

Case Study: How Can a Wellness Technology Company Play It Smart?

Business Problem

Bellabeat is a wellness technology company that offers smart fitness products such as the Leaf device, Bellabeat App, and membership services. The company wants to better understand how users interact with smart fitness devices—specifically activity levels, steps, calories burned, and sleep behavior.

Current Challenges

- Bellabeat lacks visibility into which users are consistent versus irregular in their daily activity
- The relationship between physical activity and sleep quality is not clearly understood
- Marketing efforts are broad and not driven by actual user behavior patterns

Goal

- Use smart device usage data to:
- Identify key user behavior patterns
- Understand how activity and sleep are connected
- Translate insights into targeted, data-driven marketing recommendations for Bellabeat products

Business Questions

1. How active are users on a daily basis?
2. How does physical activity relate to sleep duration and sleep efficiency?
3. Are users consistent or irregular in their device usage over time?