non-Sedentary Activity and Calories Burned

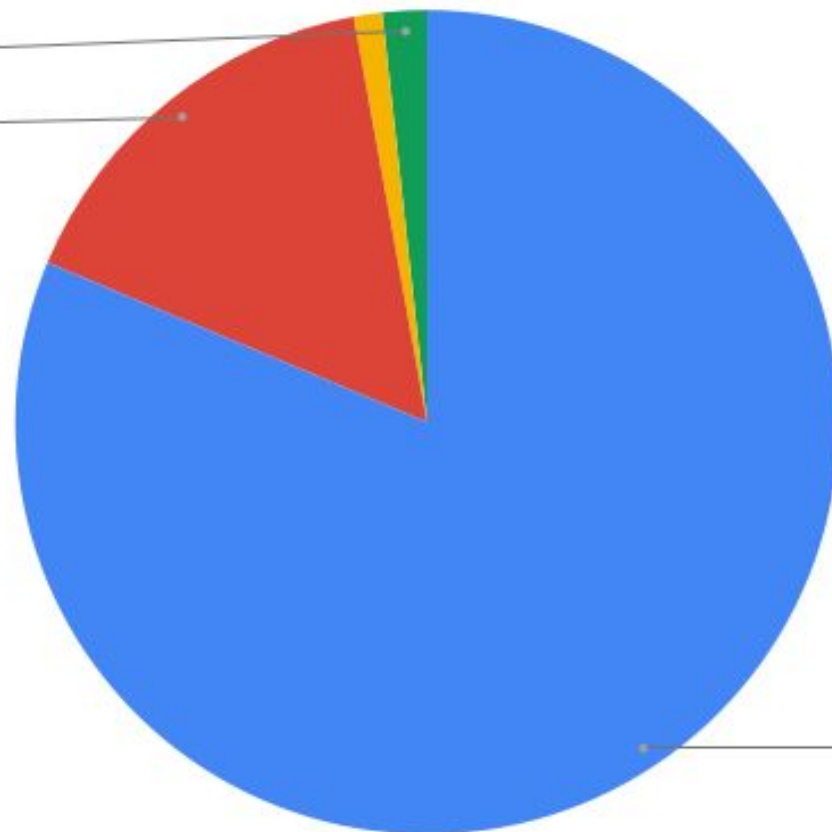Daily Sedentary Minutes and Calories Burned

Average Activity Level Distribution Per Day

Very Active Minutes
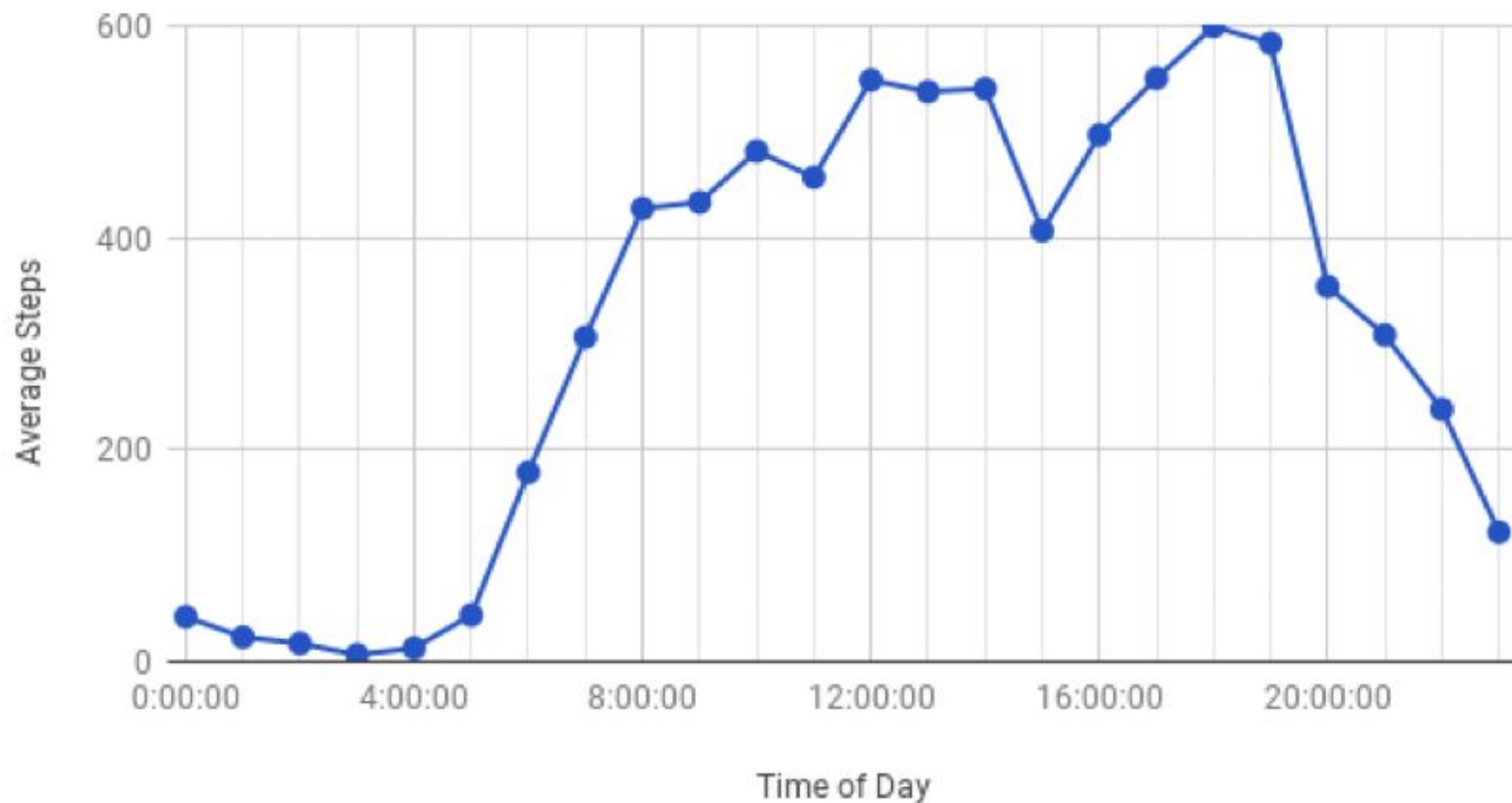1.7%

Lightly Active Minutes
15.8%

Sedentary Minutes
81.3%

Average Steps per Time of Day

Key Trends

- **Not many smart device users track their sleep**
- **The longer someone stays sedentary, the less calories they burn throughout the day**
- **On average, fitness tracker users spend 80% of their day in a sedentary state**
- **People are walking more around 4 to 7 PM every day and are less active between 12 to 5 AM every night**
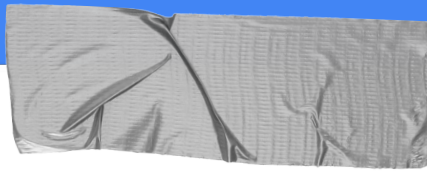
Recommendations

- **Focus advertising towards people who are more active in the evening, which are likely people who work during the day**
- **Encourage users to track their sleep to lead a healthier lifestyle**
- **Market the importance of staying active to maintain proper health and wellness goals**

Thank you