

Health Awareness



By Linda Perez



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About Us



About Us

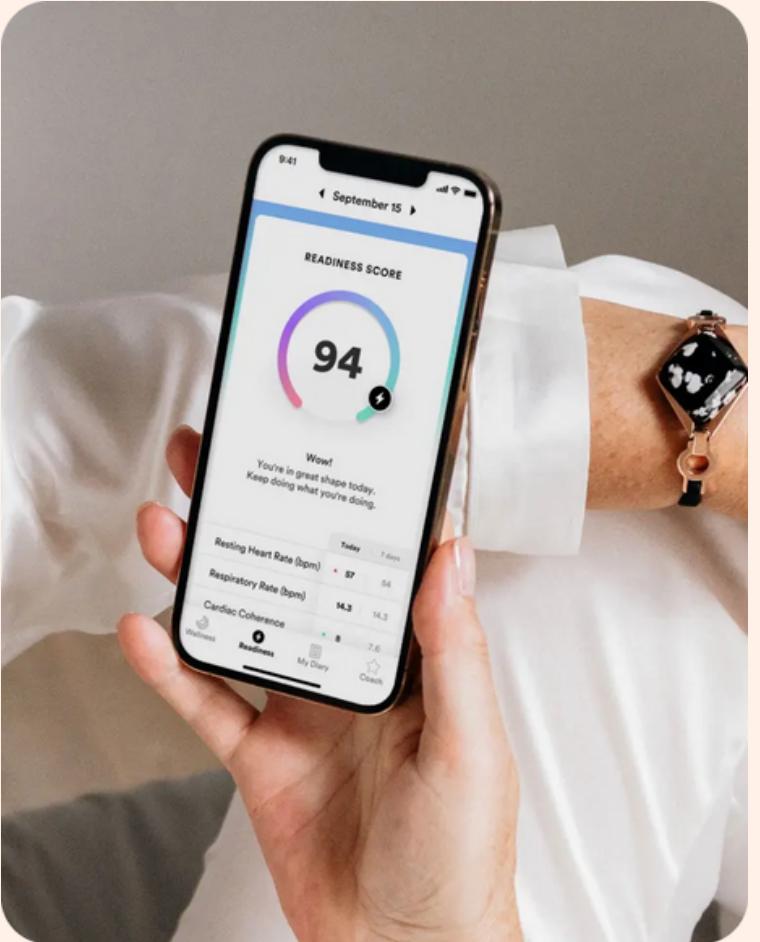
Who we are?

A pioneer in the fem-tech realm, Bellabeat is a women's wellness company that has helped millions of women track their cycle, pregnancies, and live more in sync with their cycles.

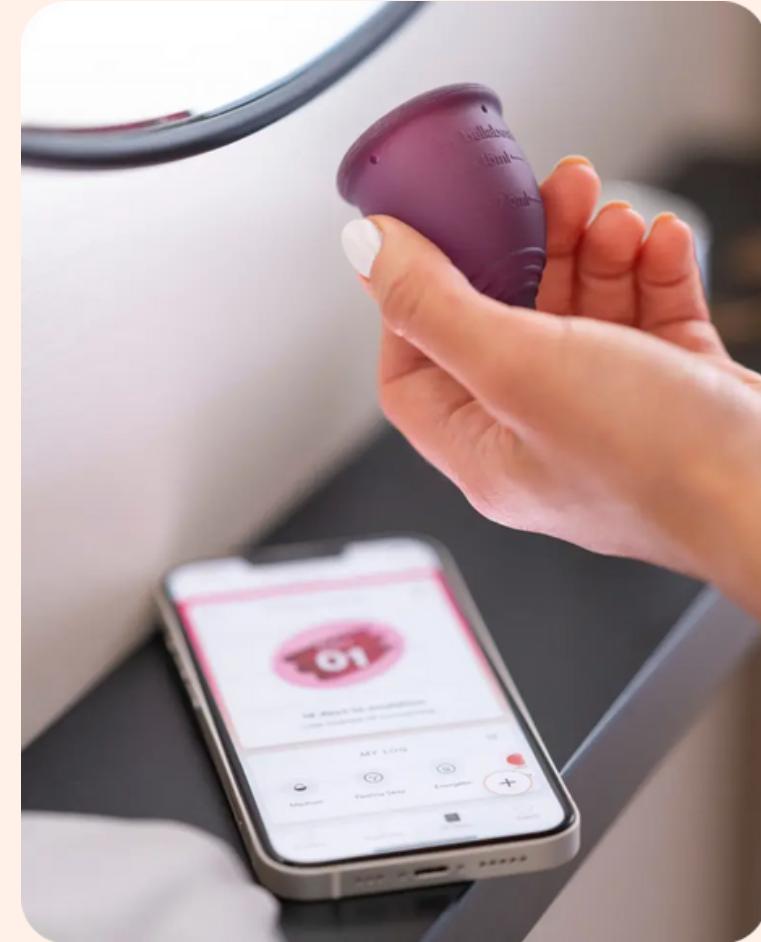
What we do?

Giving women the tools to reach their fullest potential through personalized wellness solutions aligned with their cycles

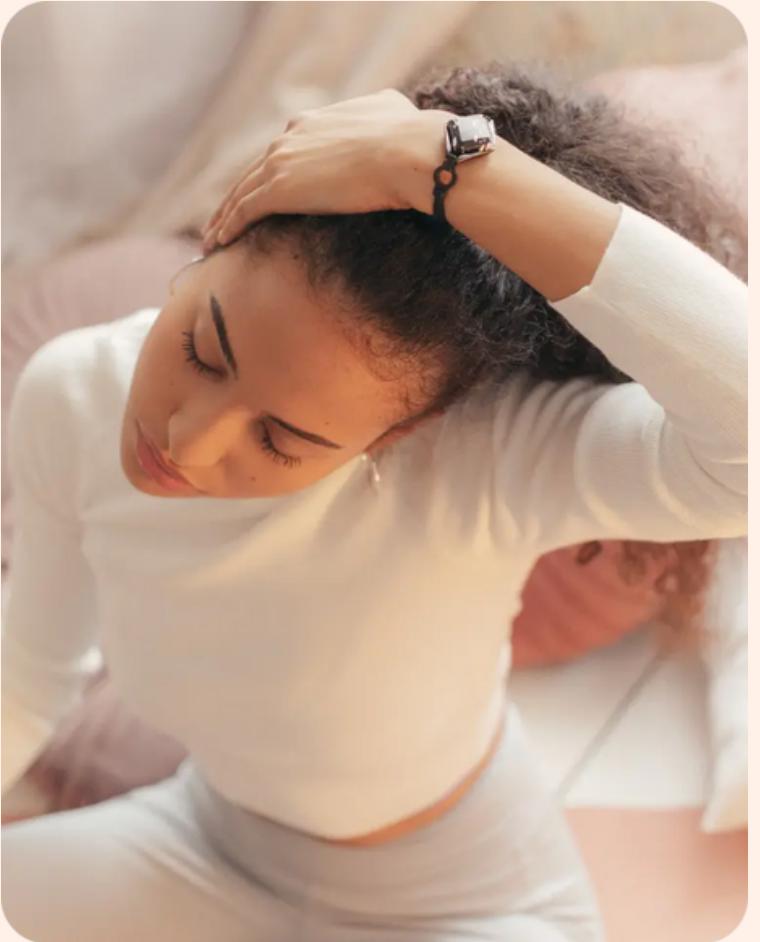




Smart Insights
Biometric and lifestyle data collected and analyzed to optimize the user experience



Women-Centric
Algorithms, technology, and design created for women and tested by women



Holistic Approach
Sync body, cycle, and mind to achieve personal goals and better well-being



Inclusive
Content created to empower users to embrace their personal definitions of beauty

Insights

How Can a Wellness Technology
Company Play It Smart?



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Stats & Numbers



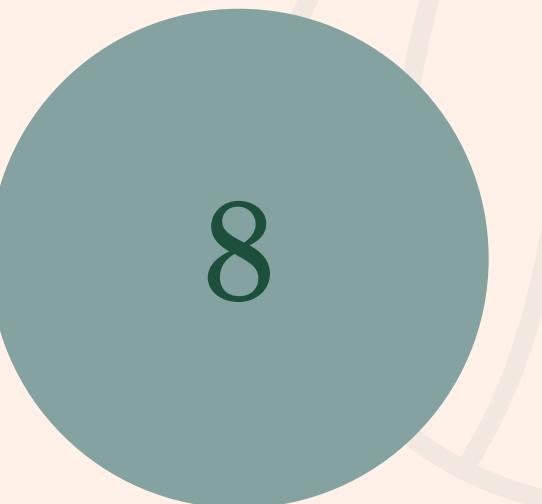
FitBit Fitness Tracker Data



Public Domain
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Users



Weeks

03.12.2016
05.12.2016



Mortality Risk

Taking fewer steps per day is associated
with a higher mortality risk

18.2 %

of users had a

higher mortality rate (72.7 %)

based on weekly steps



Each week adults need 150 minutes
of moderate-intensity physical
activity and 2 days of muscle
strengthening activity

- Physical Activity Guidelines for Americans.

45.5 %

of users had an

unhealthy activity level

according to activity time



The recommended amount of sleep
for a healthy adults is 7 or more
hours per day

- American Academy of Sleep Medicine and Sleep
Research Society

63.6 %

of users had **less sleep**

than the recommended
for a healthy adult.

Activity Level Trend

The prevailing trend indicates a moderate activity level on weekdays, contrasting with a decrease observed on Fridays and Sundays.

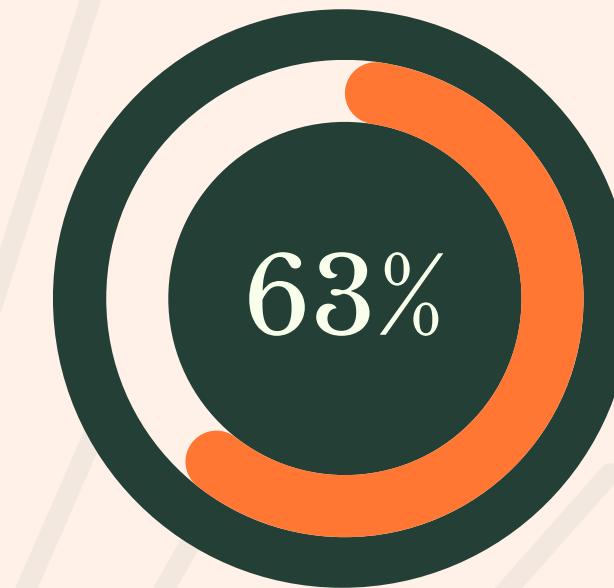
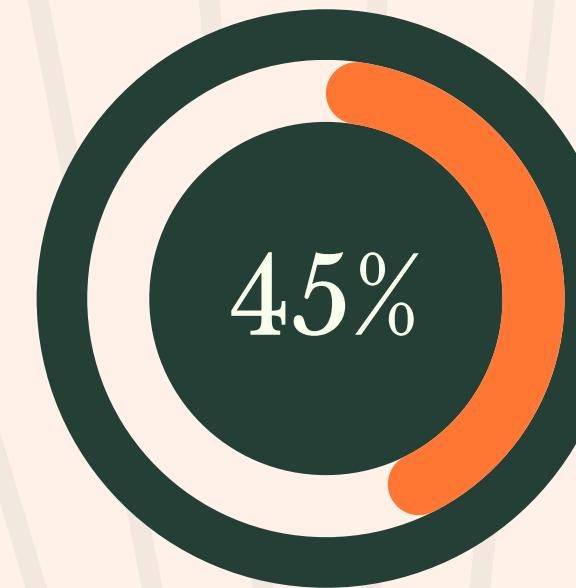
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Marketing Strategy



Activity Breakdown

Unhealthy habits



Had a higher
mortality rate based
on weekly steps

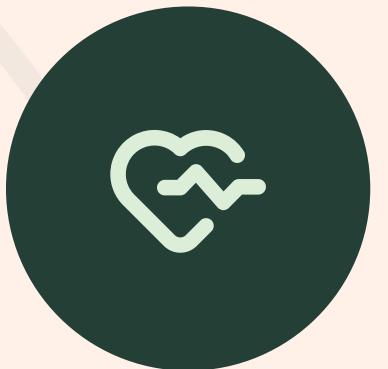
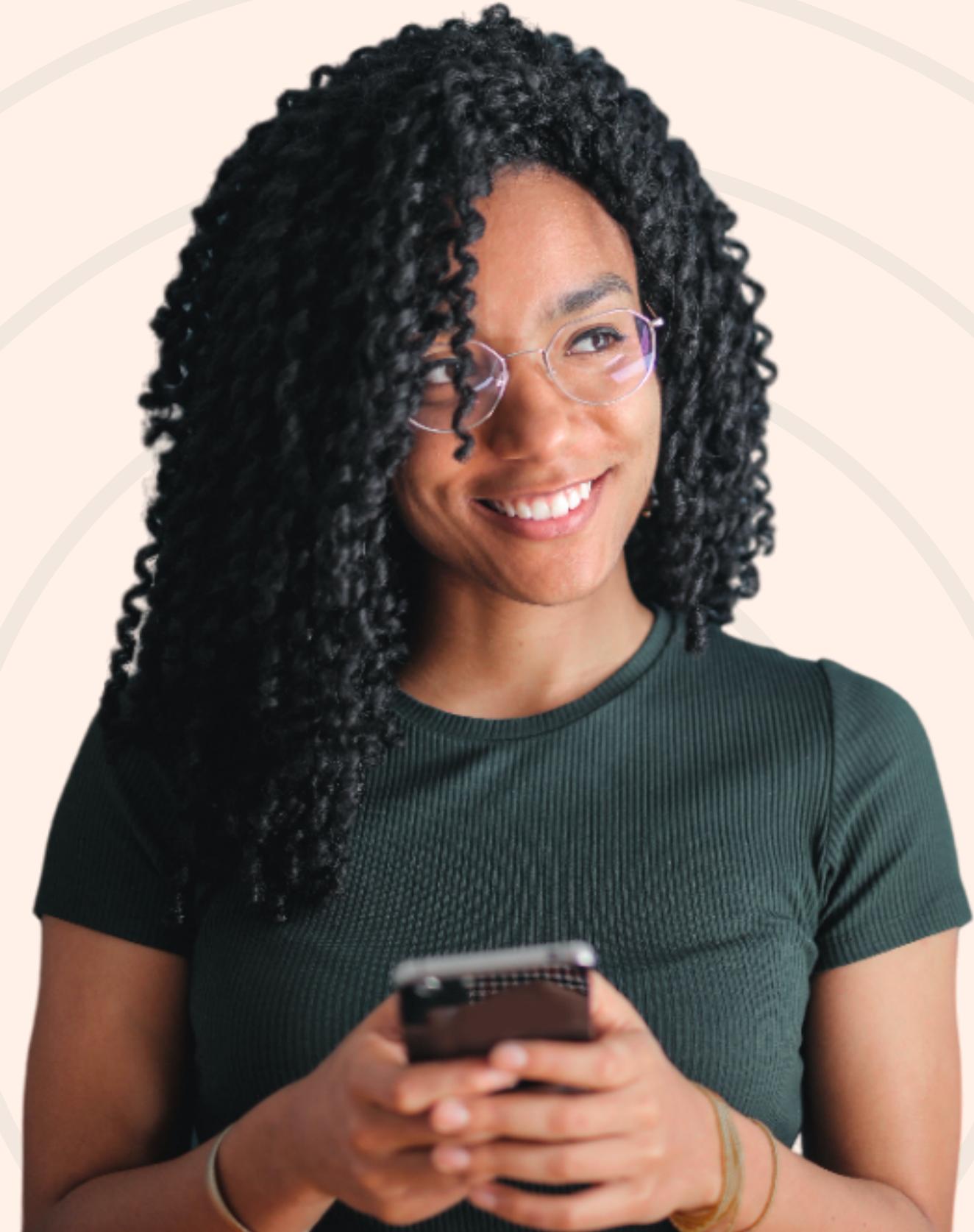
Did not have the
required amount of
physical activity

Did not have the
recommended
amount of sleep for a
healthy adult

Target Sedentary Users



Recognize the 18.2% of users with a higher mortality risk and tailor marketing campaigns to encourage a more active lifestyle.



Develop personalized campaigns that motivate sedentary users to increase their physical activity, potentially using gamification or challenges to make the process enjoyable.

Address Sleep Deprivation



Highlight the importance of sleep for overall health and well-being.



Introduce features or products designed to assist users in achieving the recommended 7 or more hours of sleep per day.

Target Inactive Users



Address the 45.5% of users who do not comply with the recommended weekly physical activity guidelines.

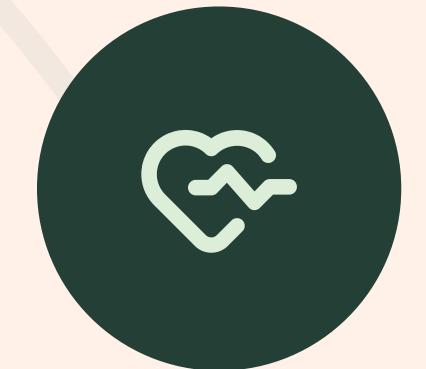


Develop marketing campaigns that encourage inactive users to incorporate physical activity into their routine, offering solutions and support through Bellabeat products.

Weekdays Campaigns



Acknowledge the trend of lower activity levels on Fridays and Sundays and create special campaigns or challenges on these days to motivate users to stay active even during weekends.



Capitalize on the insights regarding the most active weekdays (Tuesdays and Saturdays) by strategically planning promotions, challenges, or special events on these days to engage users actively.

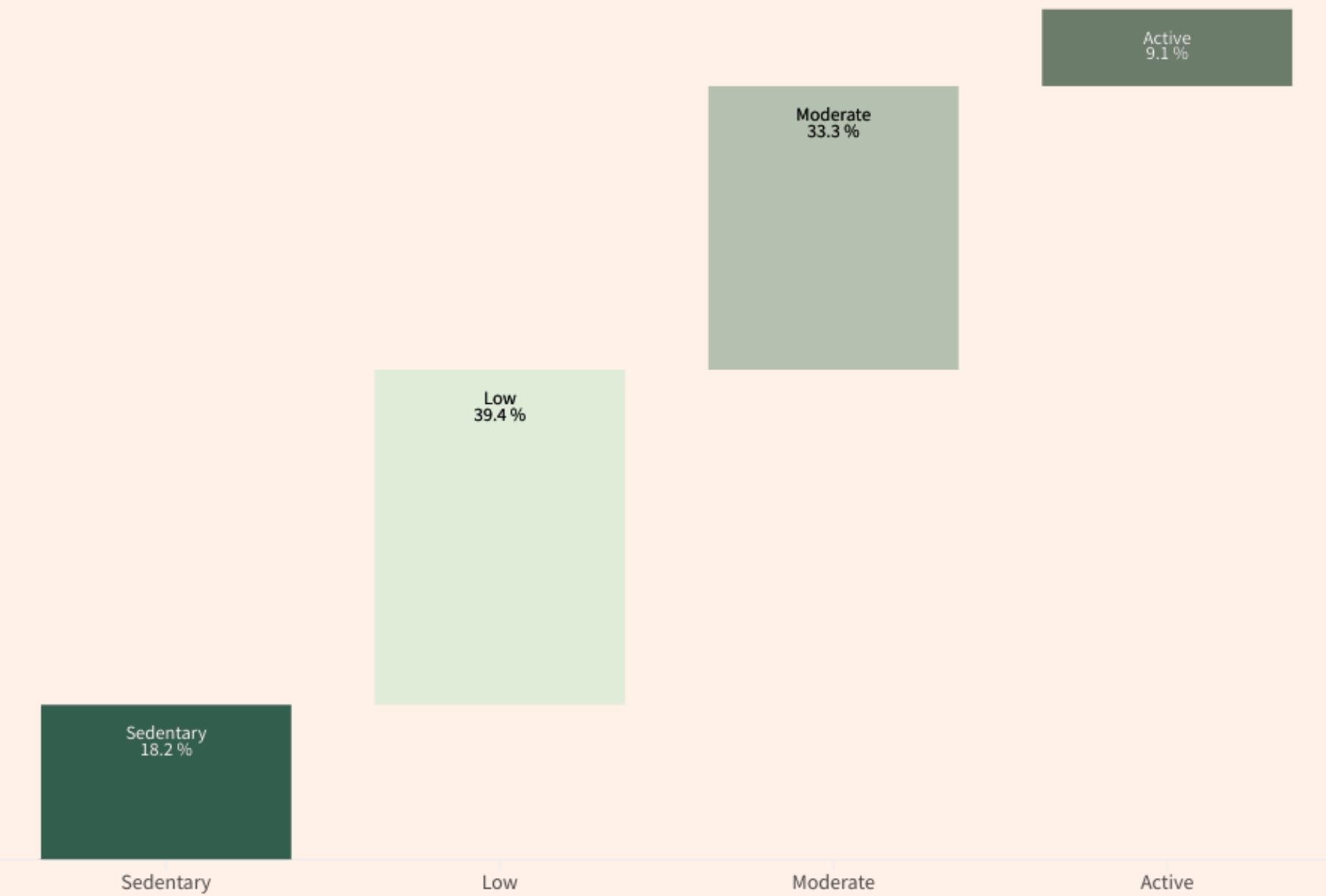


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Appendix

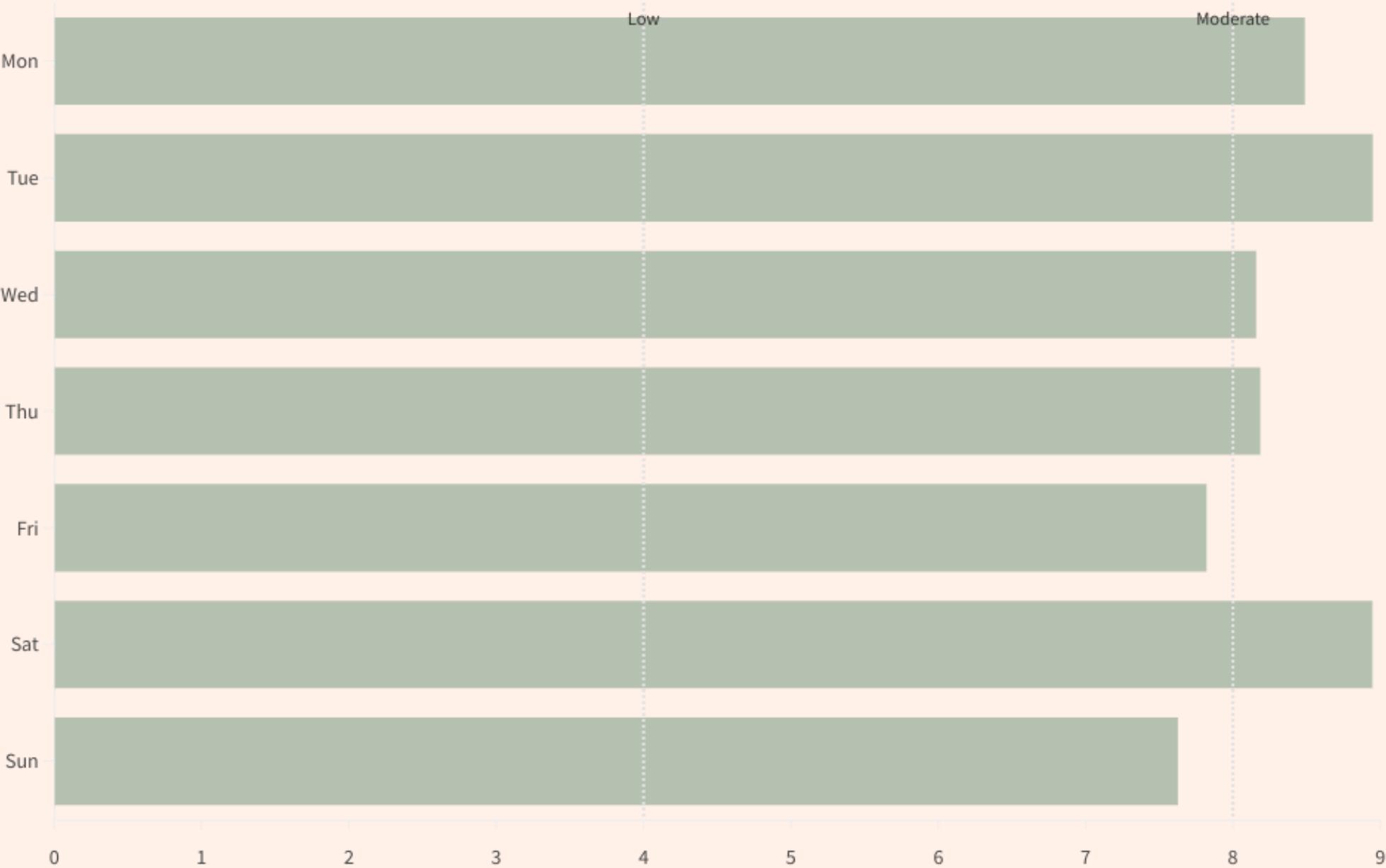
Activity Level

Taking fewer steps per day is associated with a higher mortality risk



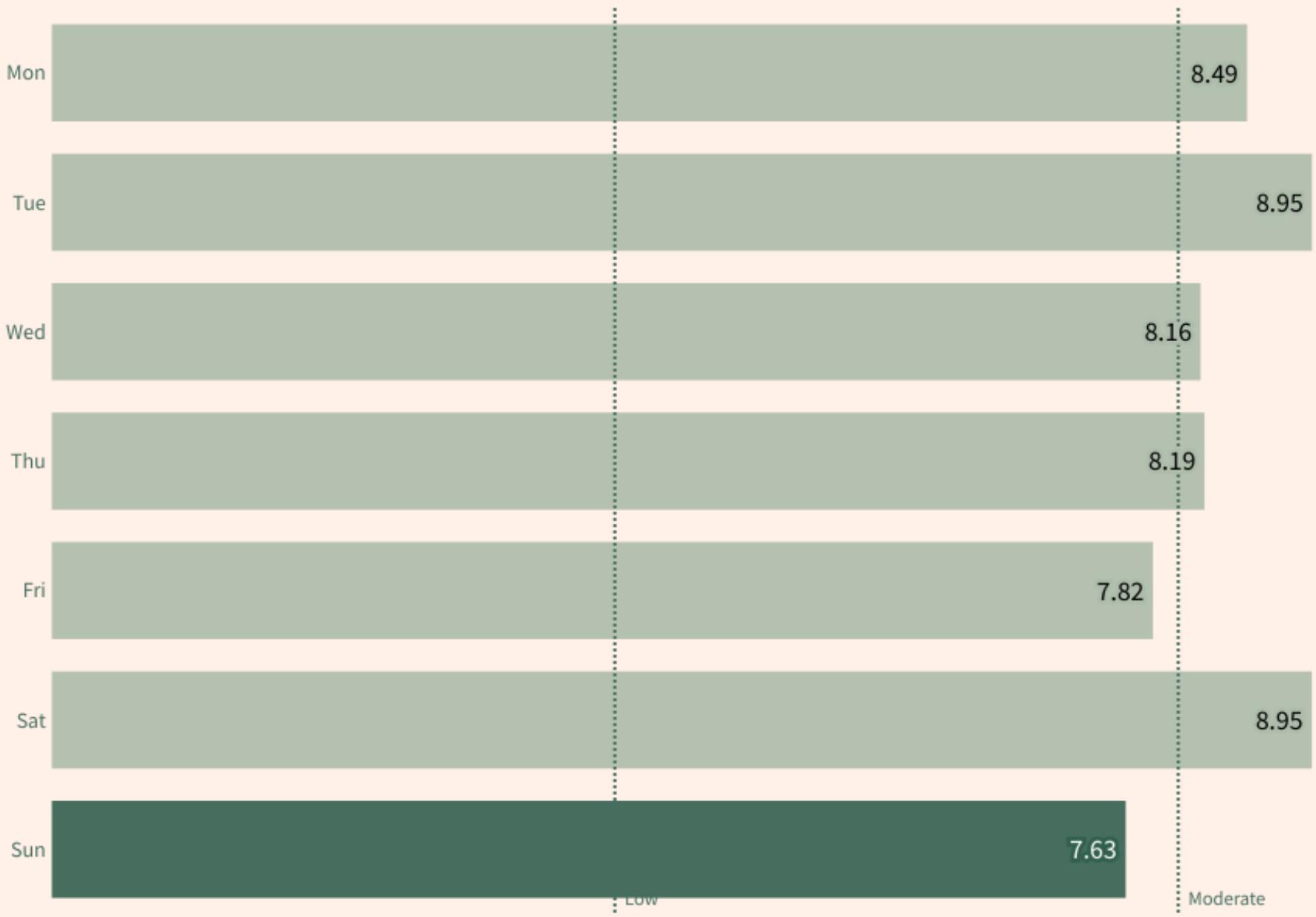
Most active weekday

Average steps per weekday in thousands



Less active weekday

Average steps per weekday in thousands



Learn More

- Bellabeat. (2023, December 6). About us – Bellabeat. <https://bellabeat.com/about-us/>
- Current guidelines | Health.gov. (n.d.). <https://health.gov/our-work/nutrition-physical-activity/physical-activity-guidelines/current-guidelines>
- FitBiT Fitness Tracker data. (2020, December 16). Kaggle. <https://www.kaggle.com/datasets/arashnic/fitbit>
- How much sleep do I need? (2022, September 14). Centers for Disease Control and Prevention. https://www.cdc.gov/sleep/about_sleep/how_much_sleep.html

Learn More

- Saint-Maurice, P. F., Troiano, R. P., Bassett, D. R., Graubard, B. I., Carlson, S. A., Shiroma, E. J., Fulton, J. E., & Matthews, C. E. (2020). Association of daily step count and step intensity with mortality among US adults. *JAMA*, 323(12), 1151. <https://doi.org/10.1001/jama.2020.1382>
- Watson NF, Badr MS, Belenky G, et al. Recommended amount of sleep for a healthy adult: a joint consensus statement of the American Academy of Sleep Medicine and Sleep Research Society. *Sleep*. 2015;38(6):843–844.

Let's get in touch



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