

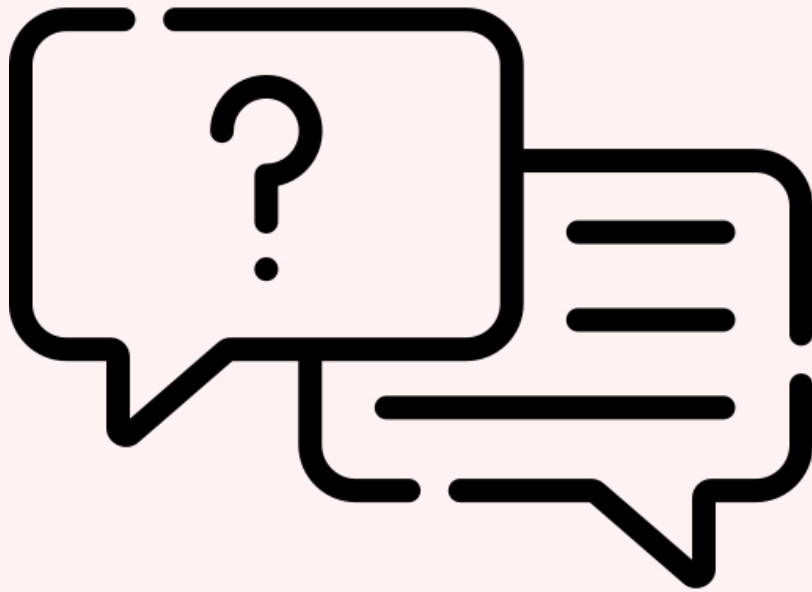
The way to improvement in Marketing Strategy

Bellabeat

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Problem

Company needs **business ideas** to **improve** their products

Solution

Add new **features** within the **App** which improving the activity tracking and help to create a **reward system**

Analytical Goals

Why?

Achievements push to scale and raise the bar even higher

How?

Innovation generates exclusivity



Calories Trend

A balanced diet and increasing calorie burning help you to become a healthy person



People **needs incentives** to set goals to stay active
and motivated



Analytical Goals

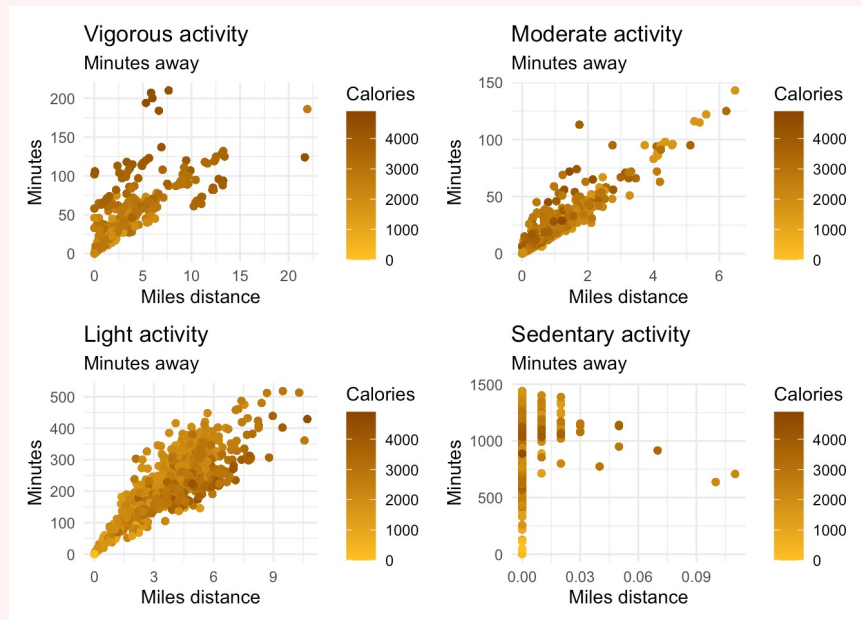
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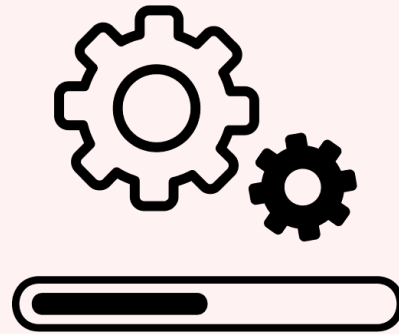
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Woman Activities

Most women activities can be grouped into **4 categories**: vigorous, moderate, light and sedentary



We need launched an update in the app where each women depending their age and Body Mass Index (BMI), becoming active through awards. Of course, we must consider that should be focus in rewarding better the sedentary women's.



Conclusion

Why?

Add prizes might improve healthy lifestyle

How?

We must consider that should be focus in rewarding better the sedentary women's

Timeline of Events

February				March				April				May			
W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16
Analysis															
		Presentation													
				Upgrade App for iOS and Android											
										Testing					
														Launch	

Upgrade time can vary, depending operating system and tools which use the developer

Thank you!