



Bellabeat Market Growth Strategy

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About Us

Bellabeat is a technology company focused on wearable health-centric products for women. Bellabeat has found success and is looking for growth to become a power-player in the global smart device market. Founders Urška Sršen and Sando Mur, designed their technology to inform and empower women around the world to be more cognisant about their health and habits. Bellabeat wearables collect data on activity, sleep, stress, and reproductive health. In addition to different wearable options, these trackers are accompanied by the Bellabeat app to provide feedback and help users understand the data and their habits.



Guiding Questions From Stakeholders:

1.

What are some trends in smart device usage?

2.

How could these trends apply to Bellabeat customers?

3.

How could these trends help influence Bellabeat marketing strategy?

Business Task:

Analyze competitor smart device data usage trends, and how those trends can apply to Bellabeat consumers. This will ultimately influence Bellabeat marketing strategy for market share growth.



Trend analysis

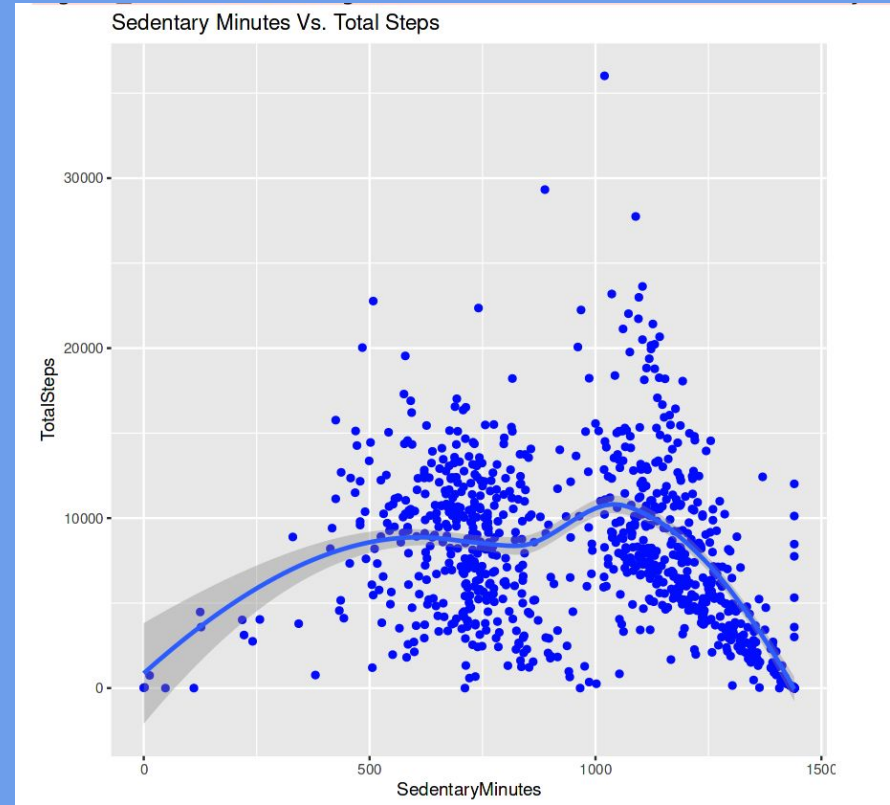
Our Findings:

Sedentary Minutes Vs. Total Steps

There is a correlation between daily sedentary minutes and total steps.

Customer Implications:

- After 1000 sedentary minutes there is a noticeable drop in total steps.
- Average total steps are 7,638 per day which is quite good. However, the lowest quartile is averaging 3,790 which is on the low end.

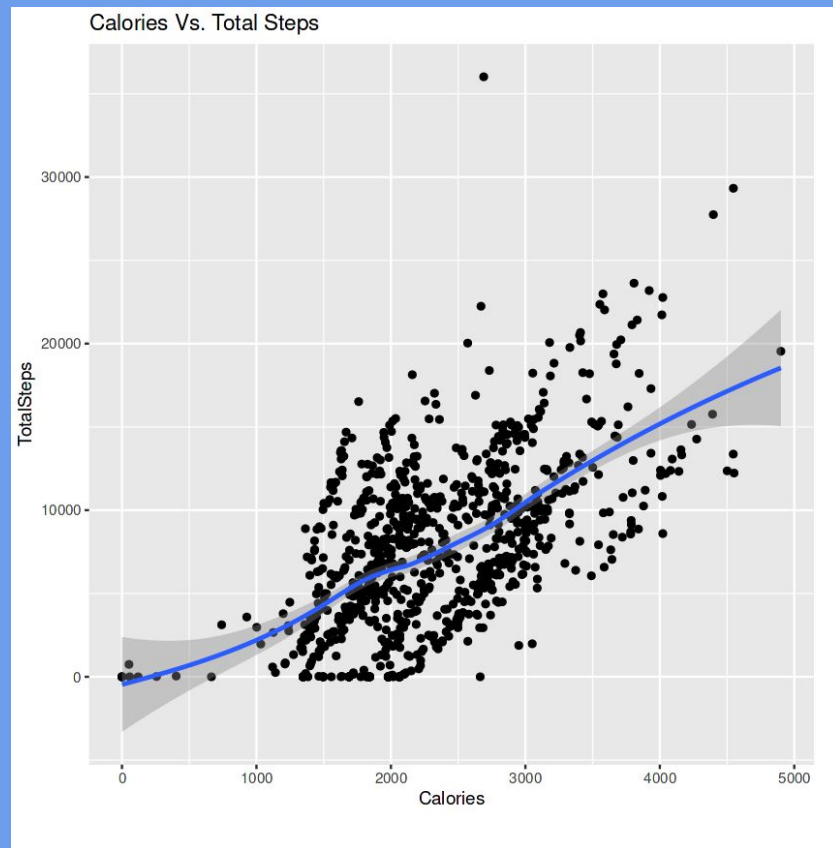


Calories Vs. Total Steps

There is a clear positive correlation between calories burned and total steps.

Customer Implications:

- Users should be encouraged to move as much as possible to burn the maximum amount of calories to meet their goals.
- Calorie goal is individually dependent on each user.

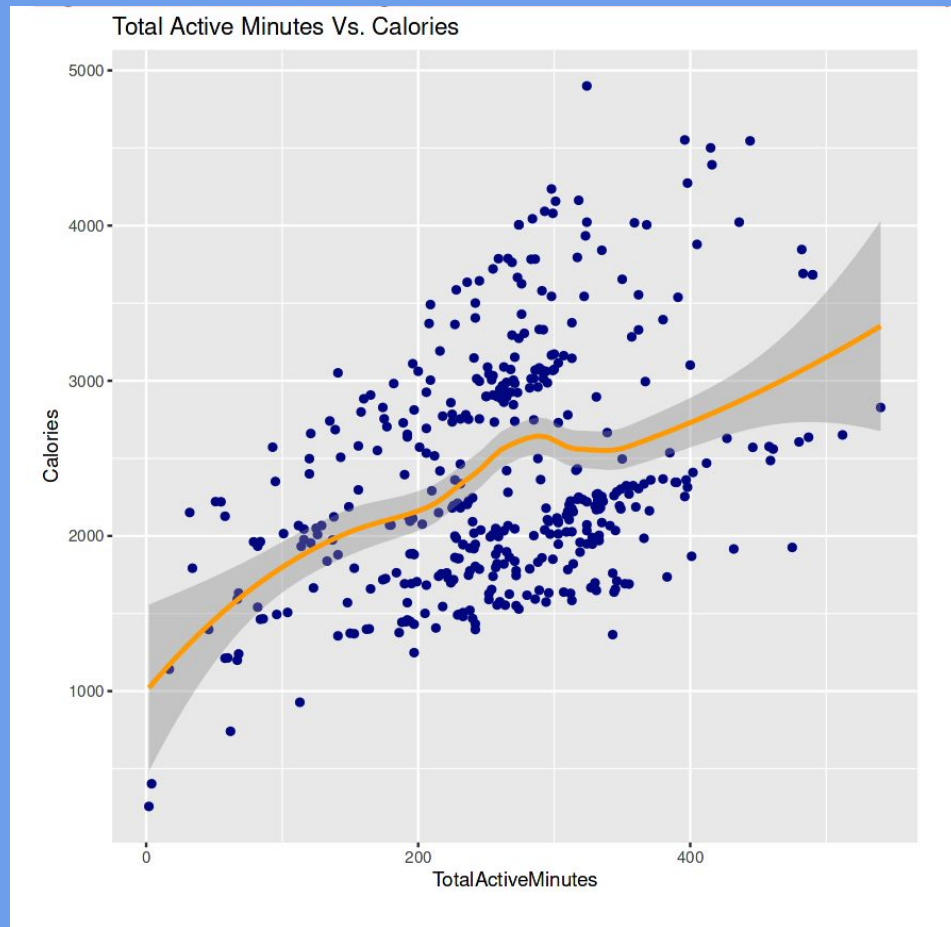


Total Active Minutes Vs. Calories

There is also a clear positive correlation between total active minutes and calories burned.

Customer Implications:

- Users should be encouraged to move as much as possible to burn the maximum amount of calories to meet their goals.
- But how much?

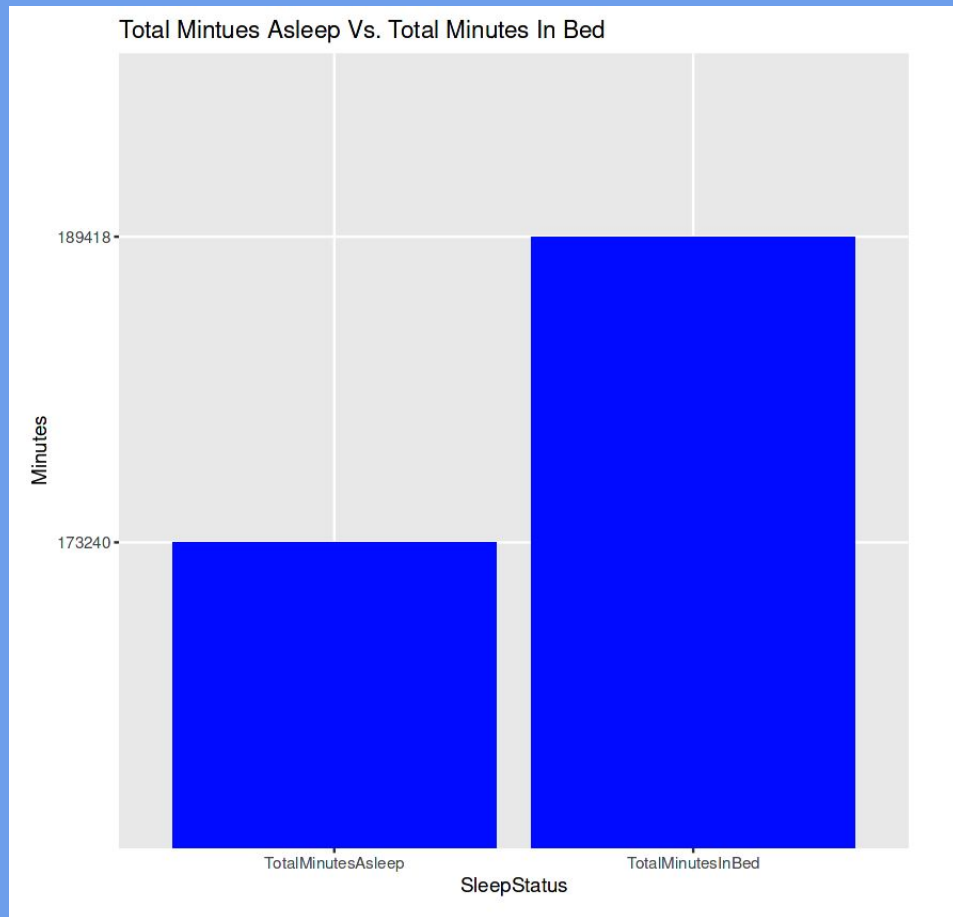


Total Time In Bed Vs. Total Minutes Asleep

Here we notice FitBit users tend to spend more time in bed than they do asleep.

Customer Implications:

- Users may have trouble falling or staying asleep.
- Users may spend some time in bed after waking up.

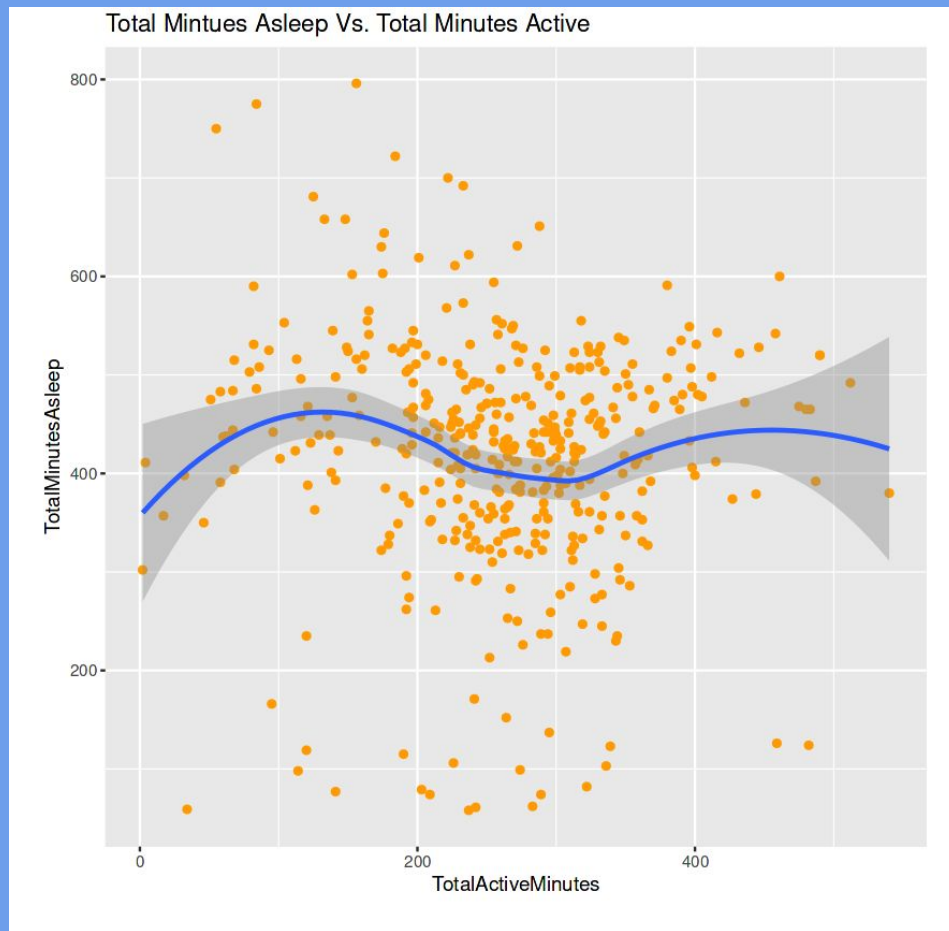


Total Minutes Asleep Vs. Total Minutes Active

There is no noticeable correlation between total minutes asleep and total minutes active.

Customer Implications:

- On average users are getting 419.5 minutes of sleep which is below the recommended 7-9 hours per night.
- Would more sleep change the results?





Stakeholder Recommendations

Trend 1:

Encourage users to move more which will increase calories burned and promote a healthier lifestyle.

Recommendations:

- Send out a notification 1x/hr to remind the user to stand up and move.

Trend 2:

Users averaged 94.92 minutes of moderate level intensity per week. This is below the current CDC recommendation of 150 minutes per week.

Recommendations:

- Create marketing material surrounding the importance of 150 minutes of moderate physical activity per week.
- Notify users during activity when they hit the moderate intensity threshold.



Trend 3:

Users spend more time in bed than they do asleep, which indicates users have trouble falling or staying asleep.

Recommendations:

- Create marketing material on the importance of circadian rhythm and how to optimize sleep.
- Create a sleep protocol and send users a notification when it's time to wind down for bed.

Trend 4:

Users averaged less than the recommended 7-9 hours of sleep per night.

Recommendations:

- Create marketing material on the importance of circadian rhythm and how to optimize sleep.
- Create a sleep protocol and send users a notification when it's time to wind down for bed.



Sleep Protocol Recommendations

- Limit any bright light exposure at night
- Specifically no bluelight or phone close to your face a few hours before bed
- Unwind by reading a book
- Sleep supplements may help some users
 - Magnesium Threonate
 - Theanine
 - Apigenin
- Bellabeat could consider partnering with a supplement company to offer these supplements to our users at a discount.



New Notification Alerts

- Stand up to move 1x/hr
- Sleep protocol notification in the hours leading up to sleep
- Alerting users when they hit moderate level intensity during exercise
- Friendly reminder to wear the device and giving accolades for streaks and workouts



New Marketing Material

- 7-9 hours of sleep, education on circadian rhythm and sleep habits
- At least 150 minutes of moderate physical activity per week and give examples of what that looks like
- Promoting healthy habits like daily exercise, proper sleep, and proper hydration
- Partnership with a supplement company to provide resources for a healthy lifestyle (vitamins, protein, creatine, sleep supplements, protein, etc.)
- Female focused content such as cycle tracking and proper hormone balance
- Community based support groups and workshops to bolster adherence to the lifestyle change and build relationships
- Decrease sedentary minutes by promoting standing desks for work

In-depth analysis can be found at :
<https://www.kaggle.com/code/jarrettbruno/bellabeat-case-study>