

Marketing Insights using smart device data

A case study on Bellabeat

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Agenda

01

ONE

Introduction to
Bellabeat

02

TWO

Goal

03

THREE

The Questions/Findings

04

FOUR

Insights/
Recommendations

05

FIVE

Limitations/Q&A
session

Research Objective

The Bellabeat case study involved analyzing fitness tracker data from 33 users. The objective was to gain insights into user behavior, activity levels, and preferences to help Bellabeat enhance its product offerings and marketing strategies. This analysis involved examining daily activity, sleep patterns, and hourly steps expenditure to understand the holistic health habits of users.



What is Bellabeat and What does it do?



- Bellabeat creates beautifully designed smart products focused on women's health. Since its founding in 2013, the company has grown significantly, expanding globally and launching multiple products. Bellabeat collects data on activity, sleep, stress, and reproductive health to empower women with knowledge about their health and habits.



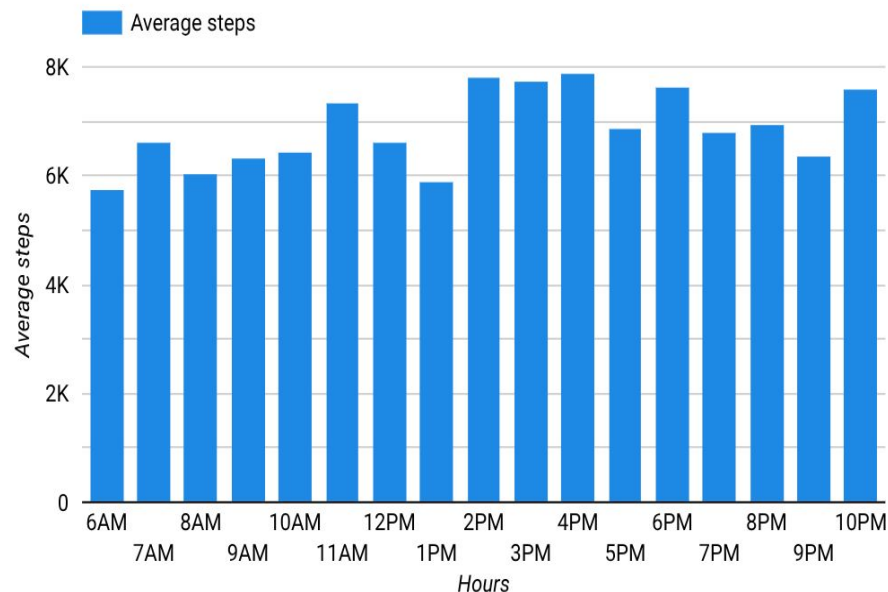
How can Bellabeat's smart device data guide their marketing strategies?

- What are the key usage patterns of Bellabeat's smart devices?
- What insights from the data can be used to improve the customer experience or a product?

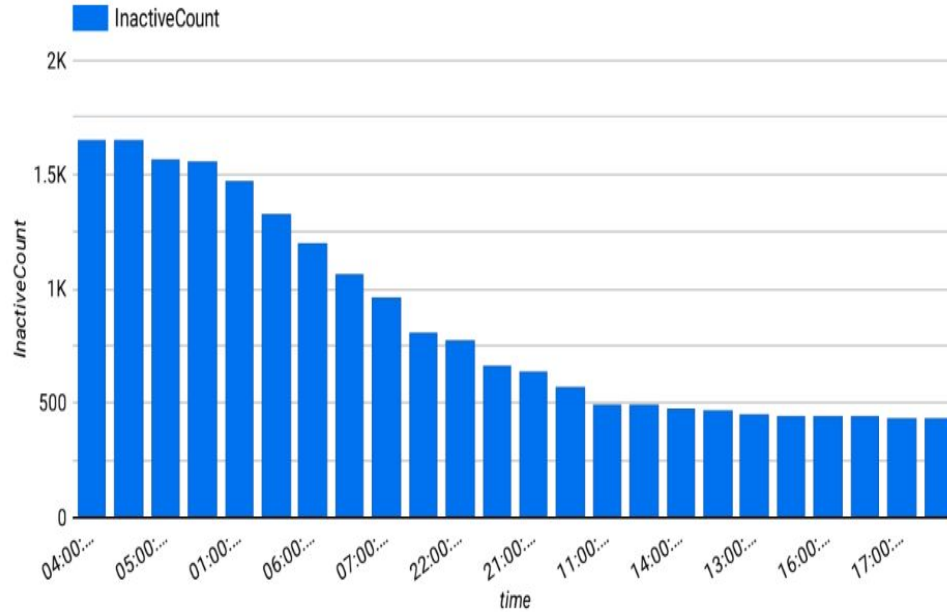
What are the key usage patterns of Bellabeat's smart devices?

- Device usage aligns with daytime activity, offering Bellabeat a chance for targeted daytime campaigns.
- High late afternoon and evening activity contrasts with low early morning movement, a user pain point. Bellabeat could boost morning engagement and device utility with features like an 'early riser challenge' or a smart alarm integration.

Average steps by Hours



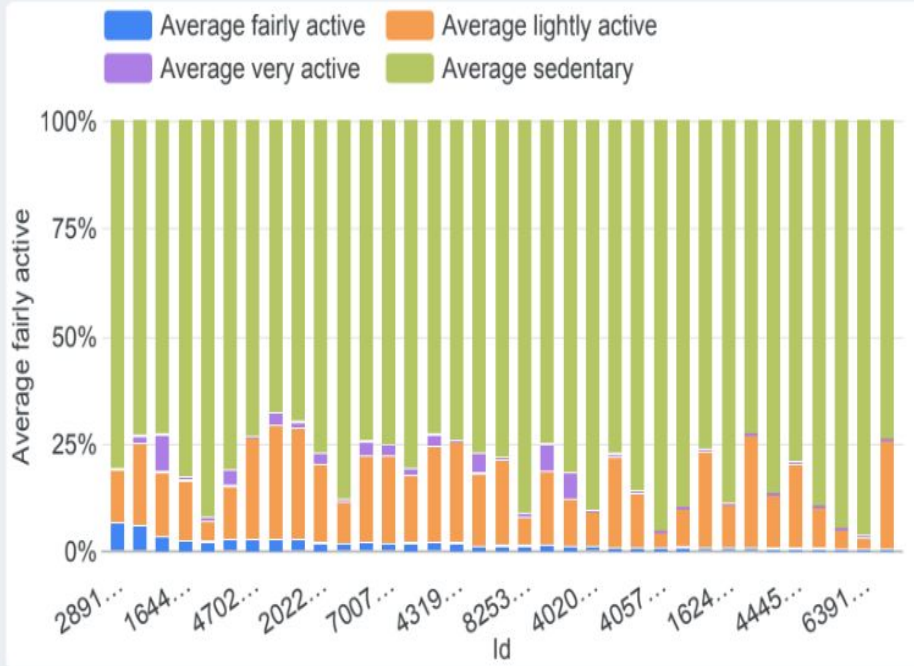
Inactive Hours



→ Device usage is lowest in the early morning, likely during sleep. This highlights an opportunity to market Bellabeat's sleep-tracking features, as it's the main way users engage with the device then, distinguishing its role as a sleep tracker from an activity monitor.

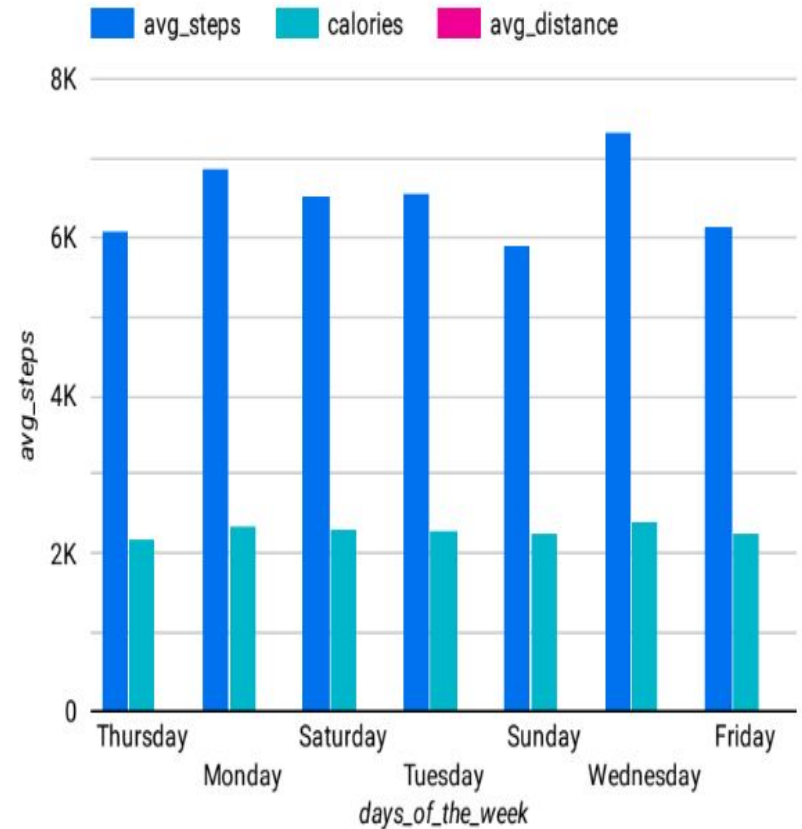
What insights from the data can be used to improve the customer experience or a product?

Participants Level of Activity



- Develop in-app features that encourage small, achievable increases in daily movement, such as "stand-up reminders" for sedentary periods or short, guided stretch routines.
- The high average of **Lightly Active Distance** (234.34 km) compared to **Very Active Distance** (143.23 km) shows that users are already engaging in low-intensity movement. Bellabeat can create content and challenges centered around walking, yoga, or other accessible activities to better serve this key user segment.

- The data shows a clear pattern of decreased physical activity on weekends, suggesting that users are not maintaining their weekday health habits.
- Bellabeat has a key opportunity to encourage sustained engagement and support users on their off day a marketing strategy that focuses on **"active rest"** or **"weekend wellness"**, offering low-impact activities like guided meditation, yoga, or meal prep reminders through the app to help users balance activity and rest without sacrificing their overall health goals can be recommended.



Recommendations

- Rethink the marketing strategy to focus on the "everyday wellness" user. Future campaigns should emphasize the Bellabeat app's capability to personalize and monitor comprehensive wellness, including sleep, mindfulness, and light daily activity, instead of exclusively targeting intense fitness.
- Develop campaigns and in-app messaging that highlight the importance of consistent device usage for comprehensive health tracking. For instance, a marketing initiative could promote how the Bellabeat app monitors sleep, encouraging users to wear their device nightly.
- Investments in data collection are recommended for more complete and consistent records. This will provide richer, more reliable insights for future analysis.
- Devices can have longer battery life.

Data Limitations

- Many conclusions can be drawn from the available data; however, it was essential to concentrate on a few datasets to obtain accurate insights.
- Because of the set up of the data I had to merge some datasets to facilitate the process and analyzing phases.
- Although Bellabeat is known to cater to women adding an age, and gender column to recommend a more personalized experience because not everyone is the same.

Resources



Bigquery

W3schools

Google search

gemini

