

Bellabeat Analysis Report

Gaining customer insight through customer use

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Last Updated: February 25, 2022



Good morning! My name is Michael Sante and I am happy to present to you this analysis report on customer use trends.

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Today I will be walking through the purpose of this analysis, what insights we gained from this analysis, and our conclusions and recommendations.

Purpose of our analysis

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First, let's establish why this analysis was conducted.

Objective

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

Our objective was to analyze data on consumer use of a health-focused smart device, see what insight could be gained from such an analysis, and turn that insight into guidance for marketing.

Data

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

The data that was used to carry out this analysis was Fitbit fitness tracker data, which was generated by respondents to a distributed survey. The data for thirty-three users was included in the dataset.

Insights from our analysis

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We will now look at what we discovered during the analysis.

Sleep Tracking

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

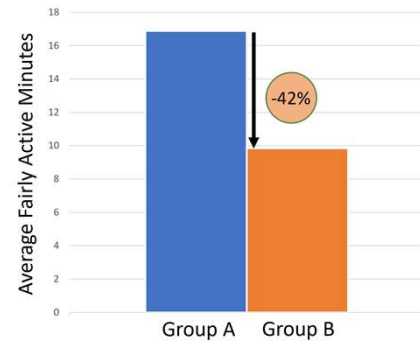
Group A: Moderate to frequent tracking

Group B: Low to no tracking



Average Fairly Active Minutes

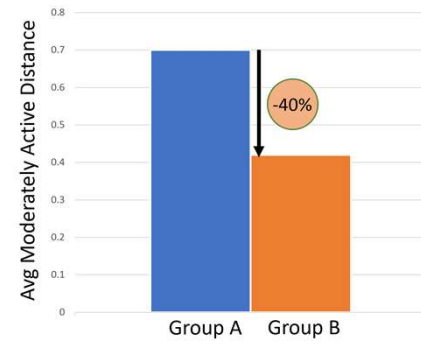
Group B logged an average of **42% fewer** fairly active minutes than Group A.



There were some significant differences between the two groups among a few variables including this one.

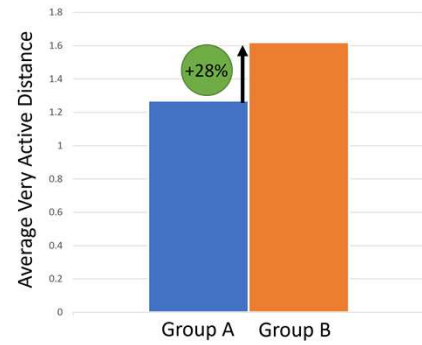
Average Moderately Active Distance

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



Average Very Active Distance

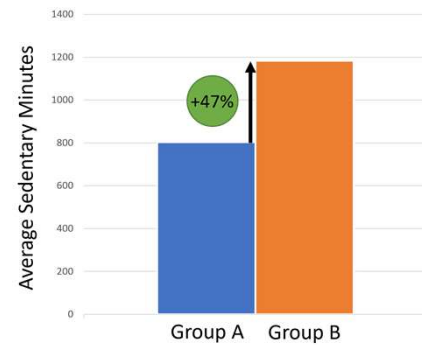
Group B's average very active distance is **28% higher** than that of Group A.



This seems a little surprising. While it is more than offset by the other value differences we have seen, further analysis could be done with more data to investigate this point.

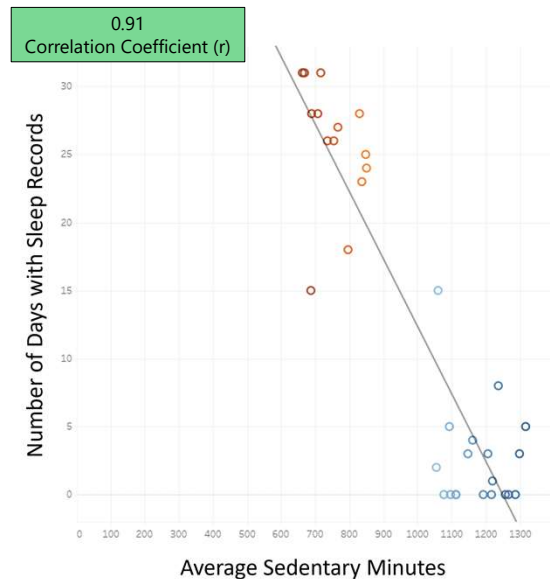
Average Sedentary Minutes

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



We believe this is the most significant discovery. Let's take a closer look at the relationship between average sedentary minutes and sleep tracking.

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
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What can we conclude from this analysis?

Consumer Use

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



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The biggest insight is the consumer use trend showing a significant relationship between sleep tracking and time spent doing sedentary activities.

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.

We can recommend the following applications of this insight. Since the exact relationship between sleep tracking and time doing sedentary activities is unknown, we cannot say for certain that promoting sleep tracking will in any way affect sedentary minutes.

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.

Further analysis should be carried out to check these results and investigate further the relationship between sleep tracking and time doing sedentary activities. Is there another variable that is at work here and what role does it play? Perhaps data collection through surveys would need to be carried out to bring in information on new variables, which could lead to new insights.

Thank you!

Any questions?

Thank you very much for your attention during my presentation. I would be happy to answer any questions you may have on my report.