



Bellabeat Case Study

**Bellabeat Product
Marketing Enhancement**



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Bellabeat Product Marketing Enhancement

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TABLE OF CONTENTS

- Our Big Questions
- Our Fact-Finding
- Our Deliverables
- Our Recommendations
- Our Sources





Our Big Questions

1. Who is in our market?
2. What do we know about them?
3. Where can we serve our market?
4. When do they need our products?
5. Why do they need our products?
6. How can we increase our product reach?





Serving Women

Bellabeat is committed to the health and wellness of
women.



Our Audience is Mostly Women

- They encompass all economic backgrounds
- Have varied careers and commitments
- Want to feel great about life
- Are trying to balance their time

> We Can Serve Them All Through Fair Buy-In

> We Can Identify Further Needs to Support Careers and Commitments of Women

> We Can Encourage Health & Wellness

> We Can Help Them Shine and Have More Quality Time in Their Roles



Bellabeat Products Are Intuitive For Women

Meet & Greet with Bellabeat

A pioneer in the fem-tech realm, Bellabeat is a women's wellness company that has helped millions of women track their cycle, pregnancies, and live more in sync with their cycles.

Founded in 2014, Bellabeat is the company that developed one of the first wearables specifically designed for women and has since gone on to create a portfolio of digital products for tracking and improving the health of women.



OUR NUMBERS

1 Million+
Devices Synced

10 Million
Users

380 Million
Cycles
Tracked

2 Million
Pregnancies
Tracked



IVY+

Healthtracker





Leaf Urban

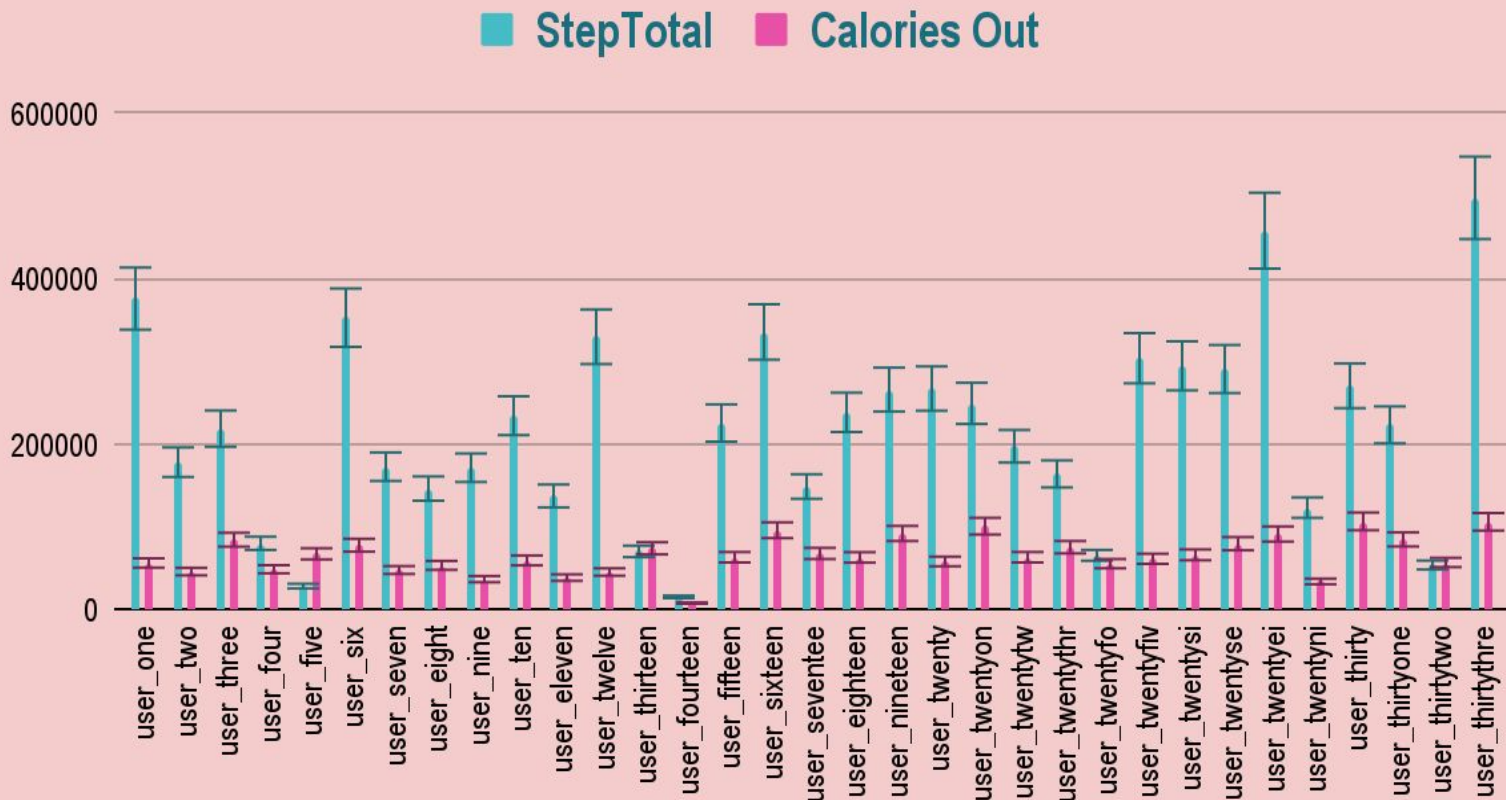




Analysis of a 30 day study
dataset completed in 2016
from Fitbit Users will be used
for our presentation



Grand Smart Device Survey Data Fitbit



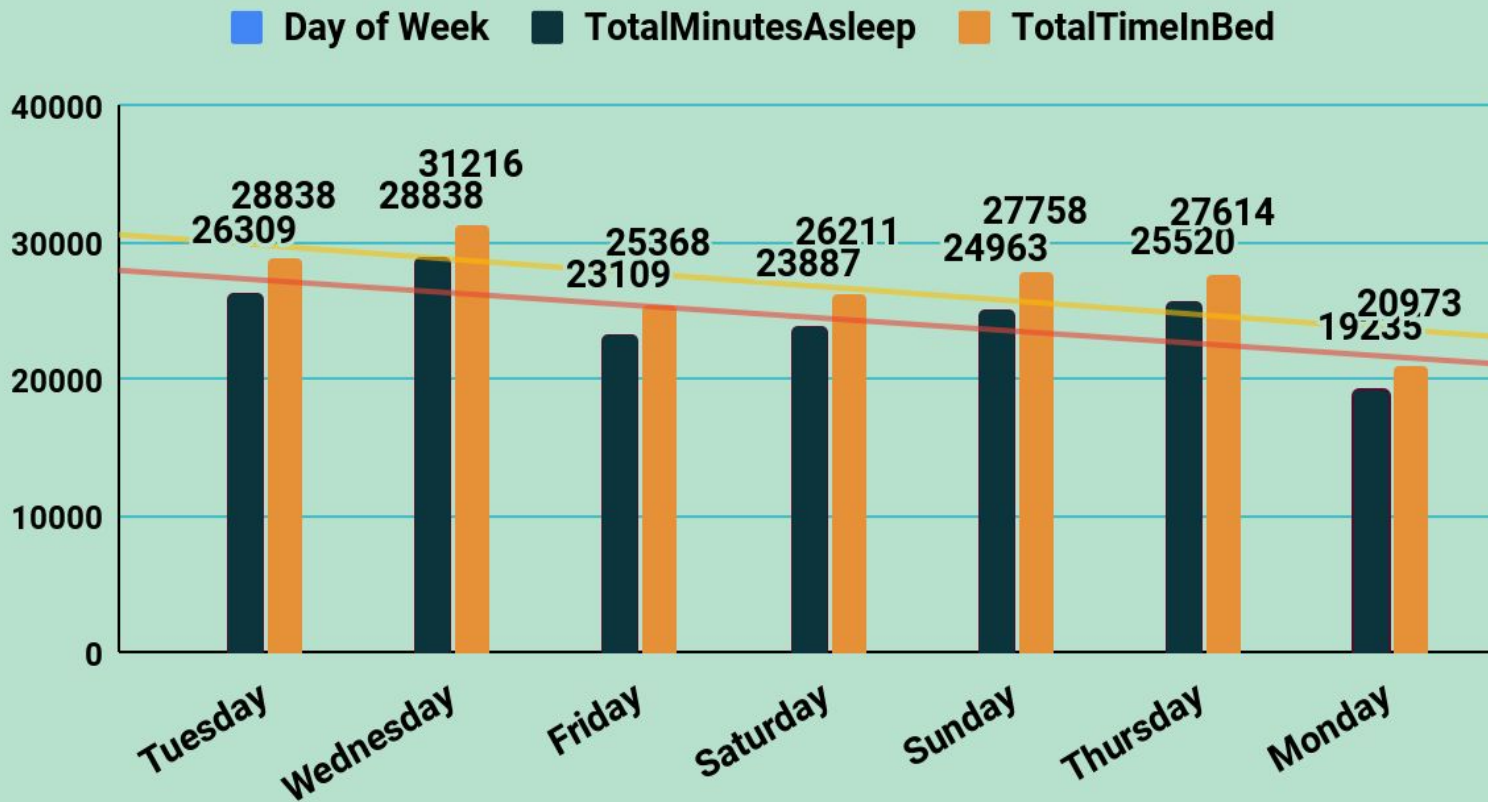


Our Chart Showed Us That...

Steps Tracked Do Not Always Equate
To Caloric Burn/Output.



Sleep by Day of Week Chart





Our Chart
Showed Us That...

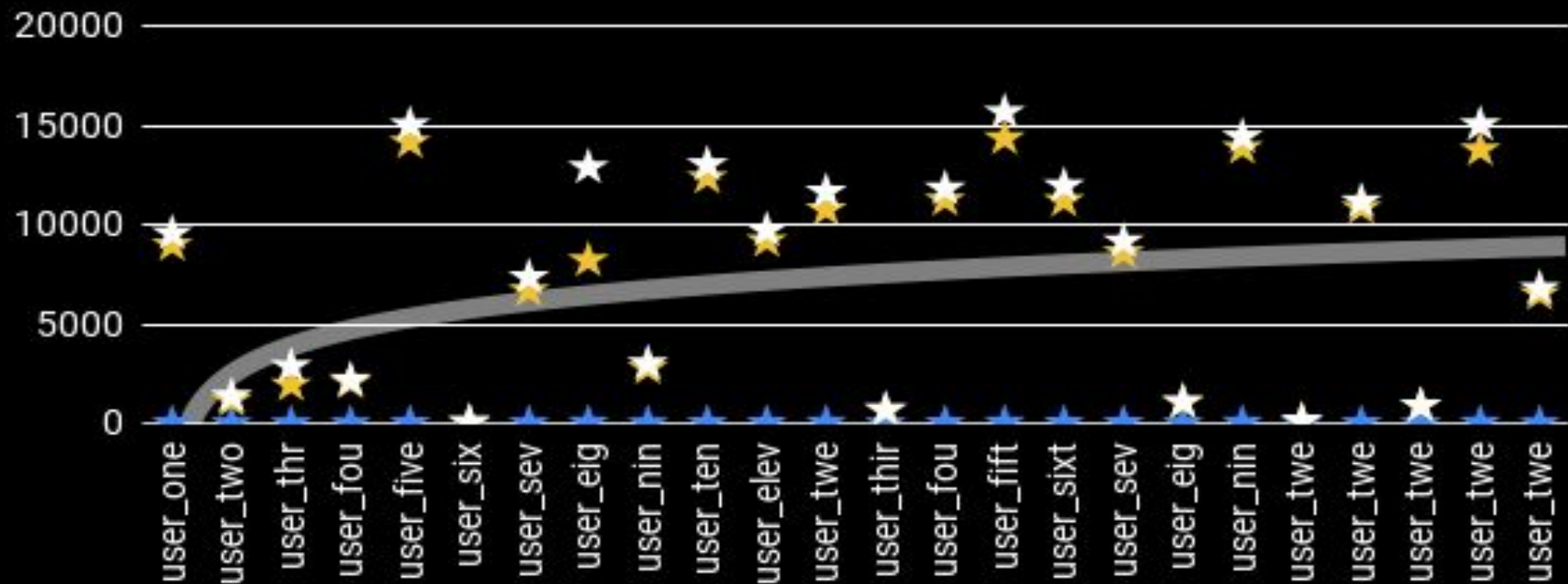
Wednesdays are
for more sleep!

df

Time Sleep By User Chart

★ *TotalSleepRecords* ★ *TotalMinutesAsleep*

— *Trendline for TotalMinutesAsleep* ★ *TotalTimeInBed*



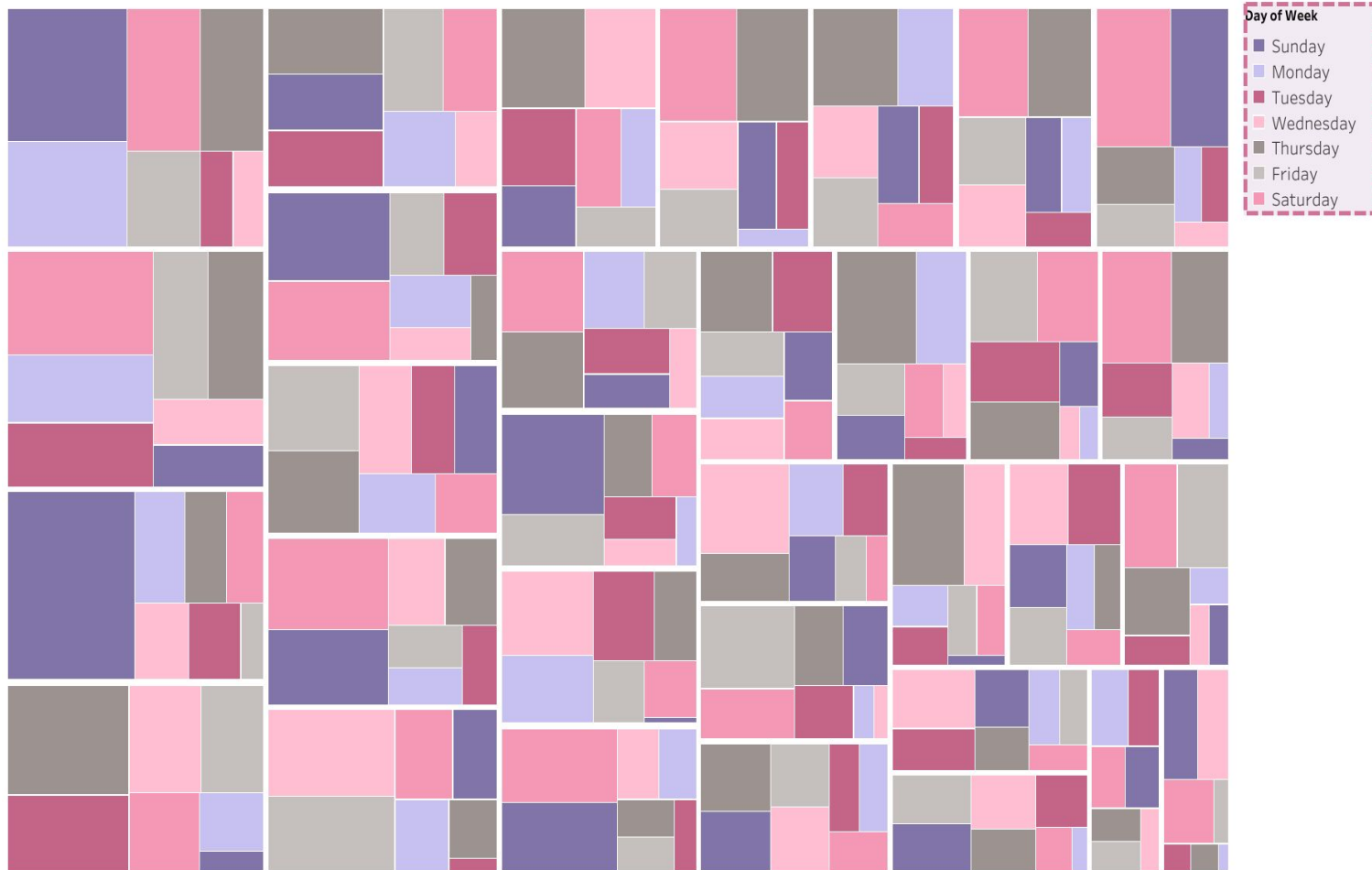


419 Average
Minutes of Sleep



The Walker's Quilt

Steps Walked By Individual Smart Device Users By Day Of the Week.





Th

e Chart Showed Us That...

- Women's Lives Can Be Hectic
- Inconsistent Activity Levels Exist
- Women Adapt To The Day
- The Day Doesn't Adapt To Women

Smart Device User BMI/Weight Input

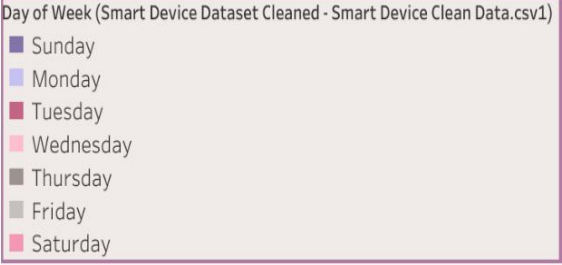
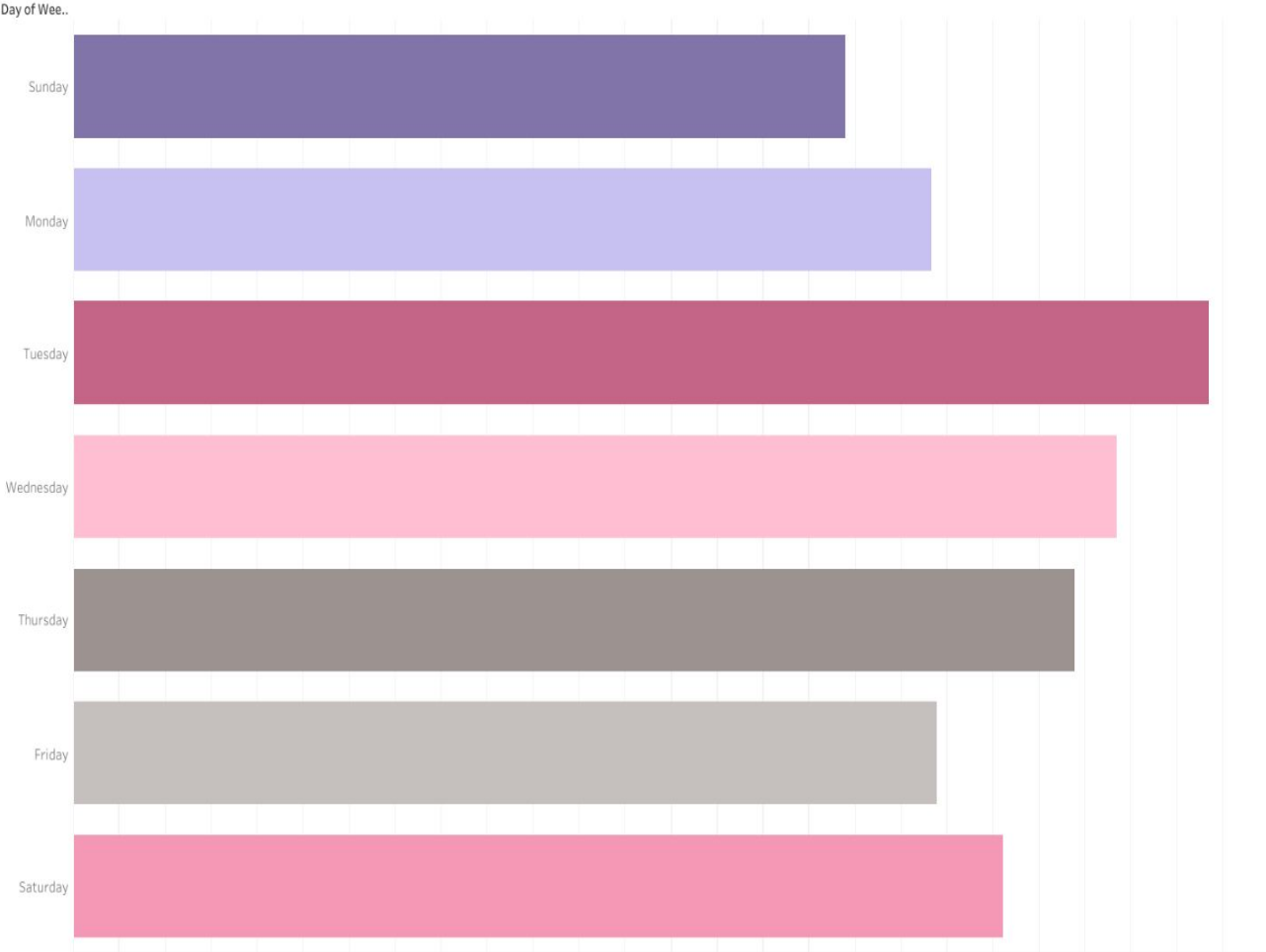
Small portion of user data.





THE AVERAGE BMI OF STUDY
PARTICIPANTS WAS 25

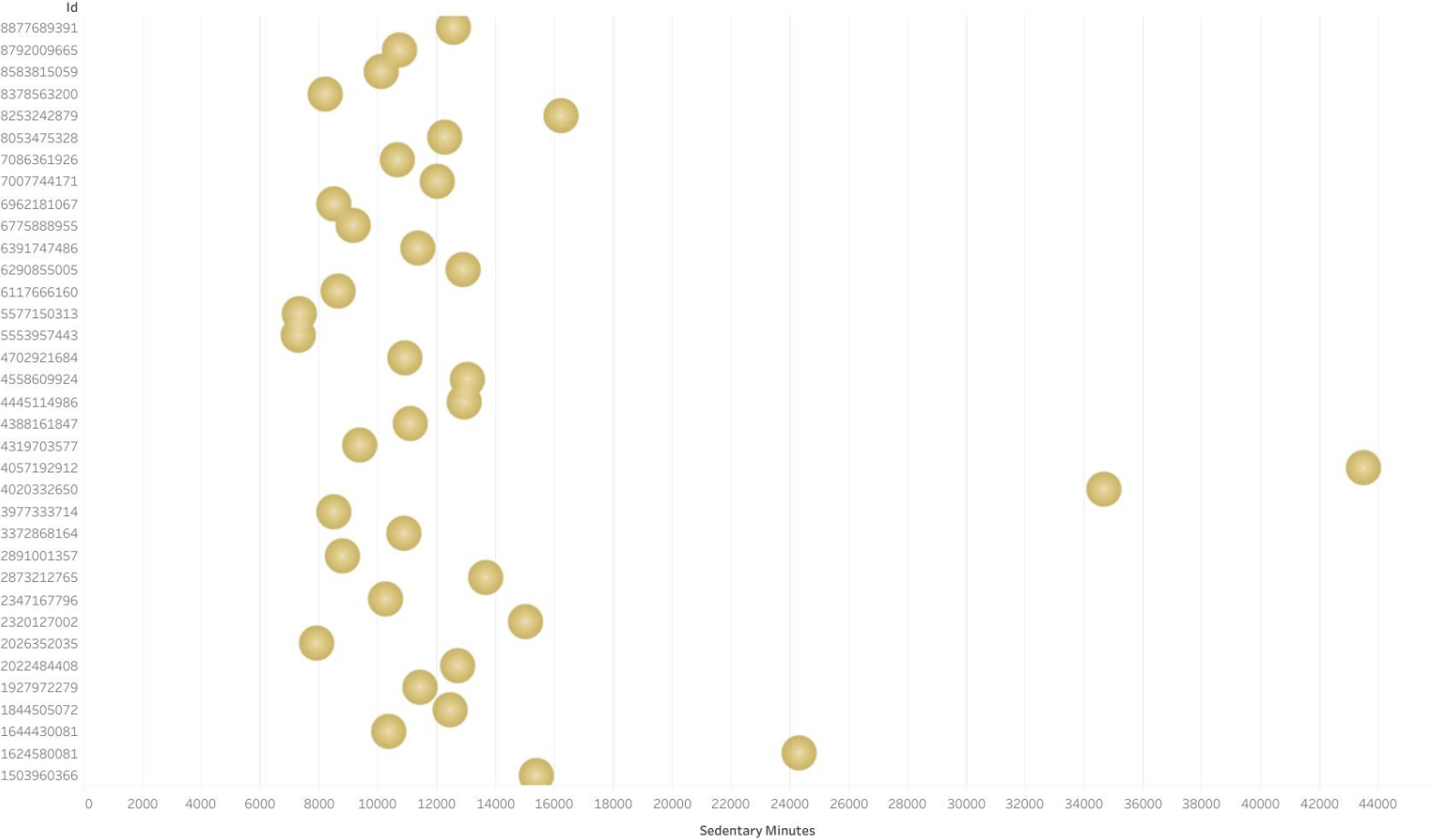
Day of The Week With Most Steps





More Steps Tracked
On Tuesdays!

Sedentary Minutes Tracked

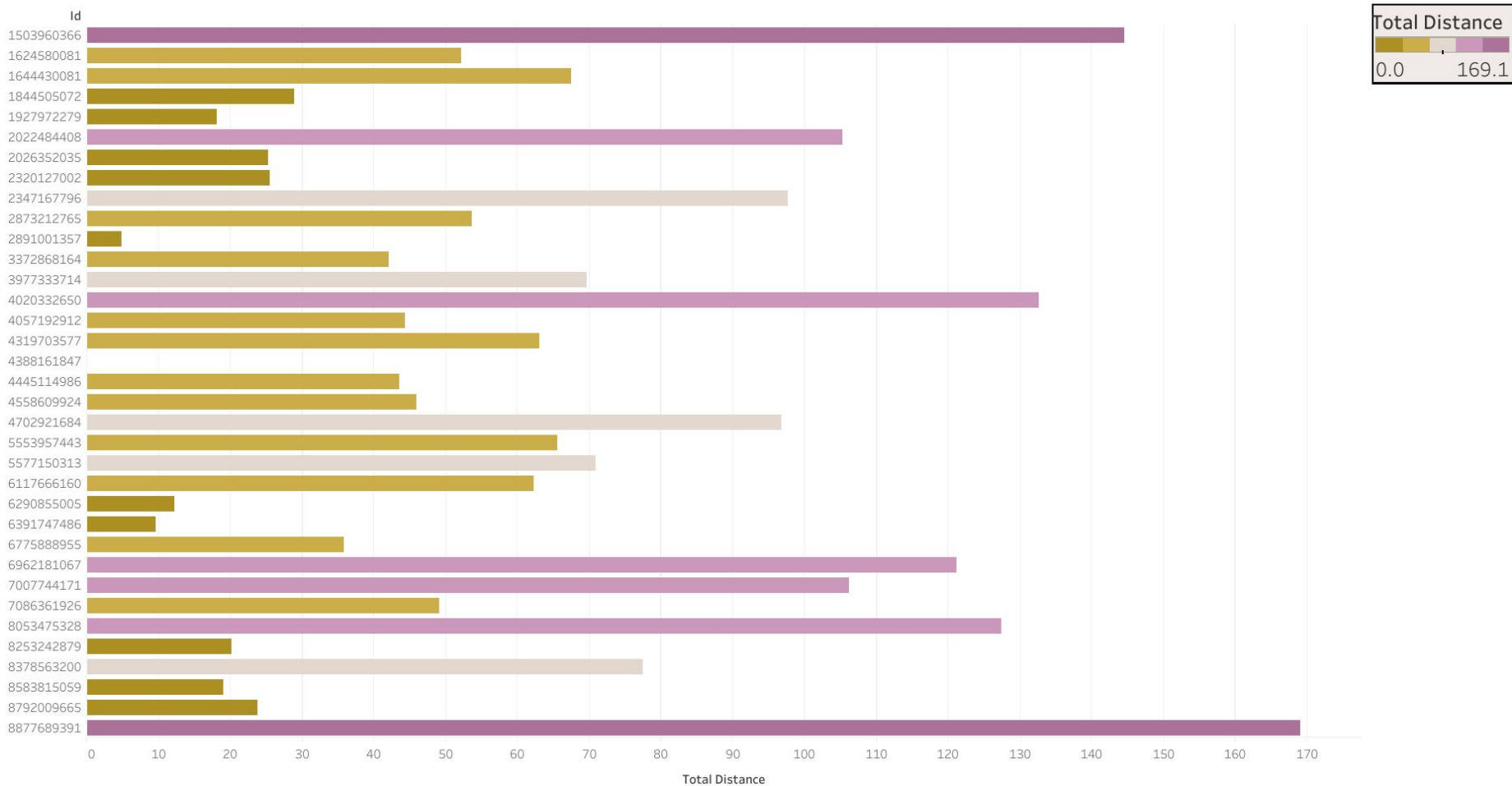


Sum of Sedentary Minutes for each Id. The marks are labeled by sum of Sedentary Minutes and Id.



On Average 944 Minutes Are
Tracked as Sedentary Activity
Per Day (Study Analysis)

Smart Device User Walking Distance





People use less intensity to walk further distances.
4 miles on average is the distance covered walking
at a light and normal pace throughout the day.
Most in the study were walking the minimal
recommended amount of steps, just slowly.

Less distance in mileage is covered in Moderate
Activity tracking; .67 miles on average.

2 miles on average is covered in Very Active Activity
tracking. *Runners?*



I will begin to conclude my presentation with my recommendations and answer questions in a brief Q&A.



RECOMMENDATIONS:

- Encourage less sedentary time by 300 minutes less per day
- Encourage greater intensity activity levels
- Offer Kudos for tracking greater than 5000 steps per day
- Incentivize for step increases by blocks (100,500,1000)
- Break the walker/jogger by adding unique and fun dynamic challenges
- Offer alerts and reminders to move around more once an hour



Questions and Answers

- *How long was the study duration?* 30 Days in 2016
- *How big was the sample population?* 30 Users
- *Who Conducted the study?* [Mturk Sample/Public Dataset](#)
- *Were there Outliers?* Yes, there were four outliers.
- *How was Data analyzed?* Sheet-Clean, Sort, and Validate
- *How was Data visualized?* Sheets, Tableau, RStudio
- *Concerns about Data?* Yes. What would you like to know?



Kiitos!

Thank You!

Sources:

Dataset

Analysis of Dataset

Bellabeat Dashboard

Journal Article

CDC

Caloric Myths

Bellabeat