



BELLABEAT CASE STUDY

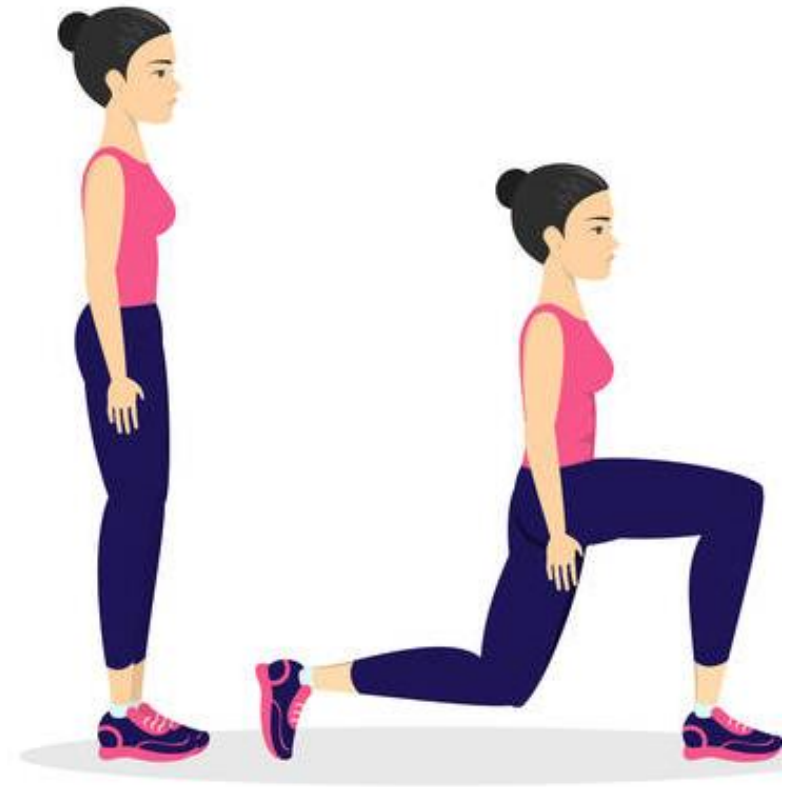
HOW CAN A WELLNESSTECHNOLOGY COMPANY PLAY IT SMART?

A GOOGLE DATA ANALYTICS CAPSTONE CASE STUDY



AGENDA

- Introduction & Business Task
- Data insights
- Recommendations

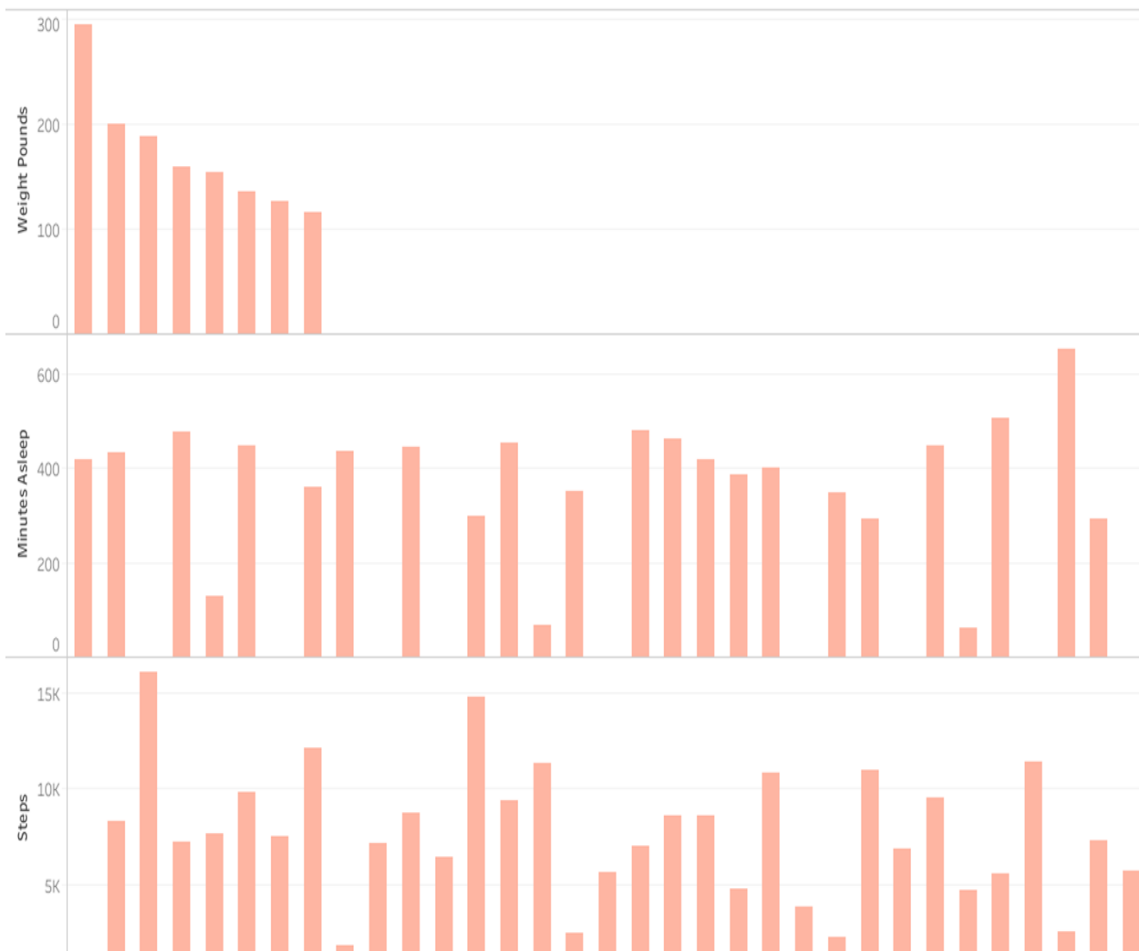


INTRODUCTION & BUSINESS TASK



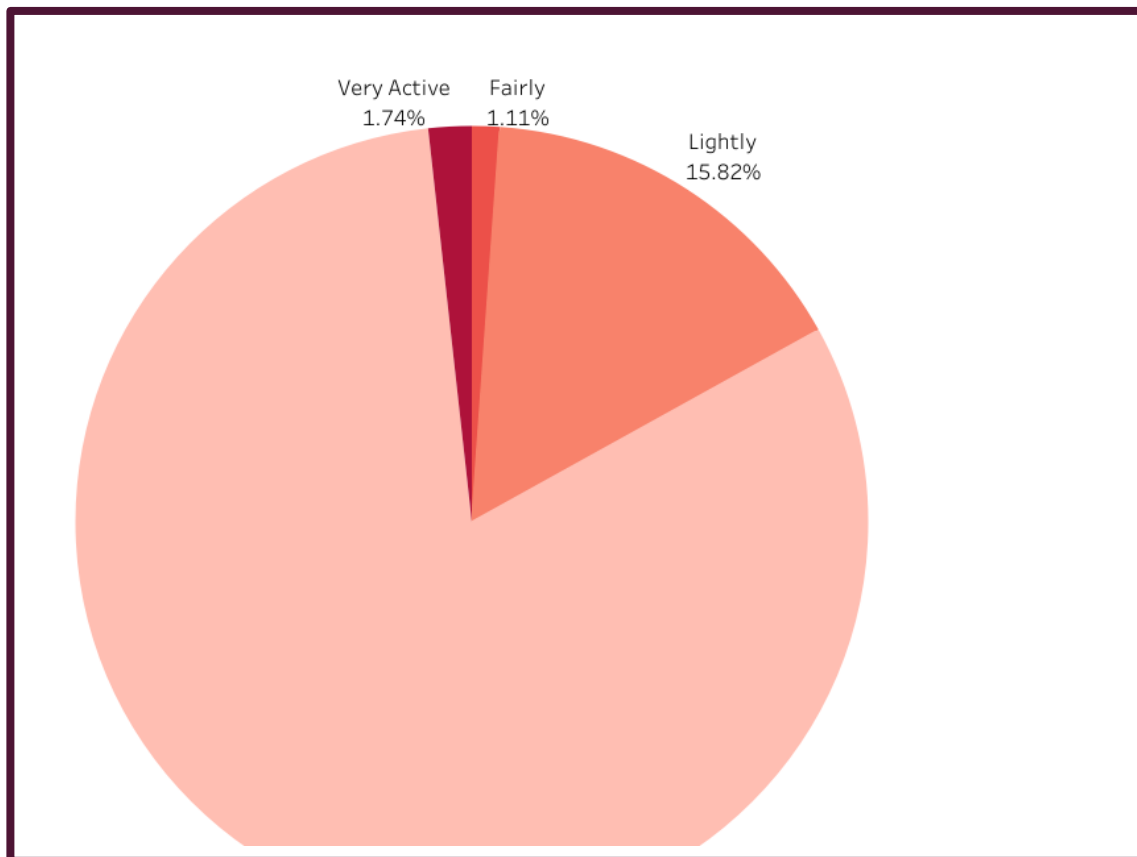
- Since it was founded in 2013, Bellabeat has grown rapidly and quickly positioned itself as a tech-driven wellness company for women. The company has 5 focus products namely: bellabeat app, leaf, time, spring and bellabeat membership.
- Our business task is to analyze the fitness data to guide marketing strategies for Bellabeat to become a global player.

MORE DATA IS NEEDED FOR A DETAILED ANALYSIS



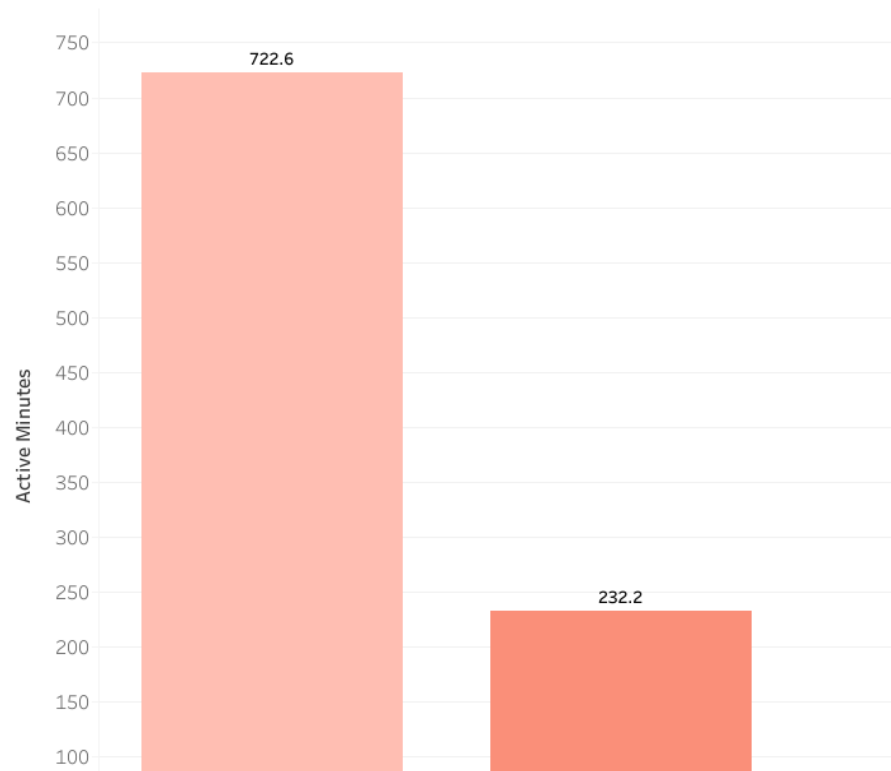
- There are only 33 users in total, 24 steps and 8 weights provided

HOW ACTIVE IS THE TOTAL POPULATION?



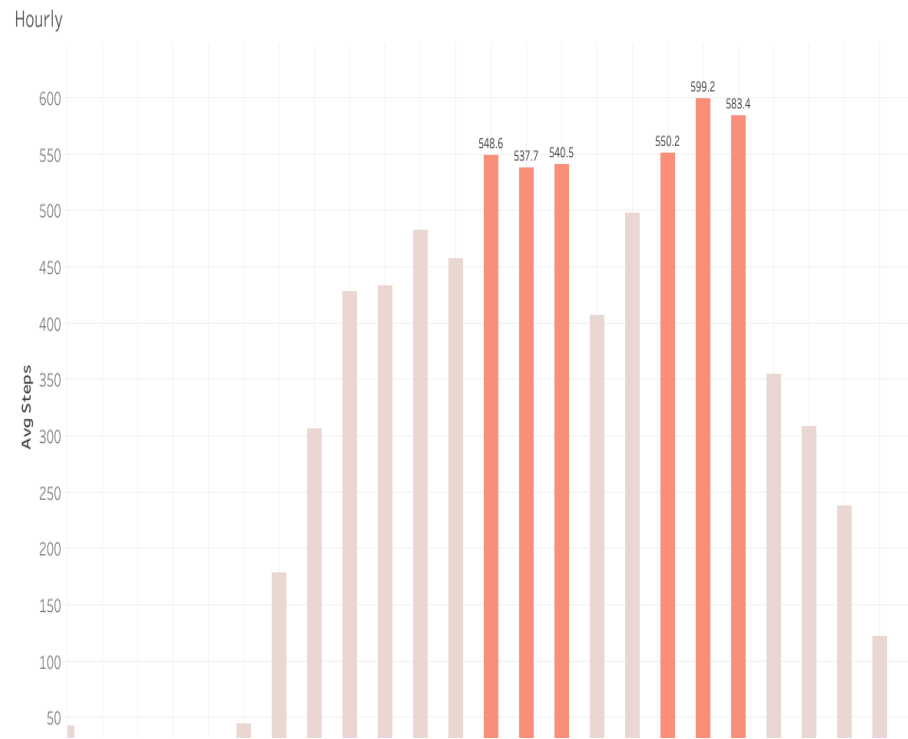
- 81.30% of the population are in sedentary minutes
- 15.82% in lightly activity
- 2.85% in fairly to very active minutes

HOW ARE THEY ACTIVE DAILY?



- 12 hours spend in sedentary mode
- 42 minutes in fairly to very active mode

WHERE IS THE MAIN INCREASE?



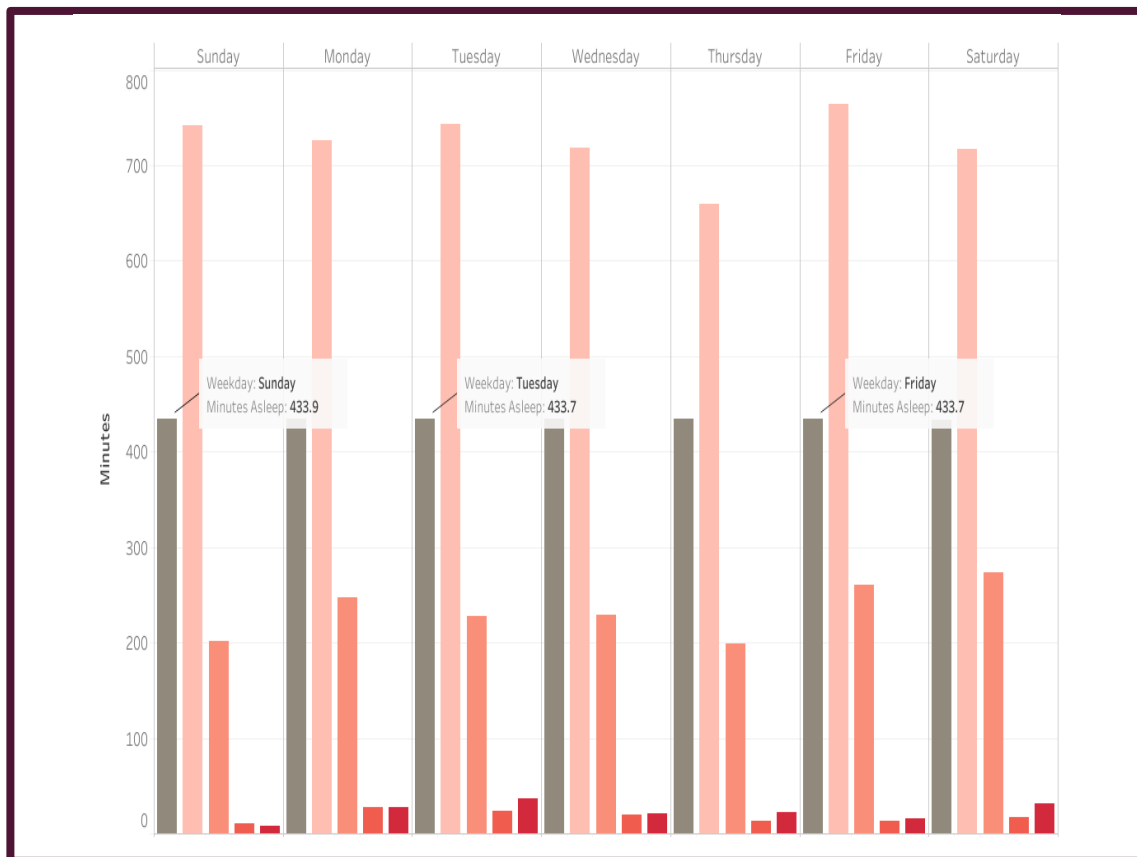
- More steps from 12pm to 2pm
- Most steps from 5pm to 7pm

WHERE IS THE JUMP?



- On Saturday, users are more active
- On Sunday, users are less active

SLEEP IS NOT CORRELATED WITH ACTIVE MINUTES



- A user sleeps about 433 minutes or 7 hours on average

RECOMMENDATIONS

- Obtain more data for an accurate analysis, encouraging users to use a wifi connected device instead of making manual entries
- Products, such as Leaf wellness tracker, can vibrate after a prolonged period sedentary minutes, signalling to the user that it's time to get active.
- Healthy style campaign encourages users to have short active exercises during the week, longer during the weekends, especially on Sunday where we see the lowest steps and most sedentary minutes
- The campaign can also be paired with a point-award incentive system. Users completing the whole week's exercises will receive Bellabeat points on products/memberships.

