

Bellabeat Competitor Analysis:

Usage trends for fitness bands

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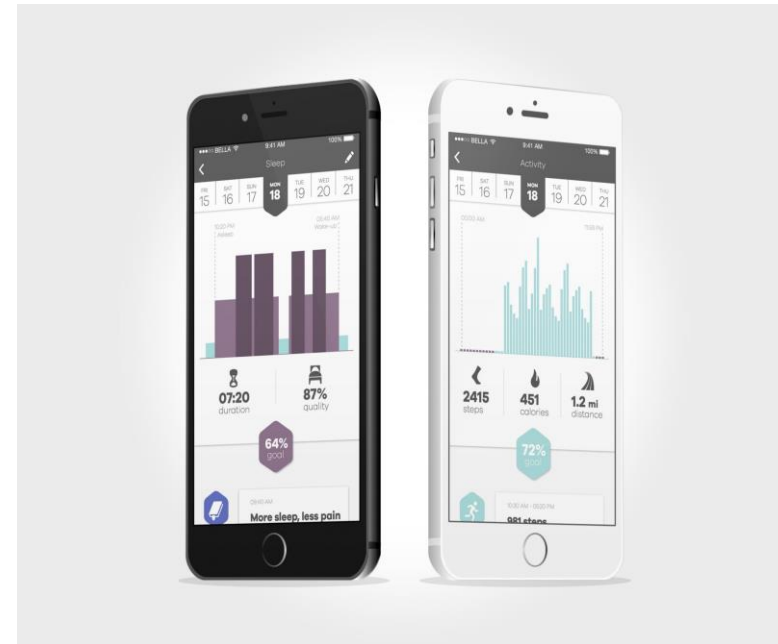


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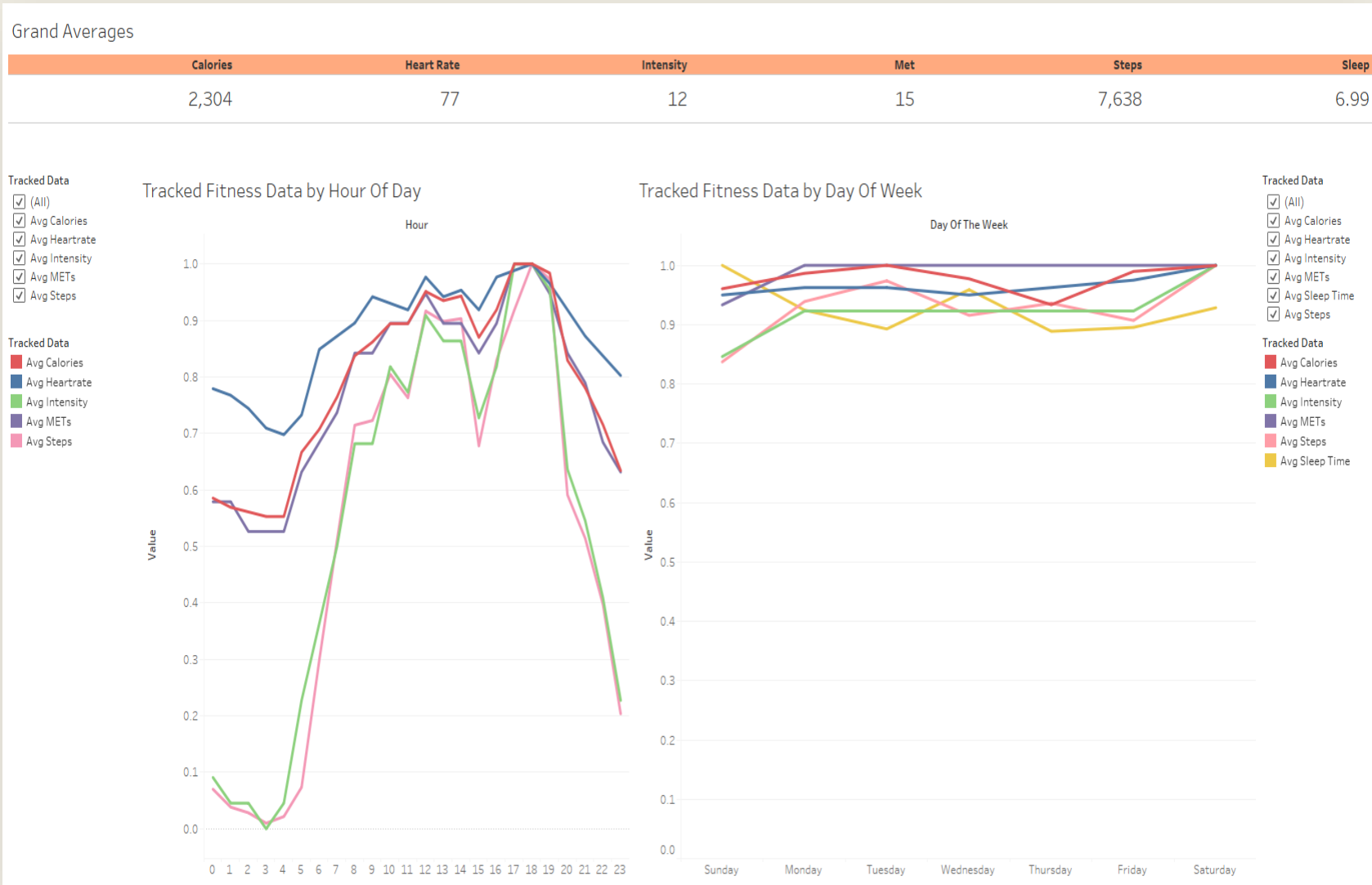
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Objective: Identify new features to add to the Bellabeat App based off current fitness band analytics

Data Information

- ❖ Data is from Fitbit bands
- ❖ Data spans 1 month from 4/12/2016 to 5/12/2016
- ❖ Data consists of 33 individuals of unknown age and gender
- ❖ Watch was probably not continually used for all time based on charge and usage, missing data has 0 entered for data points and has been omitted from the following analysis.

Active Hours and Days of the Week



- After waking up many people begin being active
- After the workday at 5pm activity spikes. Most workouts and activity occur after work and before dinner time around 8pm.
- Day of the week has little indication of activity level.

Importance of Steps

- Steps taken is a very strong indicator of distance traveled. ($R^2=0.97$)
- Steps is a moderately strong indicator of Calories burnt. ($R^2=0.33$)
- Insight: Indications/reminders to walk would increase chances of greater fitness level for all Bellabeat users.



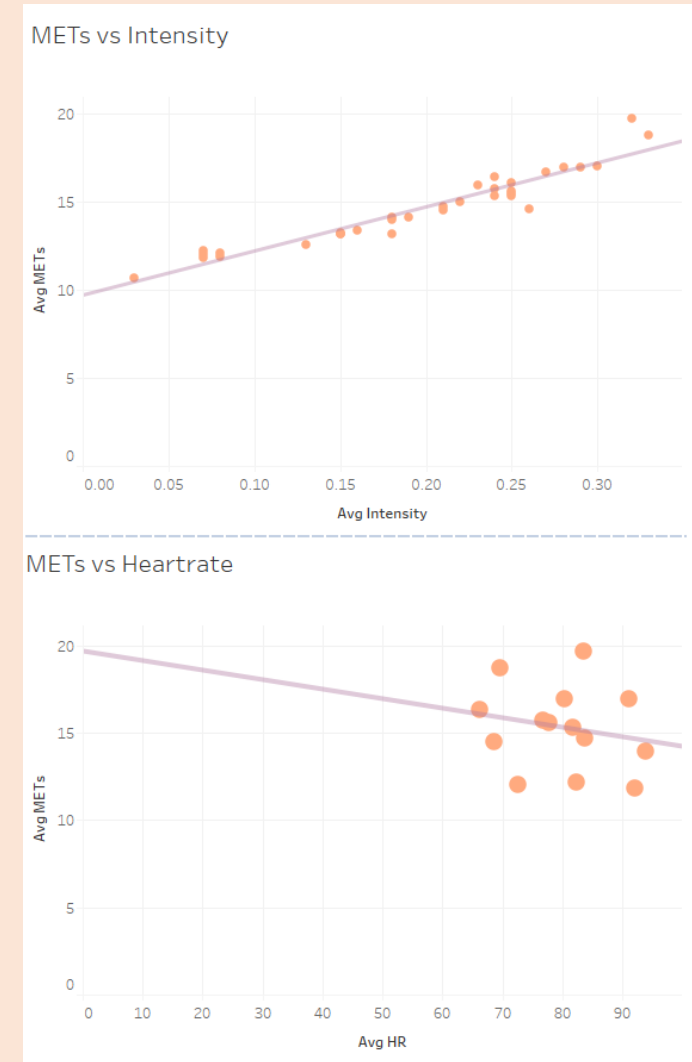
Importance of Active Minutes

- Active Minutes is a moderate indicator of Calories expended and sleep duration through the night. ($R^2=0.20$)
- Insight: Encouraging activity throughout the day would encourage and promote healthy sleeping and calorie expenditure for Bellabeat users.



Importance of METs

- METs is a very strong indicator of Intensity through the day. ($R^2=0.91$)
- METs have no significance on Heartrate. ($R^2=0.04$)
- Insight: Encouraging movement and various activity can increase intensity and raise METs for Bellabeat users.



What does this mean to
Bellabeat?

Summary

- ✓ Activity is seen increasing in the morning with peak activity occurring after work and before dinner time.
- ✓ Days of the week have no importance over generic fitness
- ✓ Steps, Active Minutes, METs, Calories, Sleep all play important roles in fitness.
- ✓ Promotion of the above in the Bellabeat app will be key to enhancing the Bellabeat experience for users.

How to improve the Bellabeat
experience?

Actionables

- ✓ Tracking steps, calories: Allow users the option to set the Bellabeat global average steps/calories as a goal or a user defined goal for steps/calories.
- ✓ Ask the user to input what times of the day/week they are free based on daily/weekly schedule.
- ✓ Ask user to set a time to wake up for the next day.
- ✓ Ask user if they want a daily/weekly reminder to log weight.
- ✓ Create reward/badge system for health milestones (e.g., 1, 1.5, 2x global/user defined goal, top 10 calorie/step burners of the week/month, weight loss)
- ✓ Send notifications leading up to user set free time to motivate for activity/workout
- ✓ Send notification if wake up time is set and they are staying up and will not get enough sleep
- ✓ Community tab where people can share their achievements/journey and users can interact with one another to build a positive attitude towards physical activity.

Thank You