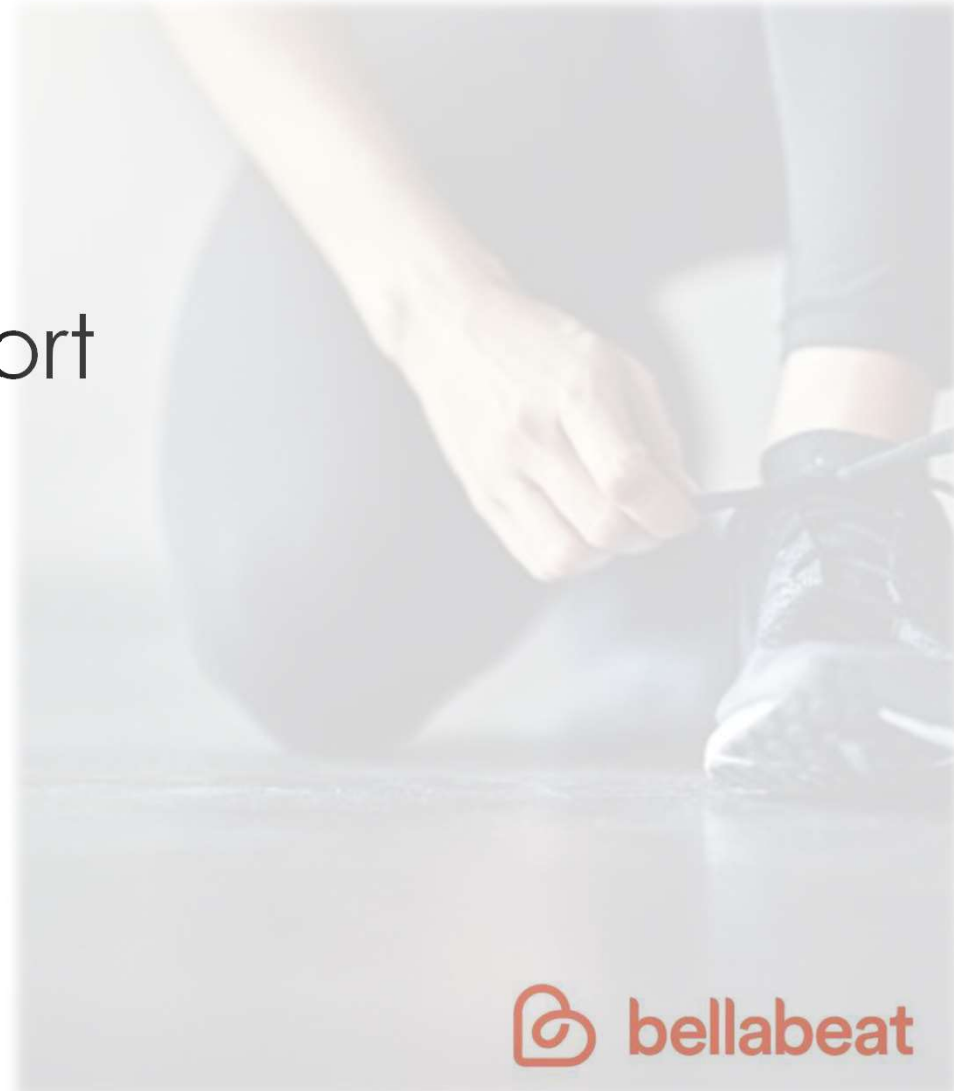


# Bellabeat Analysis Report

Gaining customer insight through customer use

Presented by: Michael Sante  
Last Updated: February 25, 2022



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- Purpose of our analysis
- Insights from our analysis
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# Purpose of our analysis

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# Objective

Identify insight into consumer use trends of smart devices that will inform Bellabeat's marketing strategy



# Data

Fitbit fitness tracker data was utilized to conduct the analysis. Thirty-three eligible users consented to the submission of personal tracker data.



# Insights from our analysis

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# Sleep Tracking

Checking for trends between daily activity and sleep patterns, our team found that participants fell into two groups regarding sleep tracking:

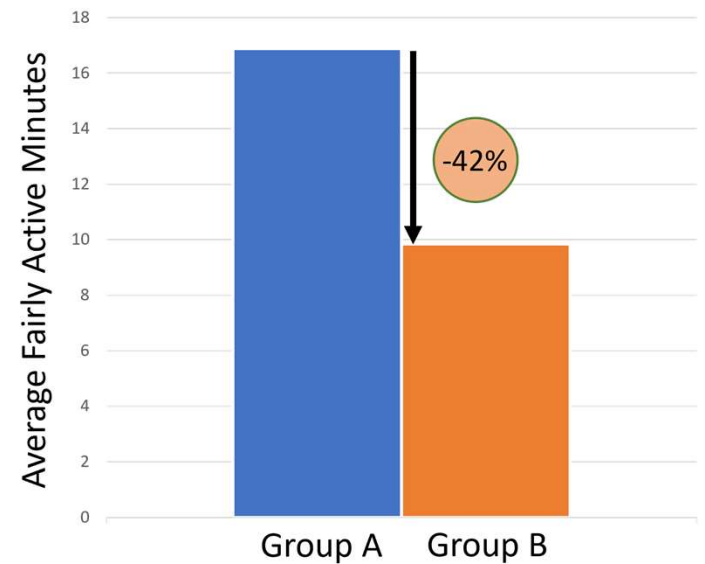
Group A: Moderate to frequent tracking

Group B: Low to no tracking



# Average Fairly Active Minutes

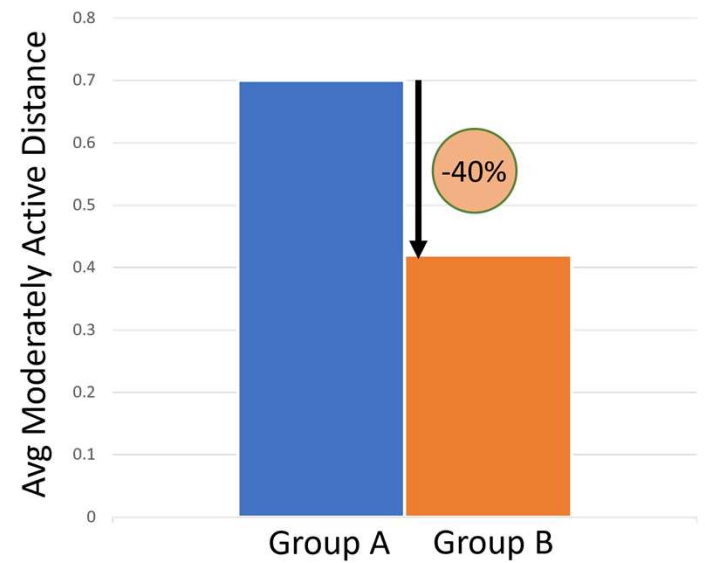
Group B logged an average of **42% fewer** fairly active minutes than Group A.





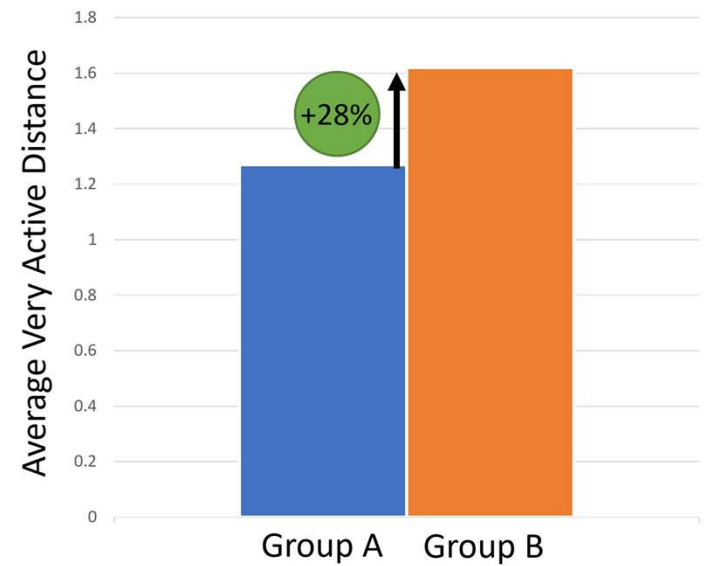
# Average Moderately Active Distance

Group B's average moderately active distance is **40% less** than that of Group A.



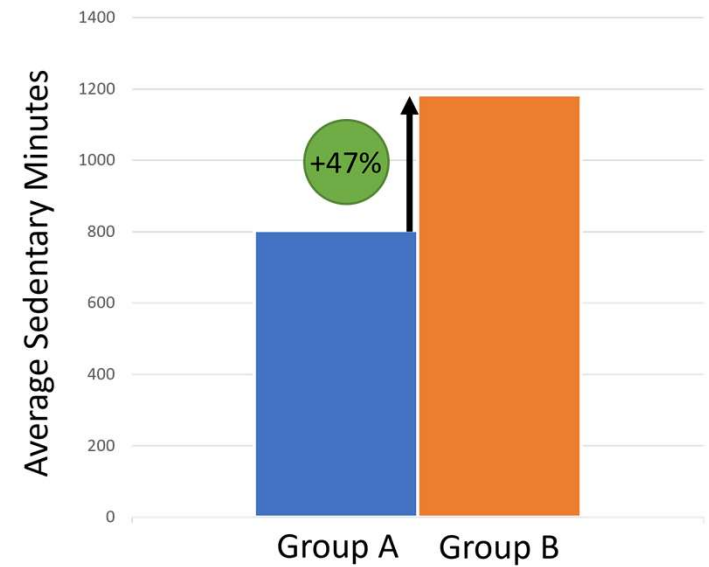
# Average Very Active Distance

Group B's average very active distance is **28% higher** than that of Group A.



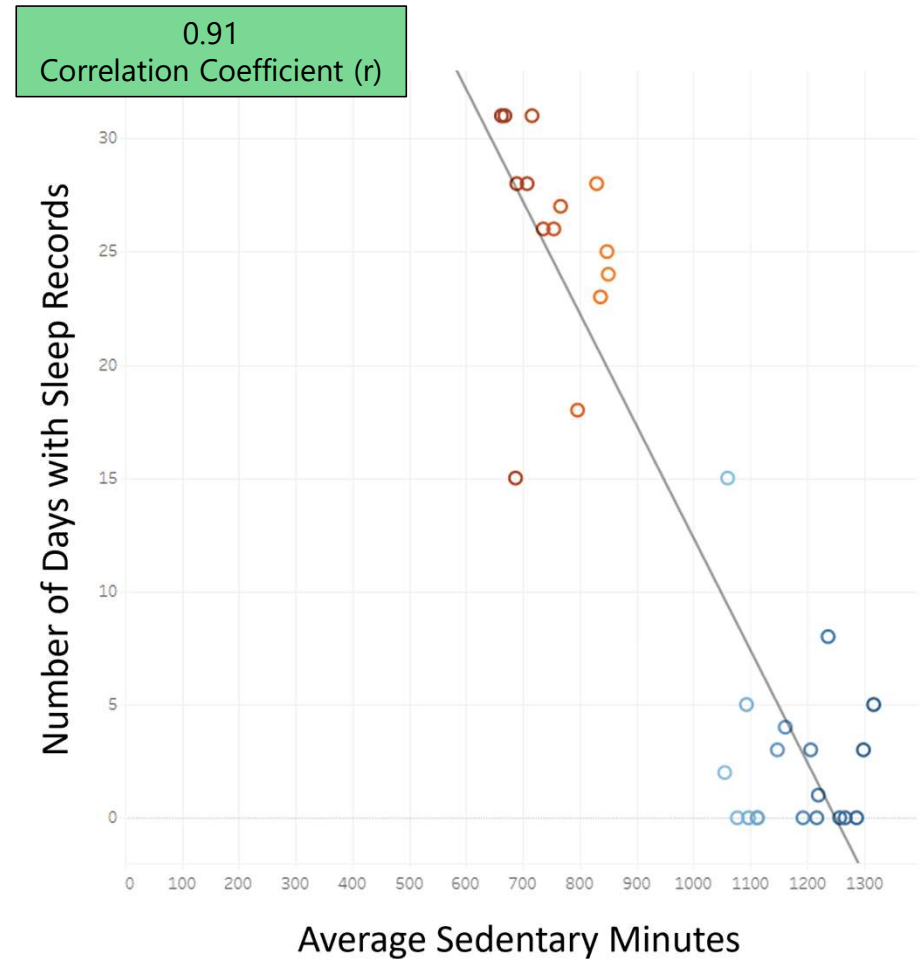
# Average Sedentary Minutes

Group B logged an average of **47% more** sedentary minutes than Group A.



# Correlation

Nearly all participants who logged sleep records for **at least 15 days** averaged between 662.32 and 850.45 sedentary minutes.



# Conclusion

- Purpose of our analysis
- Insights from our analysis
- Conclusion



# Consumer Use

There is a significant relationship between sleep tracking and time spent doing sedentary activities.



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# Applications

1. Market sleep wearables or functions to customers whose average sedentary minutes fall within that 662.32 - 850.45 range.
2. Promote sleep tracking to customers who average a high number of sedentary minutes to reduce sedentary activities, promote health, and drive customer loyalty.



# Next Steps

- Further analysis with a greater sample size to bear out the results of this initial analysis.
- Should the results stand, investigate the relationship behind sleep tracking and time doing sedentary activities, perhaps by collecting additional data through surveys.





Thank you!

Any questions?

