
Smart Device User Trends: Potential Role in Company Growth

Bellabeat

How can Bellabeat contend on a larger scale in the global smart device market?

The **business task** is to draw insights from non Bellabeat smart device users to guide Bellabeat's marketing strategy toward targeting key smart device user trends and potentially stimulate growth in the company.

How do non Bellabeat smart device users use their devices?

The data was collected from a survey distributed by Amazon Mechanical Turk involving **30 eligible Fitbit users consenting to the submission of their personal tracker data from 03/12/2016 to 05/12/2016.**

The metrics analyzed were **daily calories burned, distance traveled, minutes spent exercising at different intensities, distance traveled at different intensities, and minutes spent sleeping or in bed.**

Limitations

30 participants mentioned but data for 33 users was found.

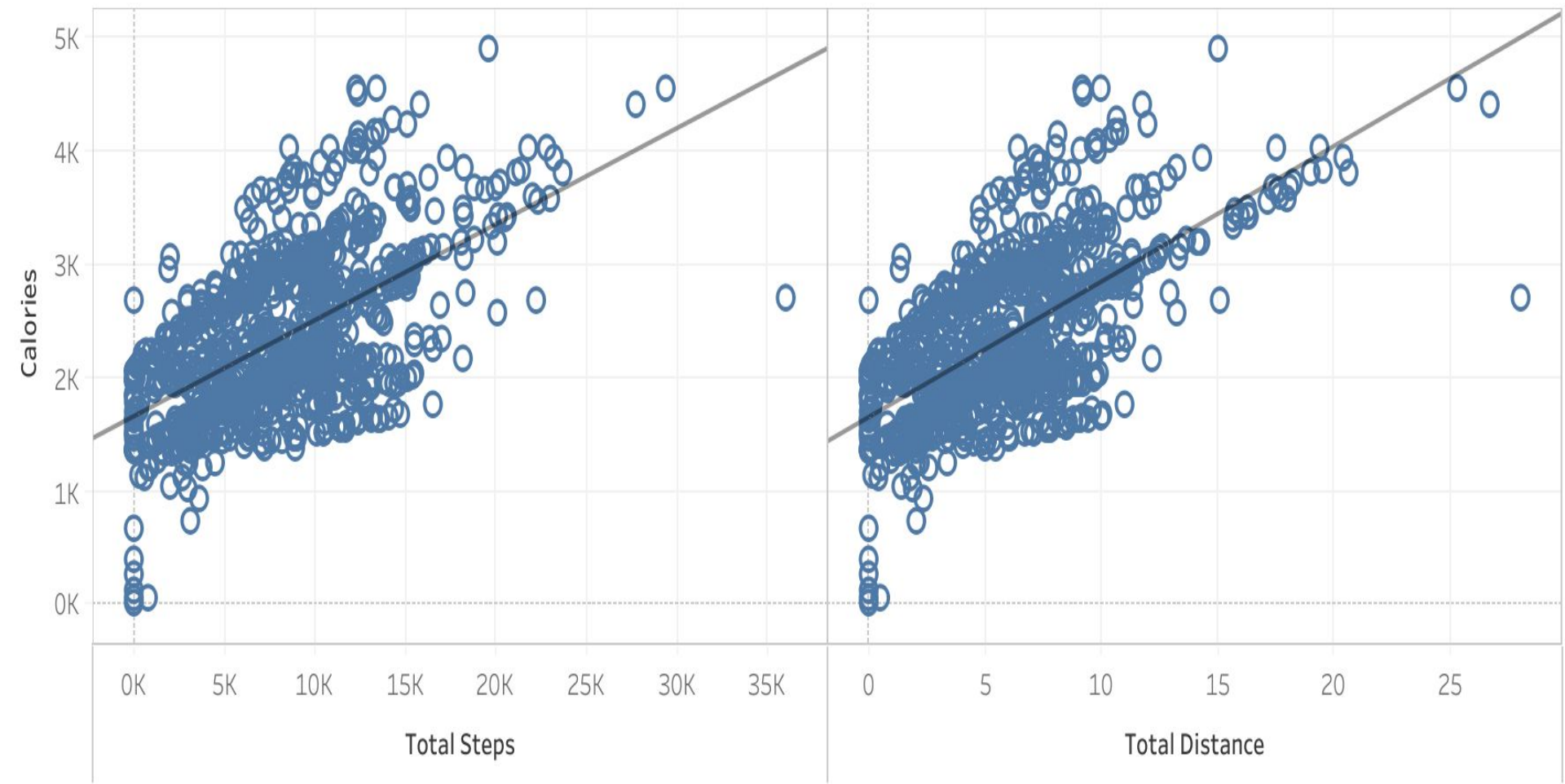
24 of 33 participants logged sleep data which had inconsistent gaps in dates.

Only 8 participants recorded weight log data which was wildly incomplete and thus excluded.

Trends!

- Total distance/steps traveled positively impacts calories burned
- Logging very active minutes positively impacts calories burned
- Total minutes asleep negatively impacts sedentary minutes
- Total time in bed negatively impacts sedentary minutes

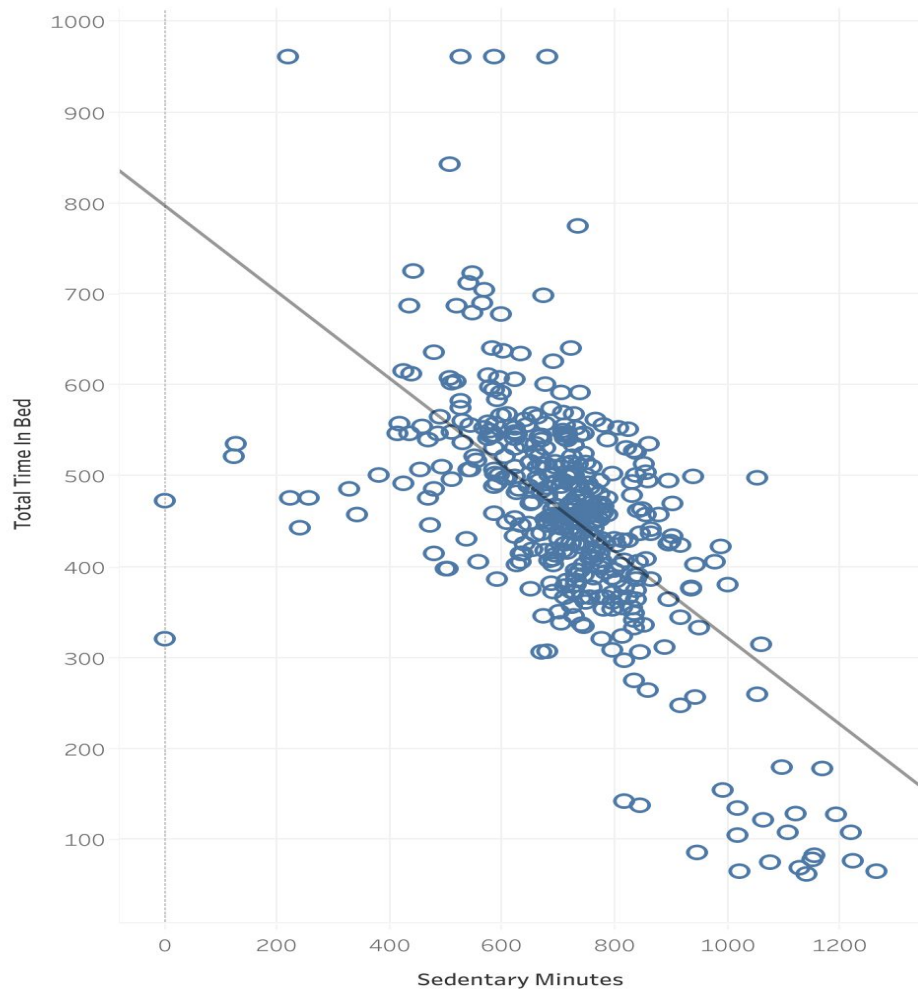
Calories vs Total Steps/Distance



Calories Burned vs Intensity Minutes



Total Time in Bed vs Sedentary Minutes



Total Minutes Asleep vs Sedentary Minutes



Recommendations!

Issue smart reminders targeting users with poor sleeping habits sleep so that they can sleep more and spend less time sedentary and more time active.

Issue smart reminders targeting users with less time in bed to rest in bed for a substantial time.

Issue smart reminders to get a move on for users that aren't logging a high amount of total steps and/or distance.

Display health information on importance of sleep/rest on overall fitness.

Create challenges to encourage users to log very active minutes. Ex: High Intensity Interval Training (HIIT).

Thank you!