

Bellbeat Case Study

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Our Business Task

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

Analytical Questions

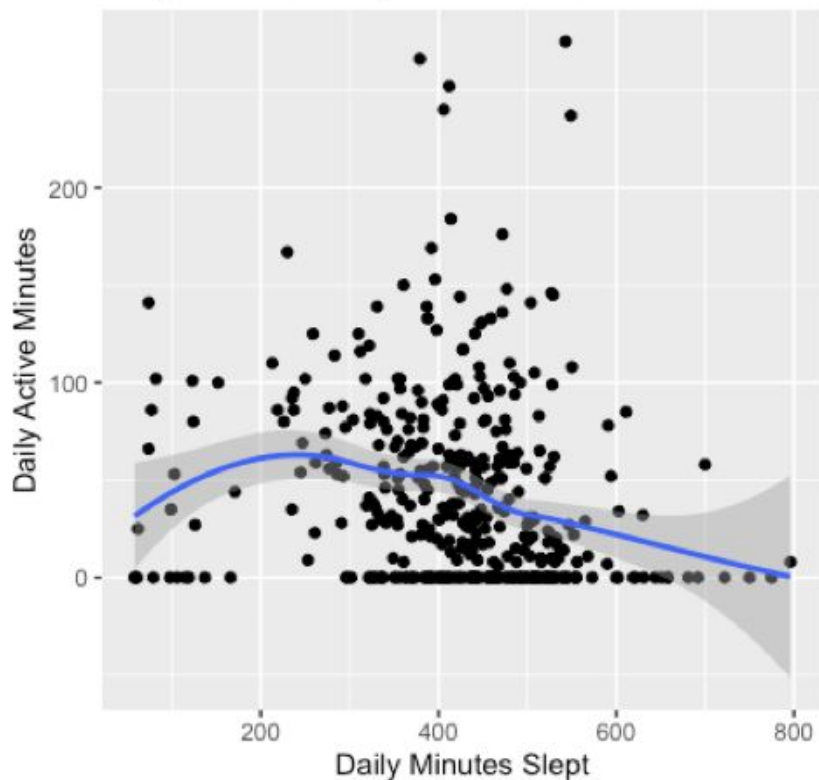
- What are some trends in smart device usage?
- How could these trends apply to Bellabeat customers?
- How could these trends help influence Bellabeat marketing strategy?

The Data

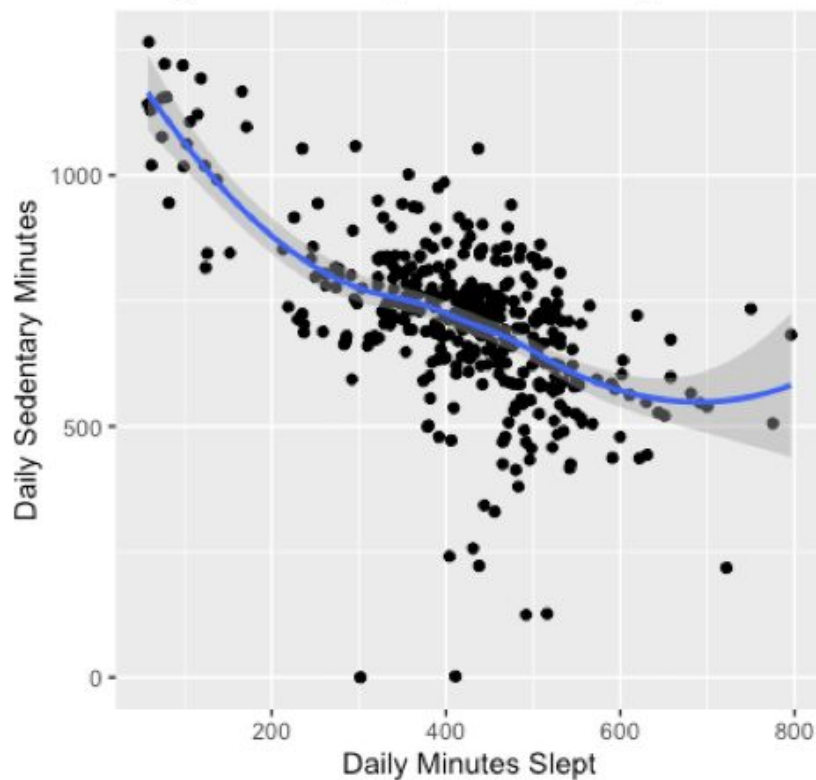
We examined FitBit Fitness Tracker data from **30 users** from March 12, 2016 to May 12, 2016...

Limitations: This data is from 5 years ago and does not discern between men and women.

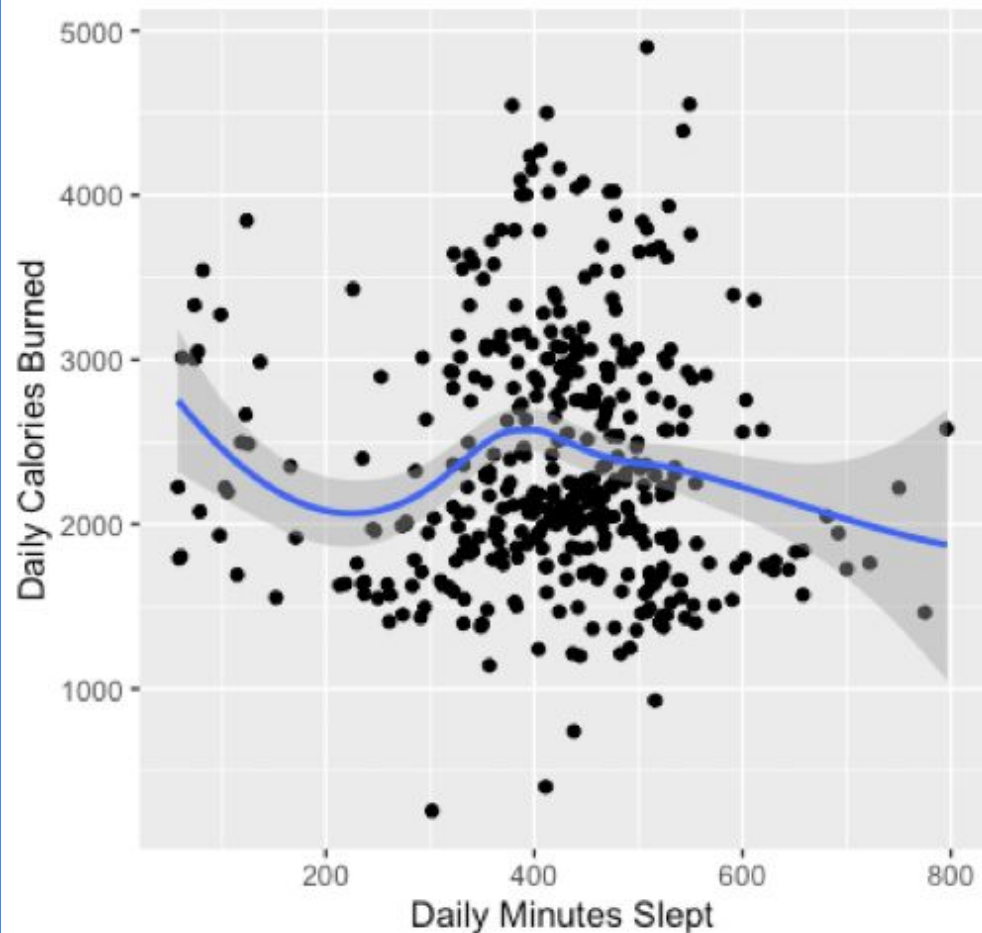
Daily Minutes Slept and Active Minutes



Daily Minutes Slept and Sedentary Minutes



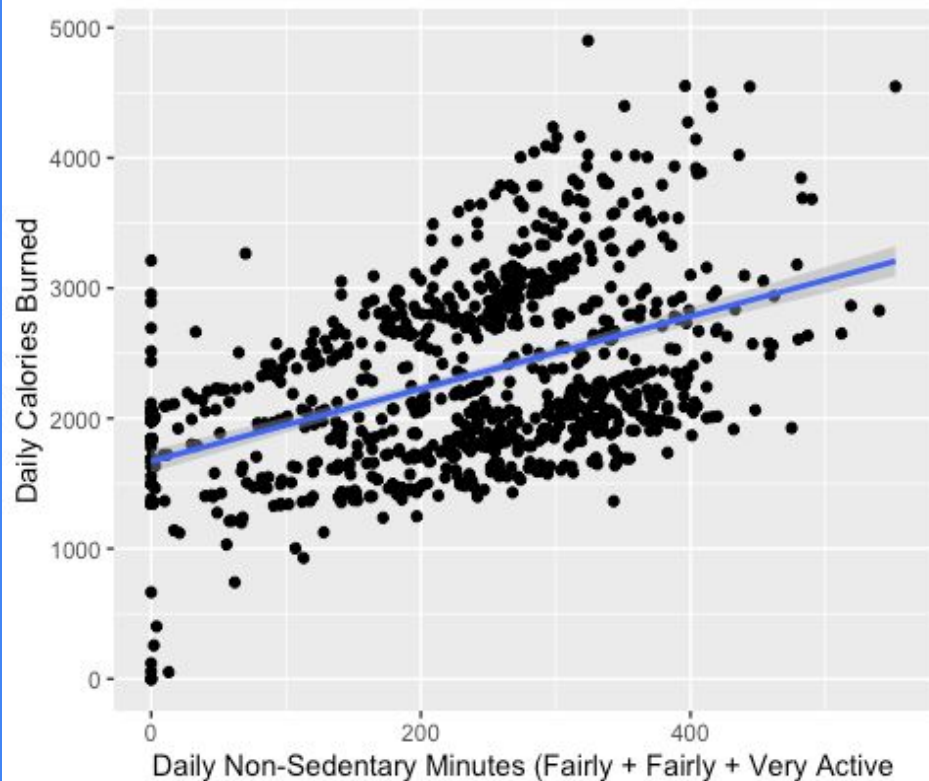
Daily Minutes Slept and Calories Burned



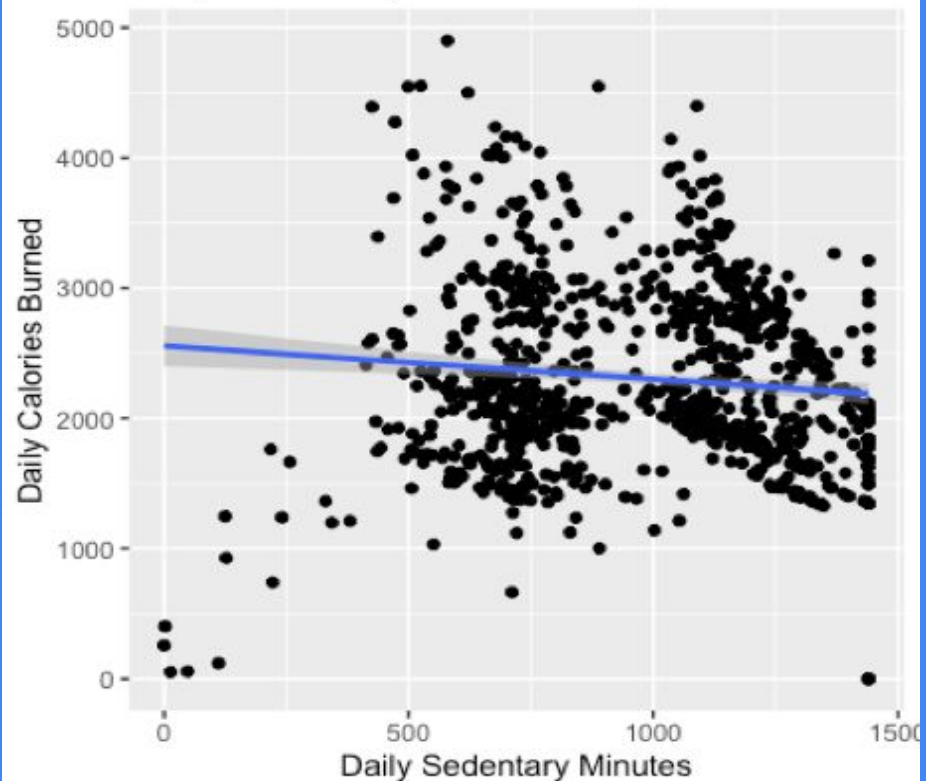
How many people recorded sleep data?

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



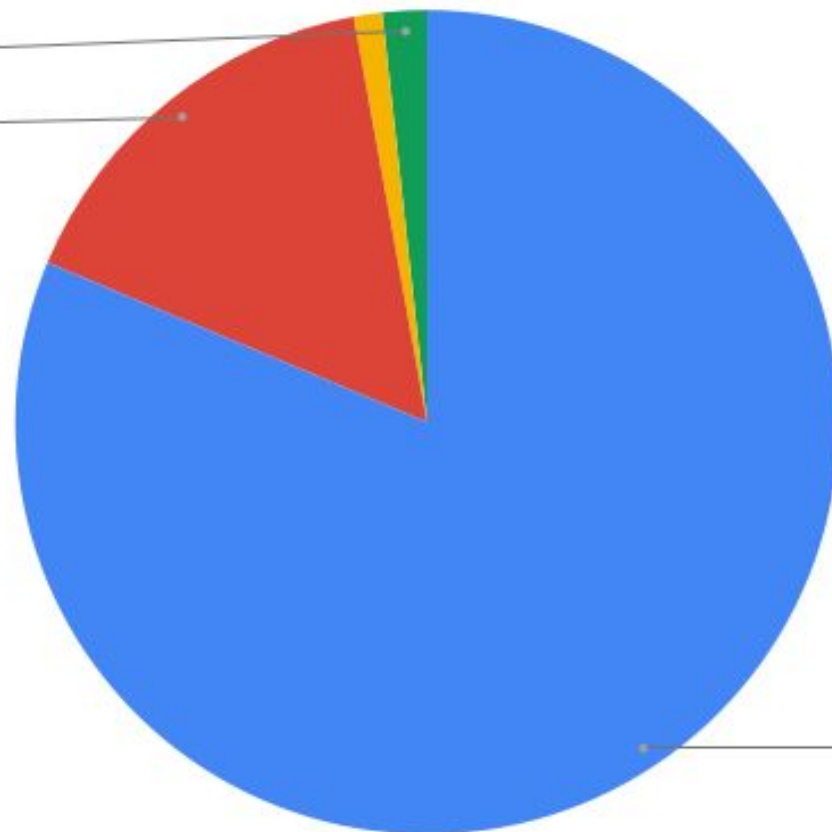
Average Activity Level Distribution Per Day

Very Active Minutes

1.7%

Lightly Active Minutes

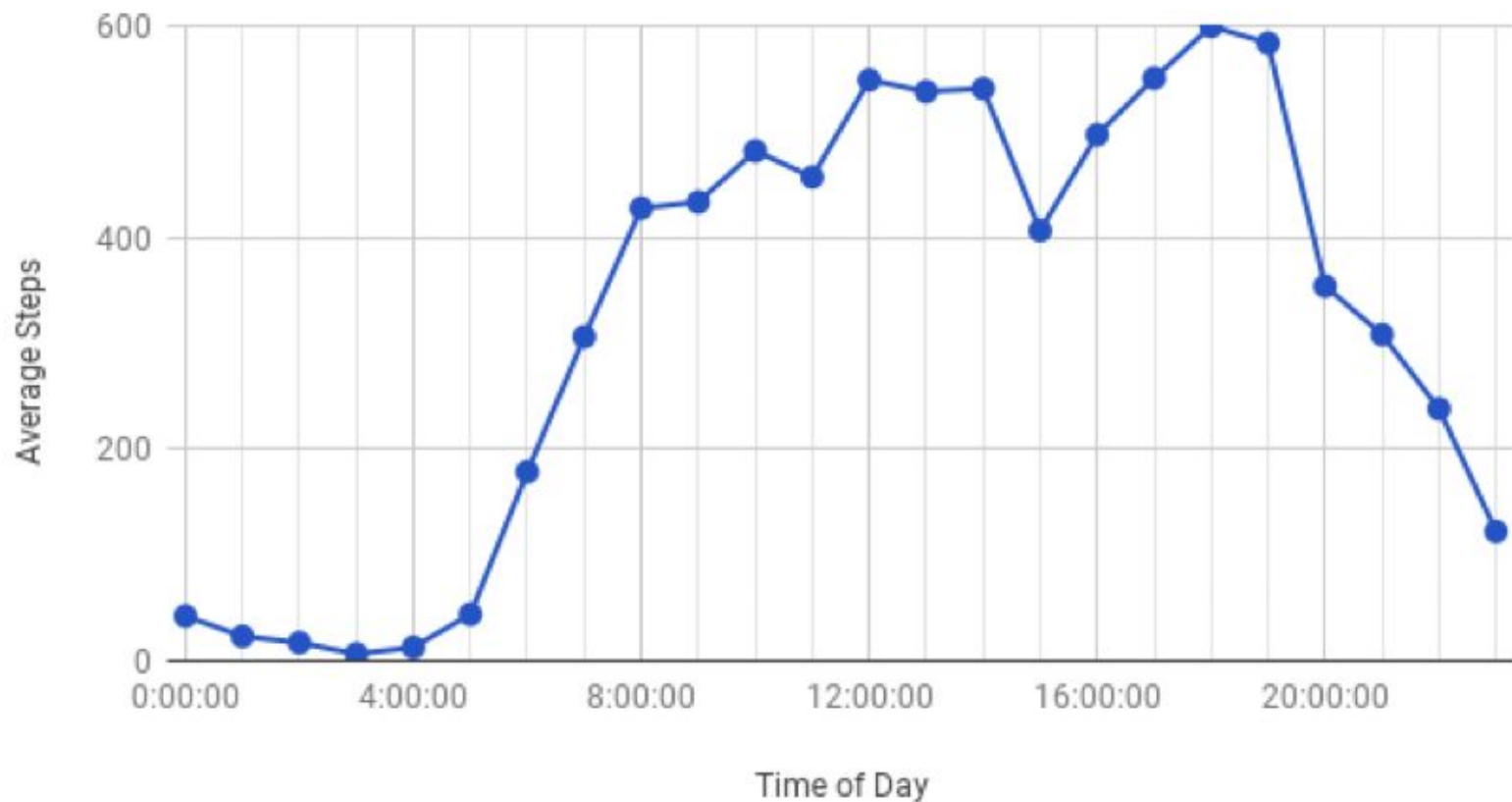
15.8%



Sedentary Minutes

81.3%

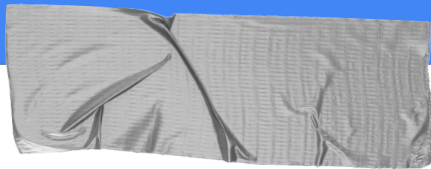
Average Steps per Time of Day





Key Findings

- There is a clear pattern between the amount of sleep and staying active and thus burning calories, although not many smart device users are tracking their sleep.
- The longer someone stay sedentary, the less calories they will burn throughout the day.
- On average, fitness tracker users are spending 80% of their day in a sedentary state
- People are walking more around 4 to 7 PM everyday and less active from 12 to 5 AM.



Recommendations

- Encouraging users to track their sleep to encourage a healthy lifestyle
- Market the importance of getting enough activity to maintain proper health and wellness goals
- Focus advertising to people who are more active in the evening, likely people who work during the day

Thank you