



How Bellabeat Can Use Fitness Trends to Improve Wellness Marketing

By: Aminat Junaid | Data Analyst Portfolio Project



Business Objective

What Bellabeat Wanted to Know



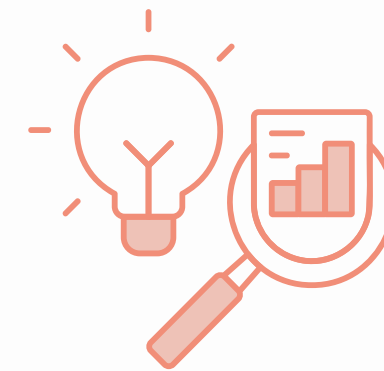
Objective 01

How are people using smart fitness devices in daily life?



Objective 02

What trends can we uncover from this usage data?



Objective 03

How can Bellabeat apply these insights to grow and market better?

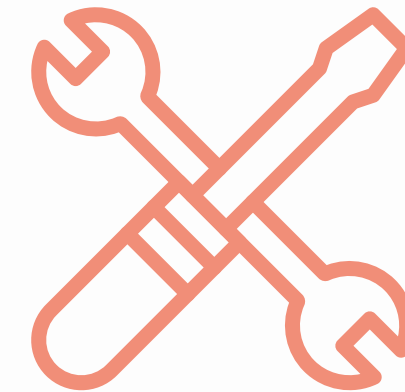
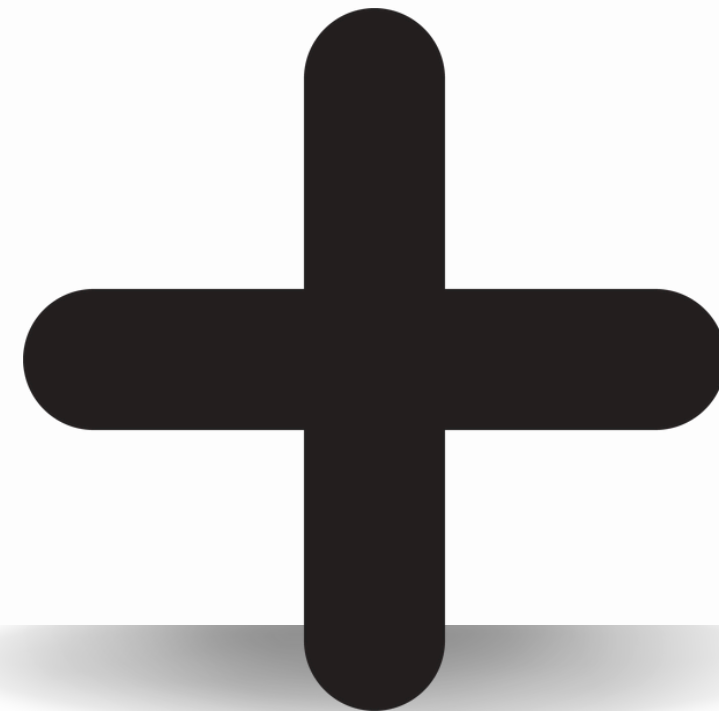


Dataset & Tools Used



Data Source

- Fitbit Public Dataset (Kaggle)
- 30 Users over 31 days
- Data: steps, sleep, activity, calories burned



Tools

Excel



Canva

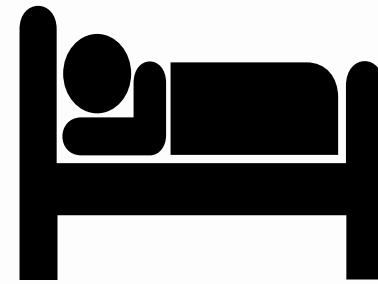


What Do We Want to Know?



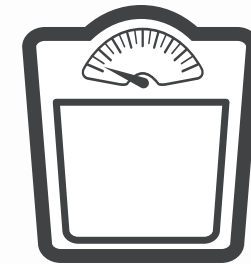
Steps & Activity

- How many steps do people take every day?
- Do people walk more on weekends or weekdays?
- Do more steps = more calories burned?
- How active are people throughout the day?



Sleep

- How many hours do people sleep each night?
- Do people sleep more on weekdays or weekends?
- Do people fall asleep quickly or spend lots of time in bed awake?

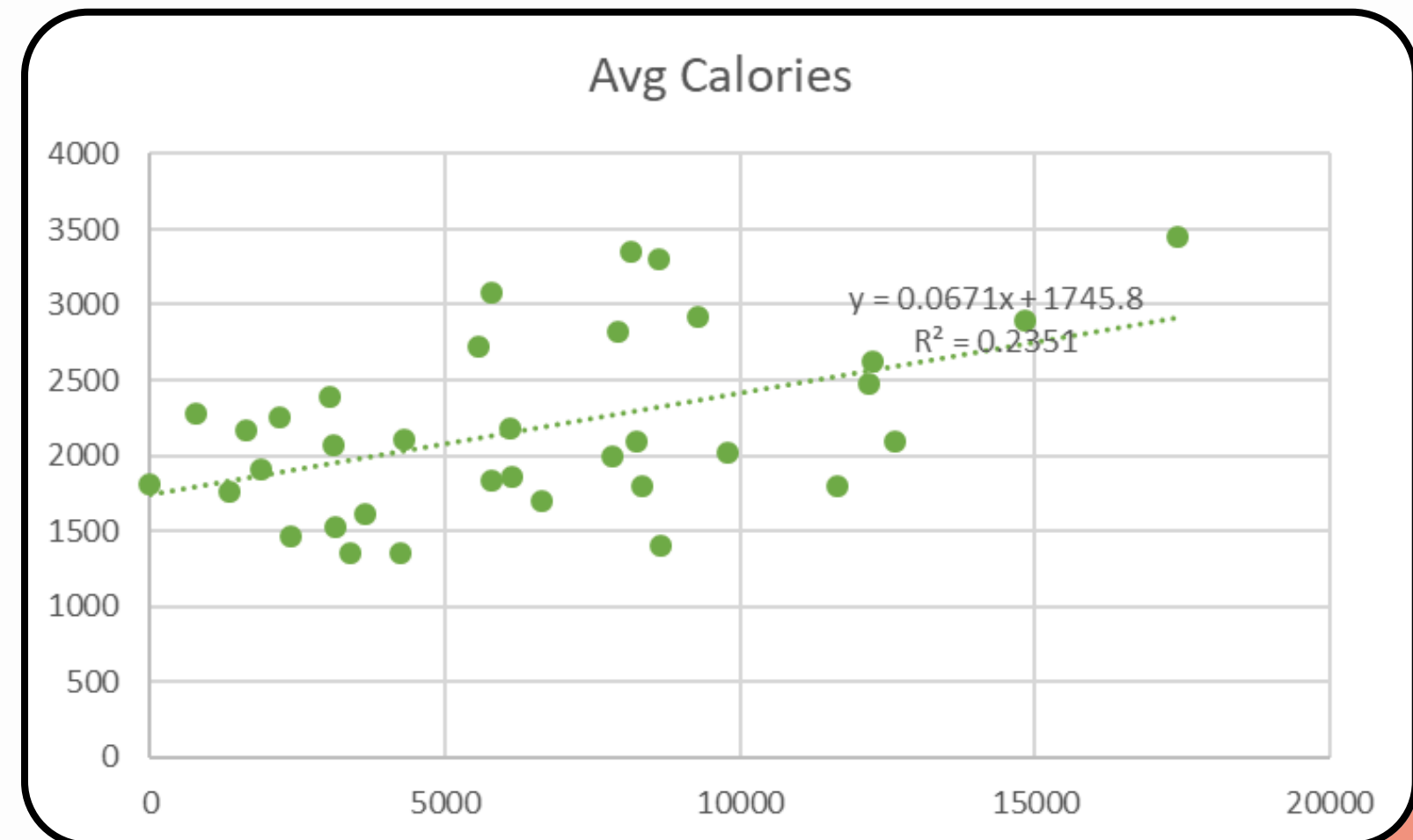
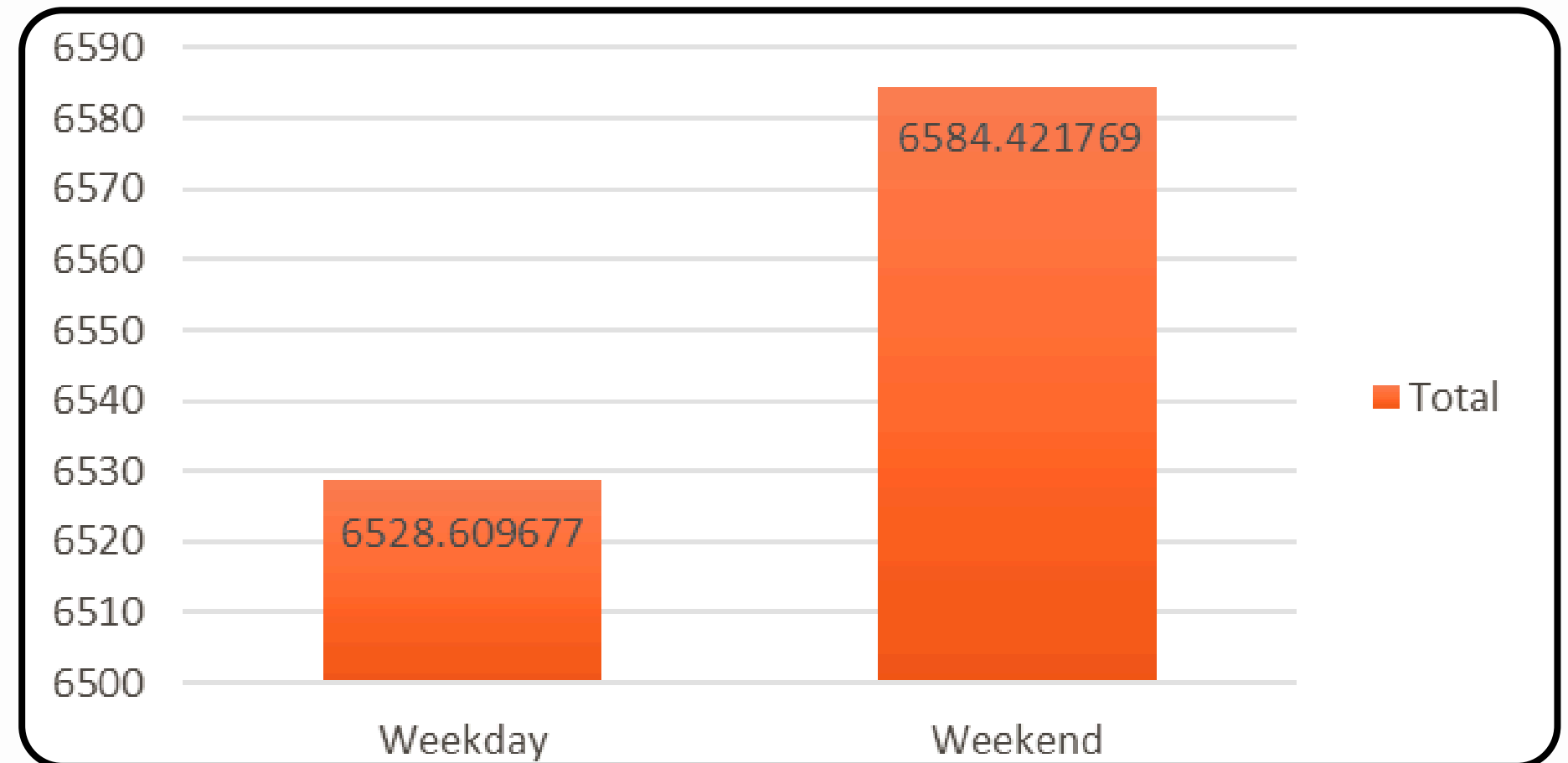


Weight

- How often do people track their weight?
- What does their BMI say about their health?
- Are they logging weight consistently?

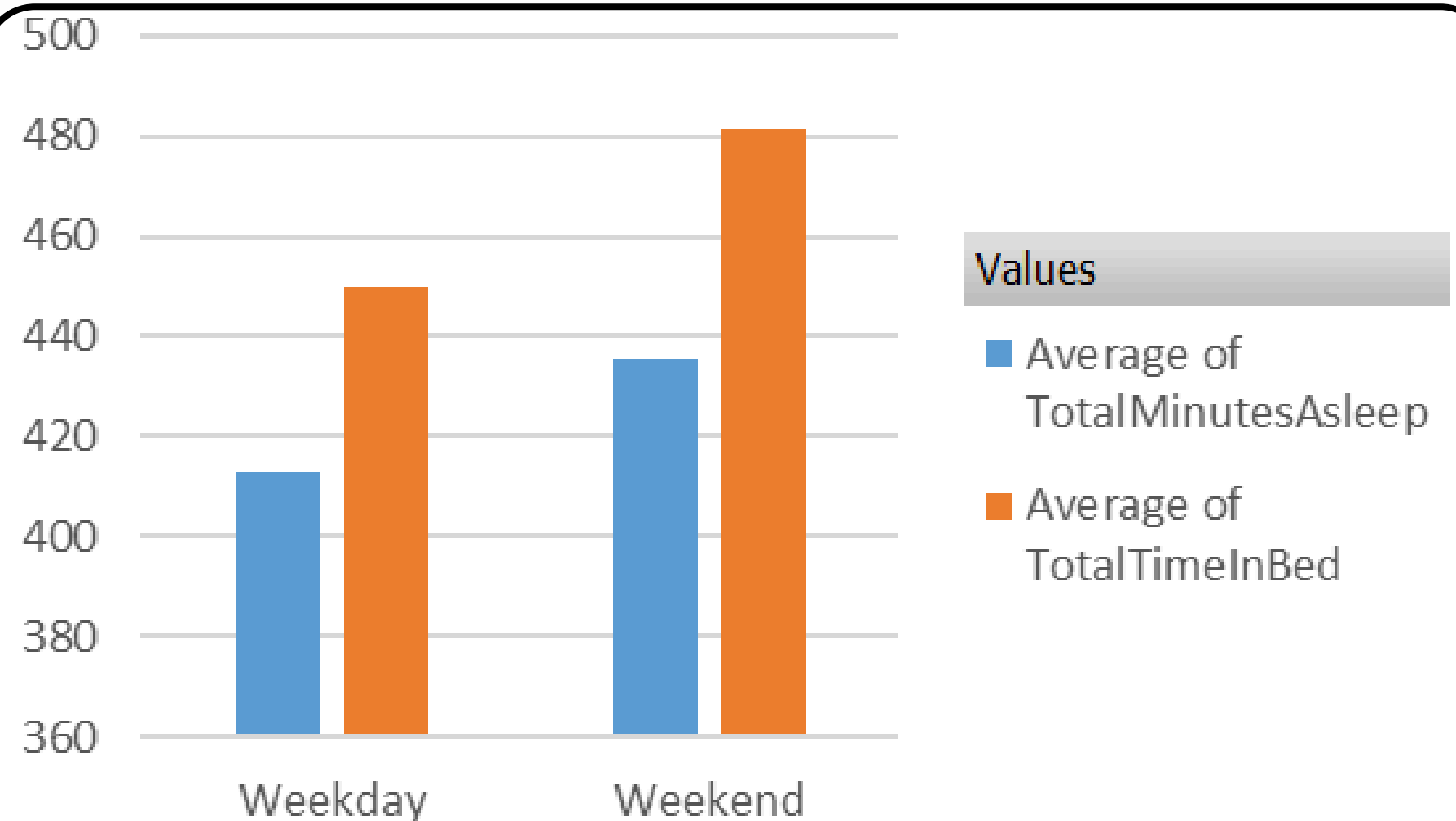
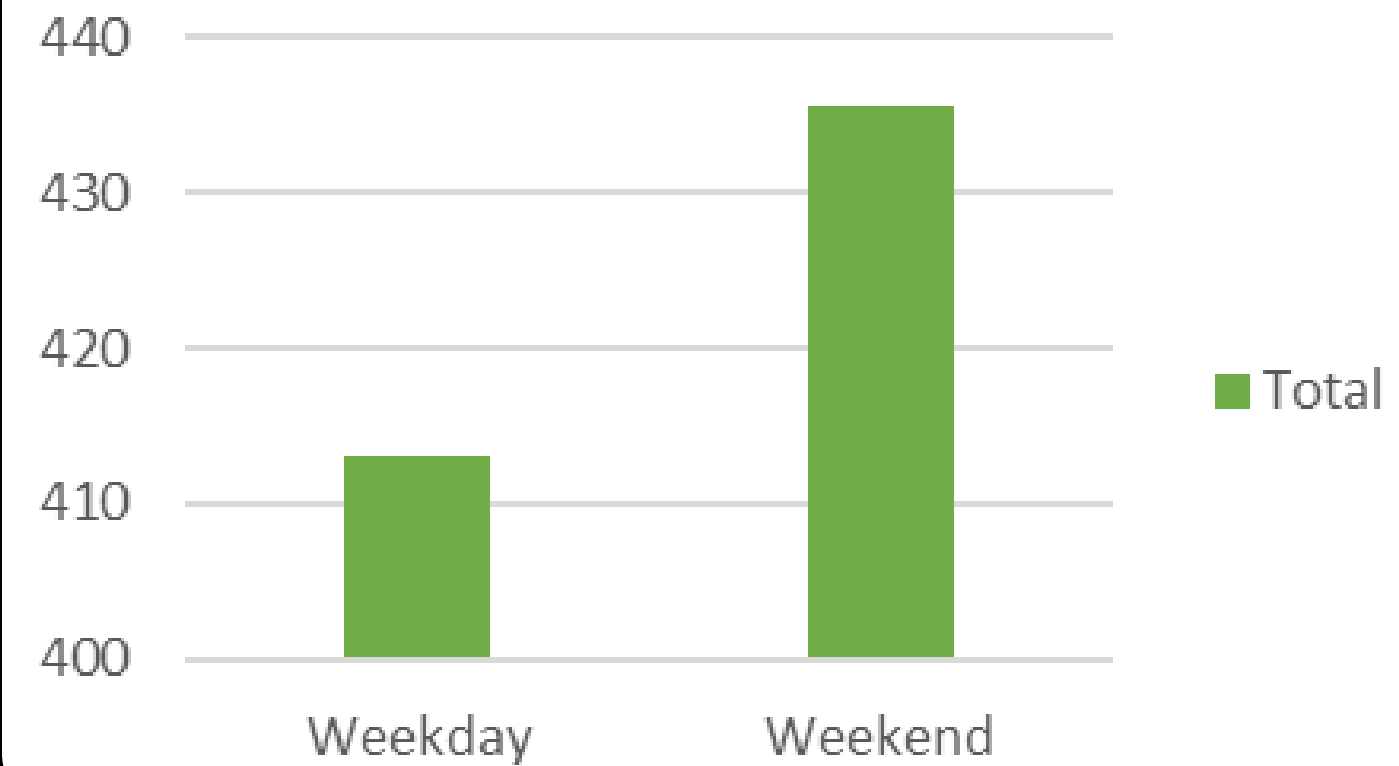
What We Learned About Movement

- People take slightly more steps on weekends (6,584) than weekdays (6,529).
- People are more active and burn more calories on weekends.
- Most people are sedentary for 16+ hours daily!
- Steps and calories are somewhat related (weak relationship, $R^2 = 0.2351$).



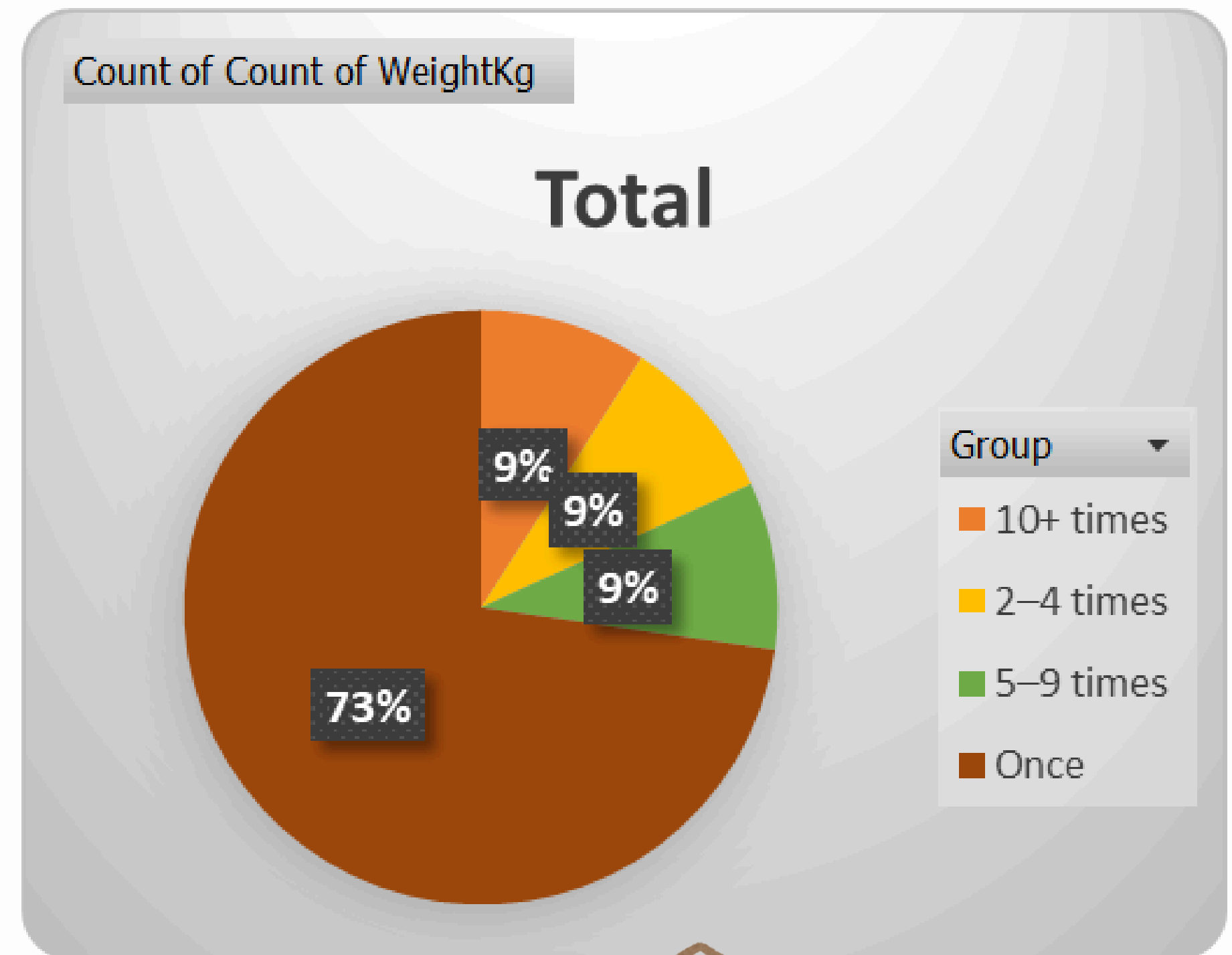
What We Learned About Sleep

- Most people sleep ~7 hours per night.
- People sleep longer on weekends (7.26 hrs) than weekdays (6.88 hrs).
- Sleep efficiency is 92% – most people fall asleep quickly once in bed.



What We Learned About Weight Tracking

- Only 11 people logged weight, and most did it once.
- BMI categories:
- ✓ 18 Normal
- ⚠ 13 Overweight
- 🚫 2 Obese
- People don't track weight often — Bellabeat could encourage this behavior.



What Bellabeat Can Learn

- 01 Promote daily movement routines to help increase usage.
- 02 Create campaigns around better sleep habits using Leaf and Time devices.
- 03 Share personalized daily insights in the app to keep users engaged.



My Top 5 Marketing Suggestions

What Should Bellabeat Do With This?

01

Encourage Weekday Activity with Streaks & Push Reminders

- While users are more active on weekends, Bellabeat can drive consistent movement by rewarding weekday activity streaks.

02

Promote Bellabeat's Sleep Features to Support Rest

- Since users sleep more on weekends, highlight app features that improve sleep quality during the week, like sleep tracking and bedtime routines.

03

Reduce Sedentary Time Through "Mindful Movement" Campaigns

- With over 16 hours of sedentary time daily, introduce quick in-app movement prompts or daily wellness nudges.

04

Add In-App Reminders for Weight Check-Ins

- Most users only log weight once. Bellabeat can improve engagement with optional weekly or biweekly check-in reminders.

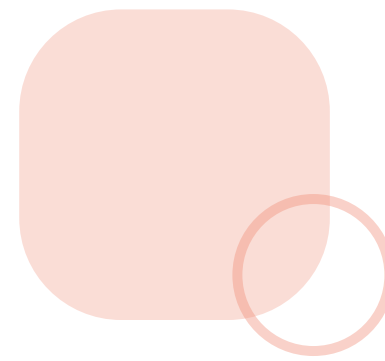
05

Time Social Media Campaigns Around Weekend Wellness

- Align Instagram, YouTube, and email content with weekend trends to boost engagement and product relevance when users are most active.



LESSONS FROM THIS PROJECT



01

I practiced real-world data cleaning and organization, making messy datasets ready for analysis.

02

I explored user behavior using tools like R | Excel, learning how to find patterns in steps, sleep, and calories.

03

I saw how data tells a story and how that story can help businesses make smarter decisions.

04

I improved at turning numbers into clear insights and practical recommendations for a real company.

05

I gained confidence in using data analysis thinking to solve real-world problems.





THANKS FOR VIEWING!



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