



HOW CAN A WELLNESS TECHNOLOGY COMPANY PLAY IT SMART ?



About Bellabeat

- **Bellabeat** is a high-tech manufacturer of health-focused products for women.
- It is a successful small company, but they have the potential to become a larger player in the global smart device market.

Business task

- **Bellabeat** want to improve their marketing strategy by gain information about how consumers are using their smart devices.

About the dataset

- The dataset is **FitBit Fitness Tracker Data** from **Kaggle**.
- It contains personal fitness tracker from thirty fitbit users.
- It includes information about daily activity, steps, heart rate, and sleep monitoring that can be used to explore user's habits.

Analytical goals

- Identify the users' goals to use smart health/fitness devices
- Analyze different daily activities
 - Average number of minutes asleep per day
 - Average number of steps per hour

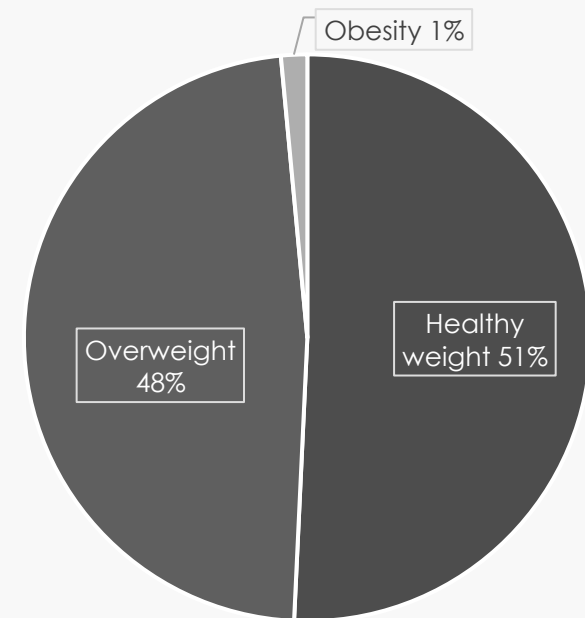
Identify the users' goals to use smart health/fitness devices

BMI & Level of Obesity

Users can be categorized into **3 categories**: Healthy weight, Overweight, and Obesity.

- Healthy weight
- Overweight
- Obesity

Level of Obesity



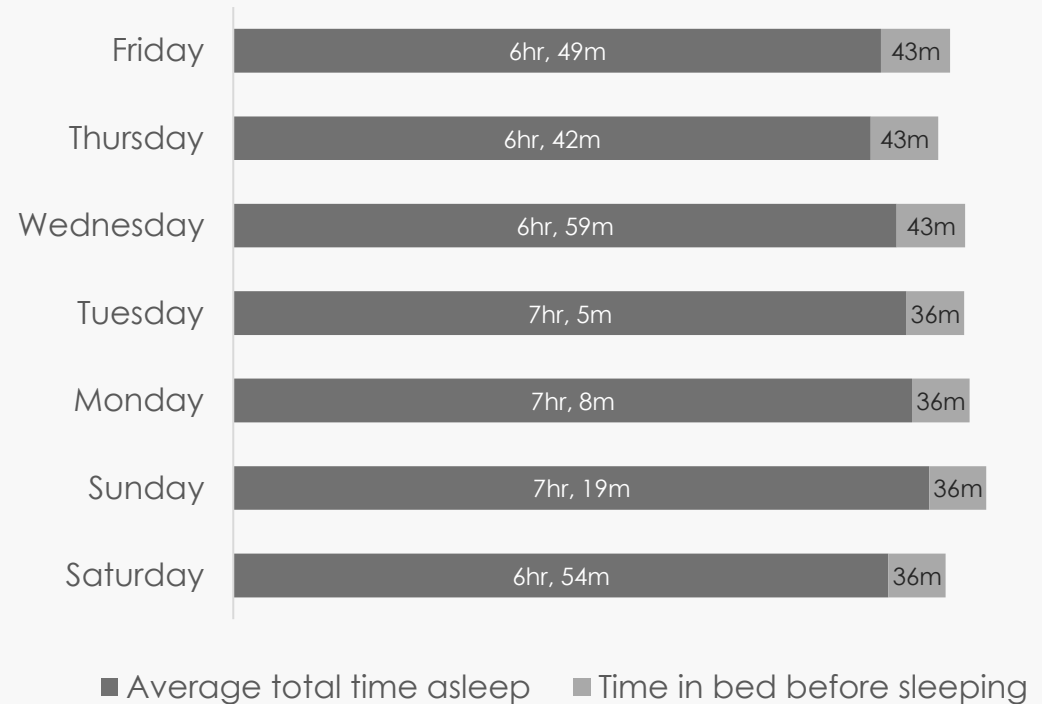
Useful insights !

- Most of the users are categorized as healthy weight and overweight.
- So, **bellabeat** can provide them the information and lifestyle tips that suit them.

Analyze different daily activities

Sleep Monitoring

Brain performance, mood, and health can be improved with good sleep, so it's a good opportunity to monitor users' sleep habits.

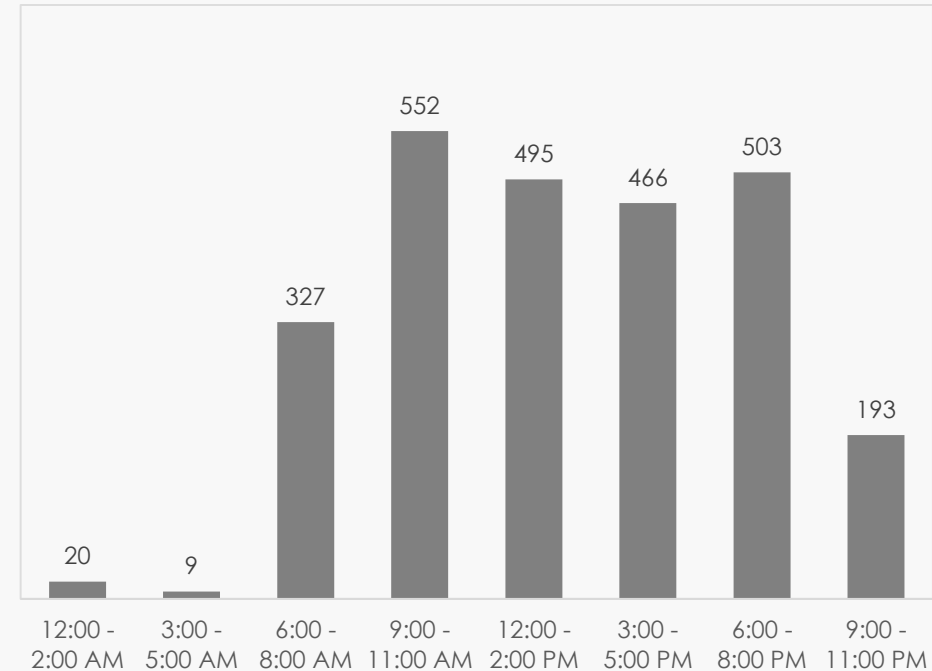


Analyze different daily activities

Steps Tracker

By knowing users' walking habits, **bellabeat** will be able to provide notifications through their app to remind users that it's time to walk !

Average number of steps over the day



Recommendations

- **Bellabeat** can work on their mobile app to communicate with their users and provide them with healthy habits according to their cases and level of activity.
- This will be effective as now they can predict when the users can interact with their reminders/notifications.



THANK YOU