



Health tracker device
Data analysis

Presented by: Marie Khalil
Last Updated: March 30th, 2022



Bellabeat

Health tracker device Data analysis

- Where can we find growth opportunities ?
- Device Usage and Users Activity
- Conclusion
- Recommendations
- Appendix



**What are we
talking about?**



Objective

Where can we find growth opportunities ?

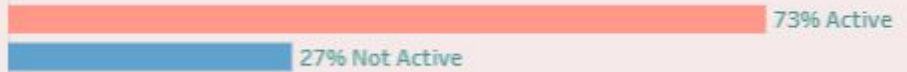
Understanding **users activity** and how they are **using the devices** will give us insights on who our **target audience** are and the best methods to present services and products to them that they are more likely to use or **subscribe** to.



Device Usage

- There are 24 active users
- They represents 73% of total number of users
- Not active users represents 27%
** excluded from the analysis

Active - Not Active Users

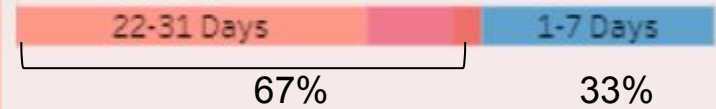




Device Usage

- Users who use their devices more than 8 days per month represents 67% of total users
- Users who use their devices from 1 - 7 days per month represents 33%

Percentage of Active Users Vs Number of Days





Users Activity

- Users who takes more than 20 minutes to fall asleep represents 67% of users
- Users who takes less than 20 minutes to fall asleep represents 33% of users





Users Activity

- Users who use their devices more than 8 days/ month who represent 67% of users tend to spend more time to fall asleep compared to users who use their devices less than 7 days/ month
- These users (67%) are a good opportunity for bellabeat growth.



Conclusion



73% of users are active
and use their devices



67% of users use their
devices more than 8
Days/Month



Users who use their
devices more than 8
Days/Month takes more
than 20 minutes to fall
asleep



Recommendations

Presenting **Bellabeat Wellness Coach** subscription (9.9\$/month) to users who have difficulty falling asleep, focusing on mental and physical well being while communicating with users through social media channels and campaigns, explaining how users can benefit from the app and have a library that contains books, articles and videos about exercises and guided meditations to help users reduce insomnia (have less time to fall asleep).

Target audience : 67% of bellabeat active users who use their devices more than 8 days/month
And they take more than 20 minutes to fall asleep



Appendix

→ Bellabeat Dashboard

[http://public.tableau.com/app/profile/mariek/viz/FitBit_16544993190490/
Deviceusage](http://public.tableau.com/app/profile/mariek/viz/FitBit_16544993190490/Deviceusage)

→ Bellabeat Analysis report

[https://github.com/marieTharwatkhalil/Bellabeat/blob/main/Bellabeat%20
Analysis%20Report%20-%20Analysis%20%26%20Recommendations.pdf](https://github.com/marieTharwatkhalil/Bellabeat/blob/main/Bellabeat%20Analysis%20Report%20-%20Analysis%20%26%20Recommendations.pdf)