

Bellabeat Data Analysis Case Study: Understanding Wellness Tech Usage

Introduction: This project analyzes data from Bellabeat, a company that creates wellness technology products for women. The goal is to understand how users interact with smart devices such as fitness trackers and use that information to recommend marketing strategies for the company.

Data Sources: The analysis is based on public Fitbit data, which includes information on:

- **Activity:** Steps taken, distance walked, calories burned.
- **Sleep:** Total minutes slept and sleep quality.
- **Heart Rate:** Data on heart rate during various activities.
- **Intensity:** The intensity of physical activity.

Key Questions:

1. What patterns are there in how people use their fitness trackers?
2. How can Bellabeat use these patterns to improve its marketing?

Key Findings:

- More active People are more likely to use their fitness trackers frequently.
- Sleep patterns are an essential factor in how users perceive their devices.
- Intensity of activity and sleep quality are areas where Bellabeat can improve product features.

Recommendations for Bellabeat:

1. **Target Active Users:** Focus marketing on more engaged and active users.
2. **Enhance Sleep Tracking:** Improve sleep tracking features to appeal to users who care about sleep health.
3. **Promote Hydration:** Create ads focusing on hydration for users who engage in physical activities.

Conclusion: This analysis helps Bellabeat understand user behaviour, identify growth opportunities, and recommend product and marketing strategies to increase engagement.