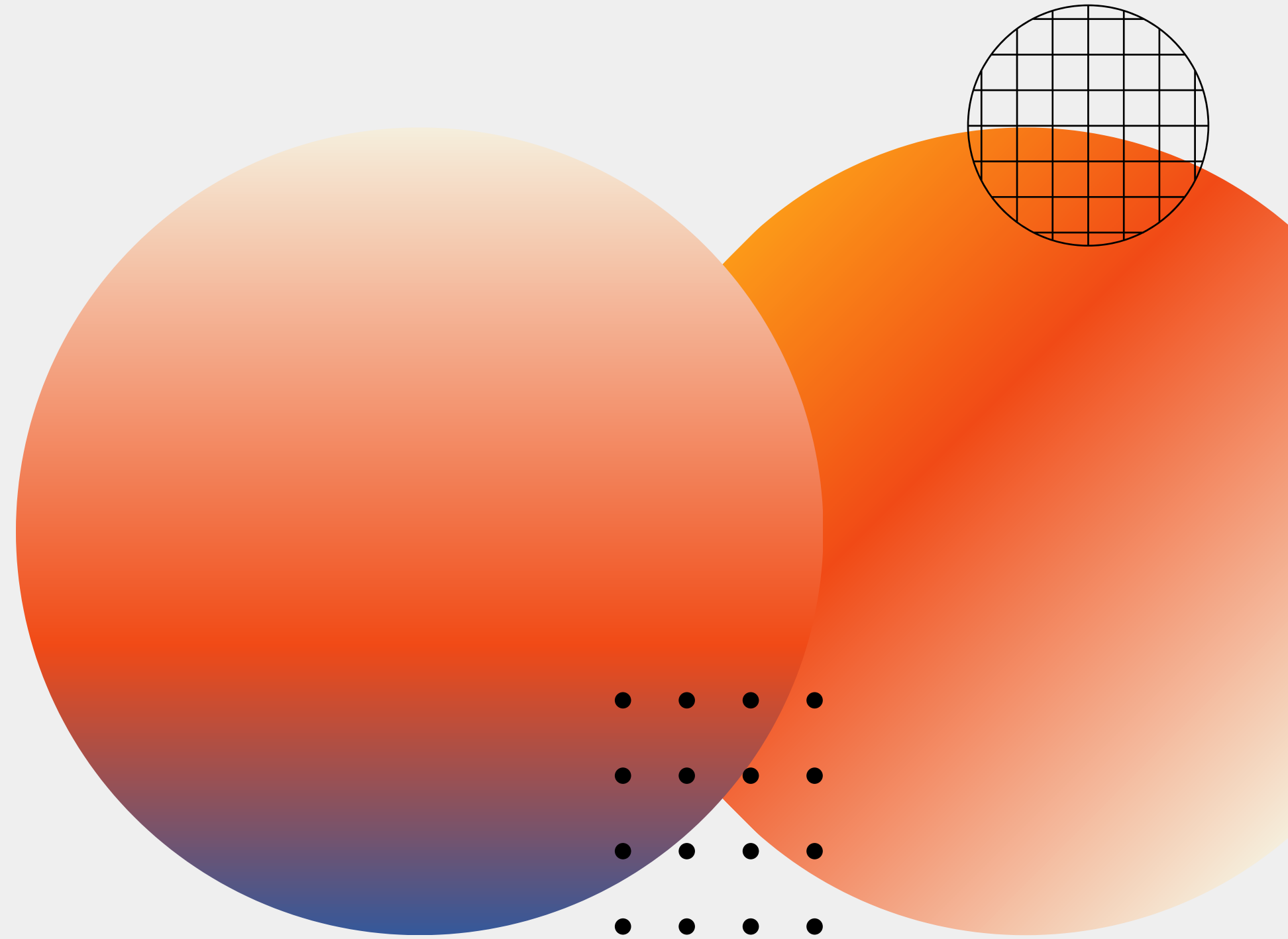


Let's Start

## Bellabeat Case Study: Fitness Tracker Data Analysis Using SQL and Tableau

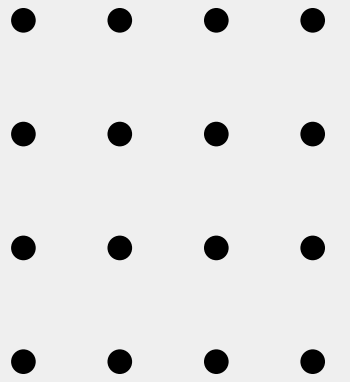
Presented by: Nur Lailatul Fitriah

Last Updated: May 20<sup>th</sup>, 2025



# Bellabeat

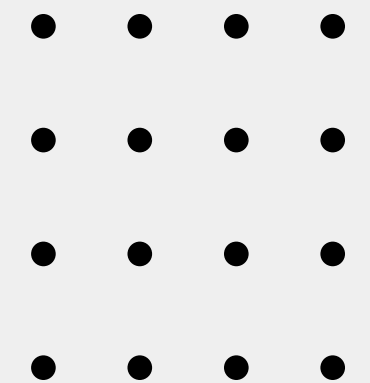
## Table of Contents



- Purpose Statement (What are we talking about?).
- Data Analysis and Business Insight
- Strategic Recommendations
- Appendix

# Bellabeat

## Objective

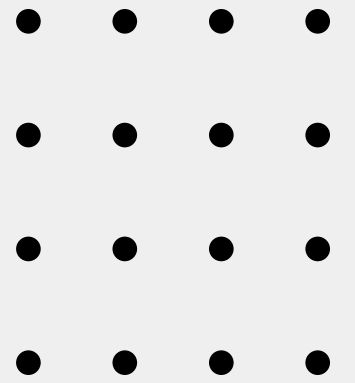


- **Understand** how data from smart devices can offer insights to support Bellabeat's business growth.
- **Analyze** user behavior related to physical activity, sleep, and calorie burn.
- **Recommend** data-driven strategies to enhance user engagement and company performance.

The logo graphic consists of a large orange shape on the left side of the slide, which is partially enclosed by a thin black circular line. The word "Bellabeat" is written in a bold, black, sans-serif font, positioned in the lower half of the orange area.

# Bellabeat

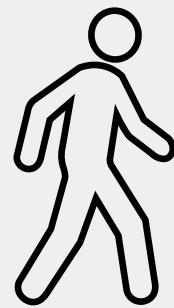
## About Bellabeat



- Bellabeat is a **health-focused tech company** that manufactures smart devices and wellness products for women.
- Products include smart activity trackers, mobile apps, and wellness programs.
- Goal: **Empower women** to lead healthier lifestyles using data insights.

# Data Overview

Source: Public dataset from FitBit users.



Minutes of Activity



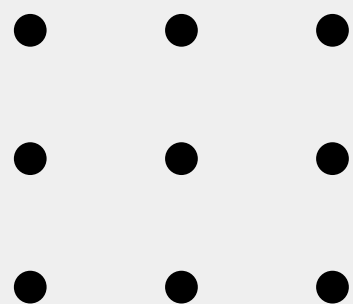
Daily Steps



Calories burned



Sleep Duration

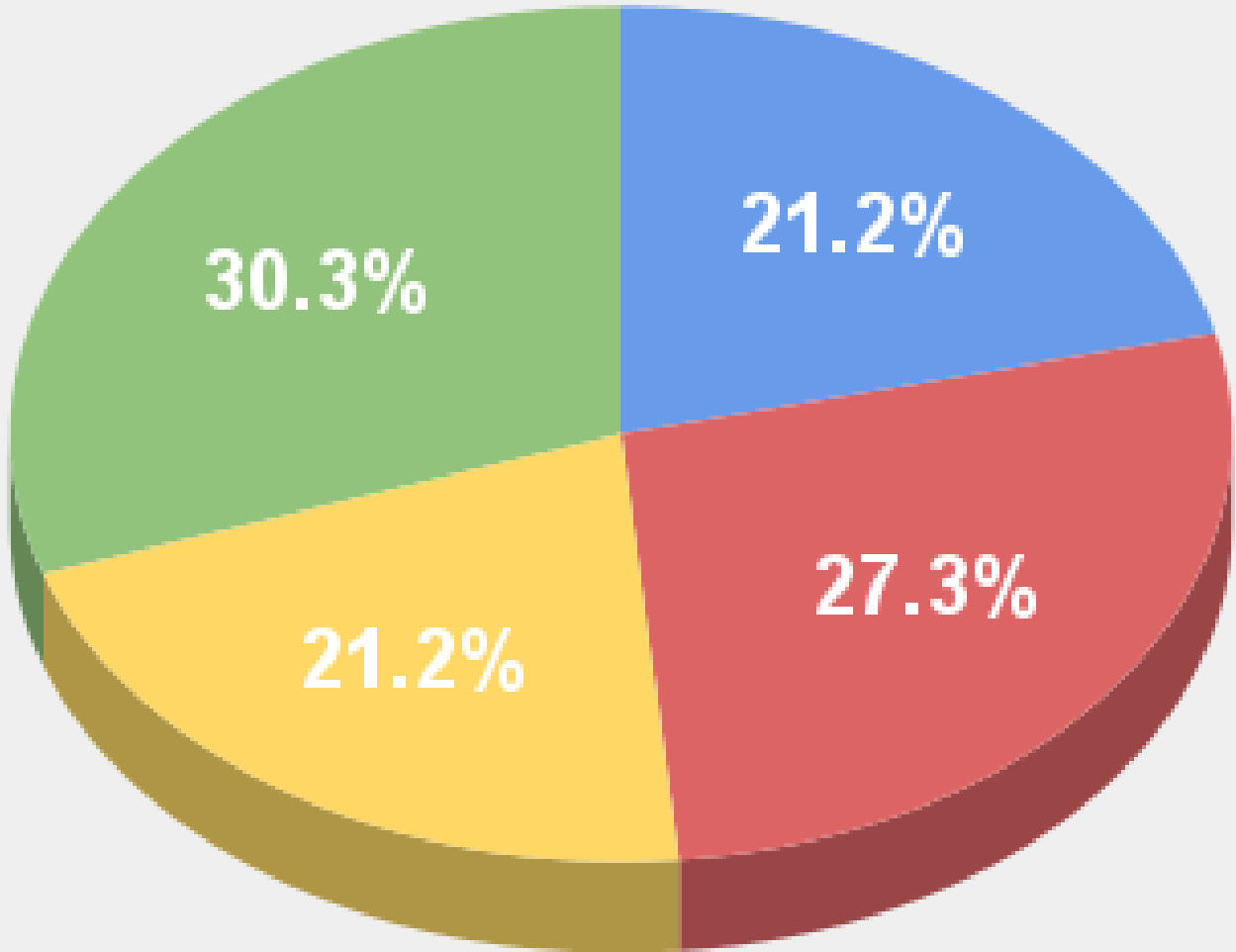
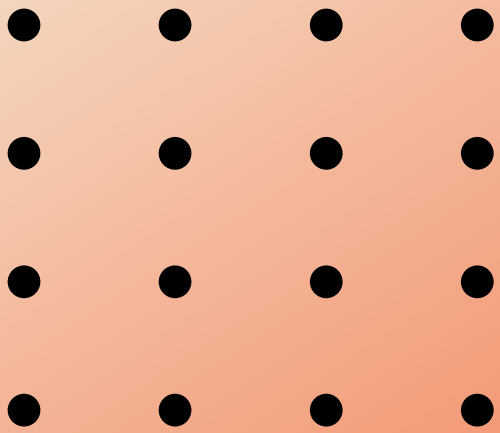




# **Data Analysis & Business Insight**



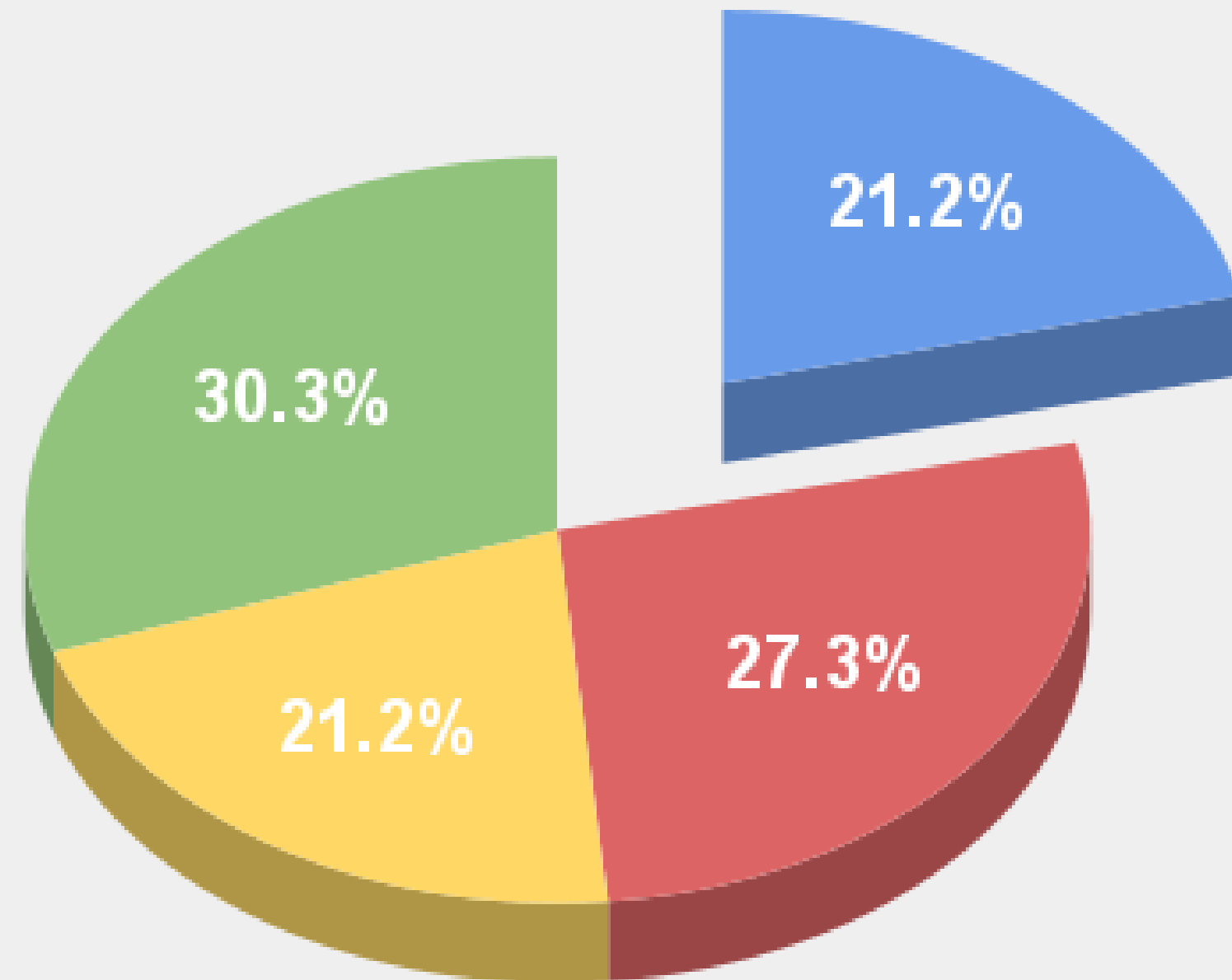
# Percentage of Users by Average Daily Steps



- Very Active → > 10.000 steps a day
- Fairly Active → 7500 - 9999 steps a day
- Lightly Active → 5000 - 7499 steps a day
- Sedentary → < 5000 steps a day

● Very Active   ● Lightly Active   ● Sedentary   ● Fairly Active

# Percentage of Users by Average Daily Steps



● Very Active ● Lightly Active ● Sedentary ● Fairly Active

- Fewer than 30% of Users reach the 10.000 steps goal consistently
- A significant number of users did not meet 10.000 steps



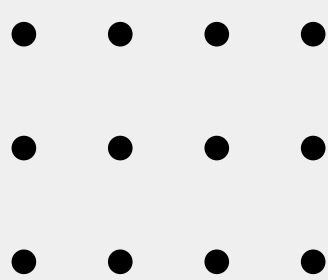
# Average Minutes a Sleep Every Day



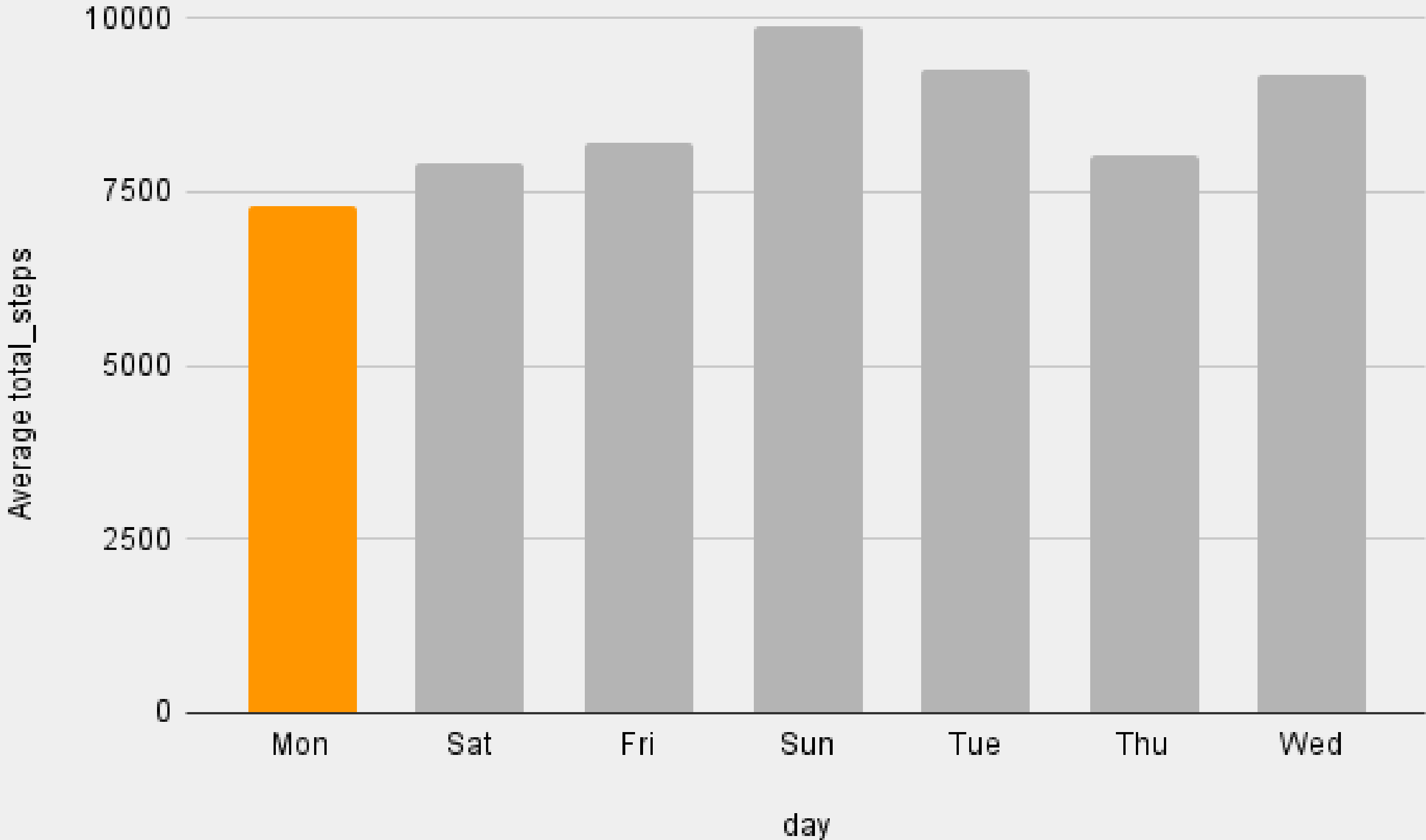
# Average Minutes of Lightly Activity Every Week



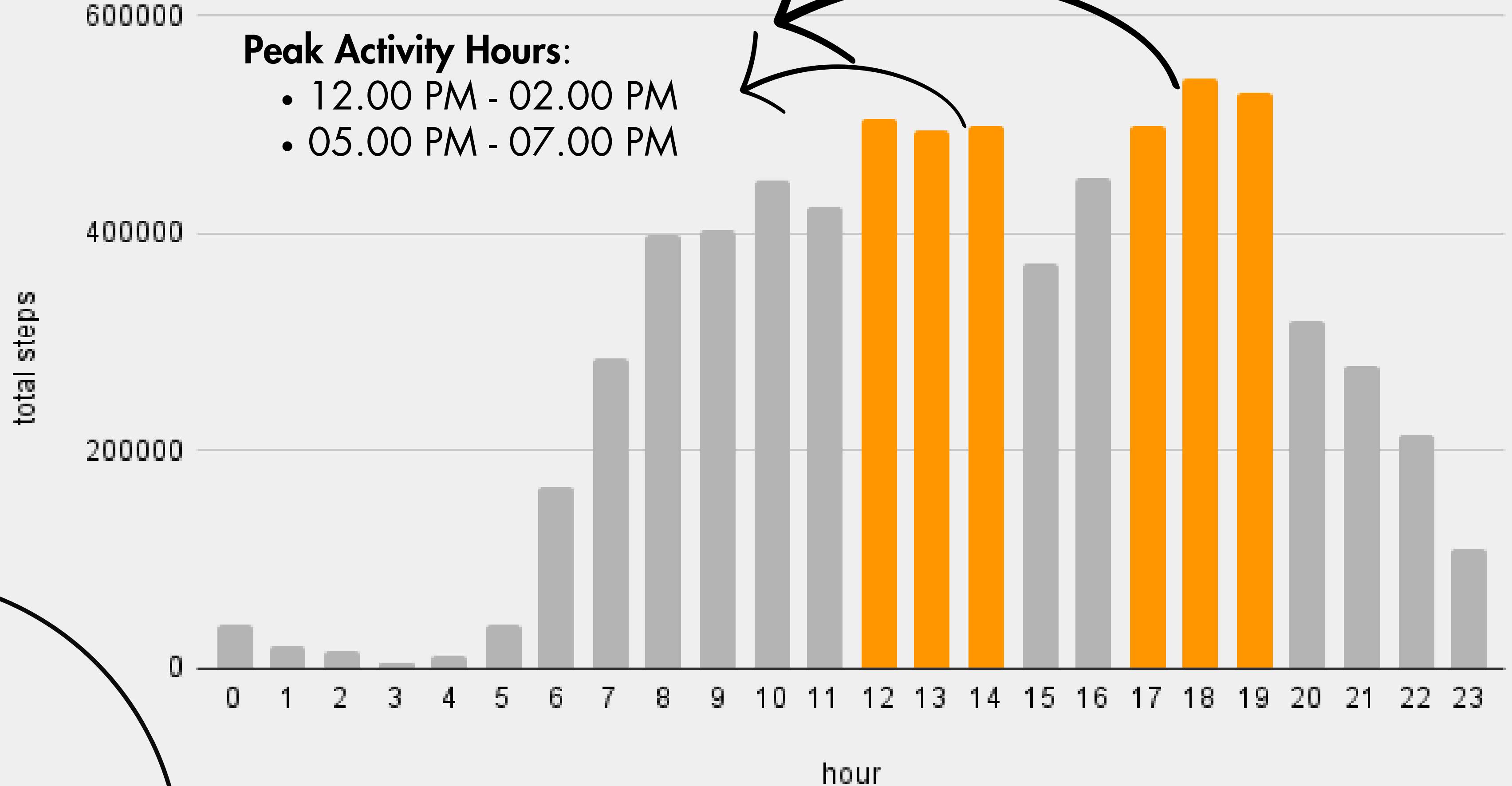
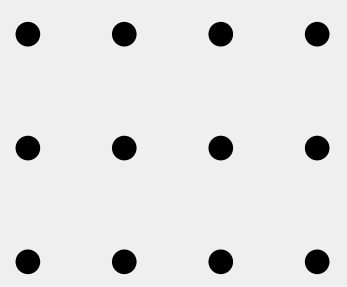
# Average Total Steps Every Day



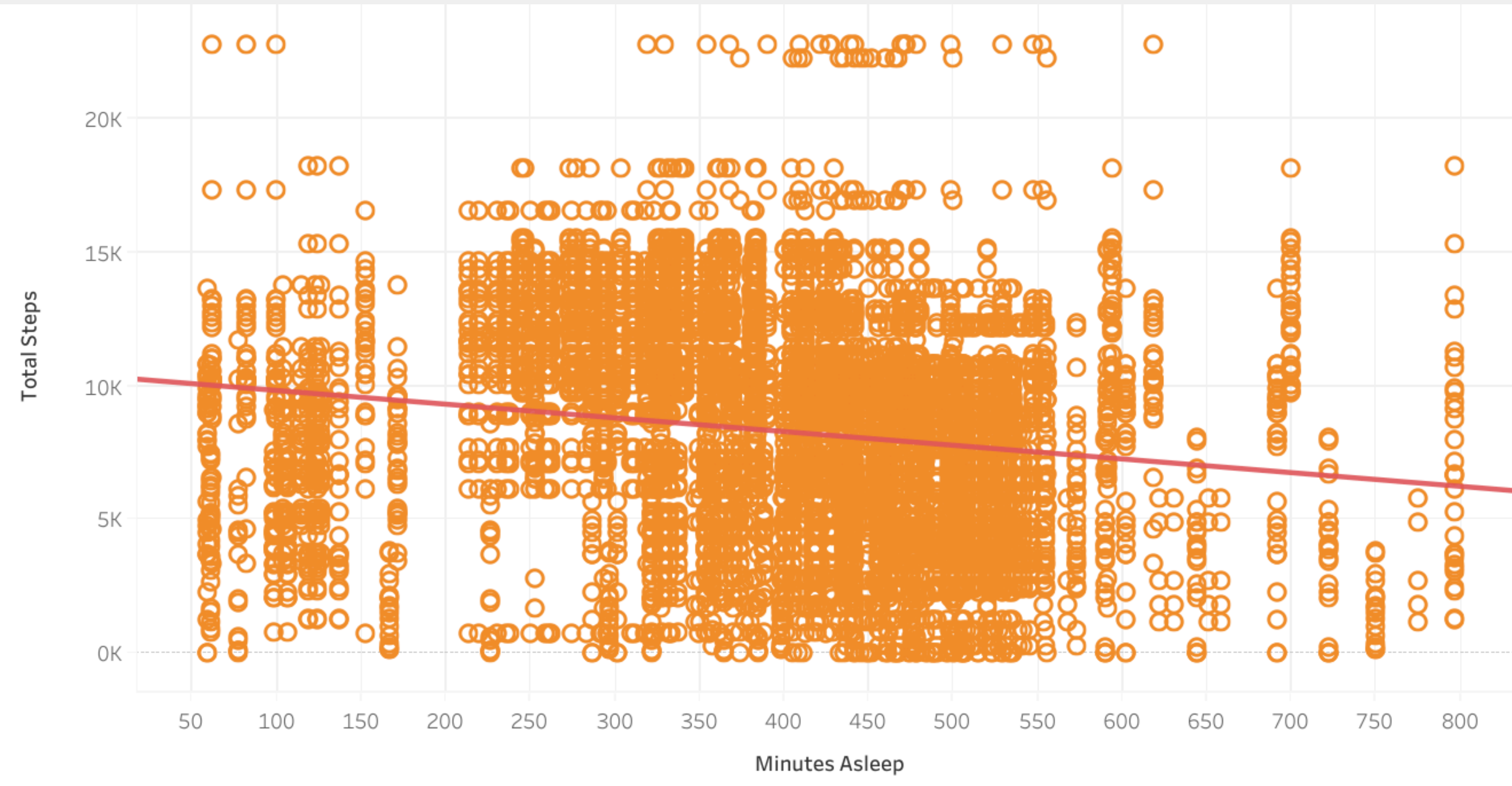
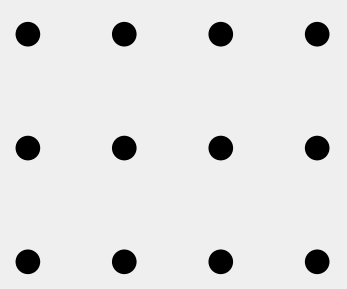
**Least Active Day:** *Monday*



# Average Total Steps Every Hour



# Daily Steps VS Daily a Asleep



There's is  
no  
correlation  
between the  
daily steps  
and minutes  
asleep

# Daily Steps VS Calories

There is a correlation between the daily steps and calories. The more user steps the more they burn calories.



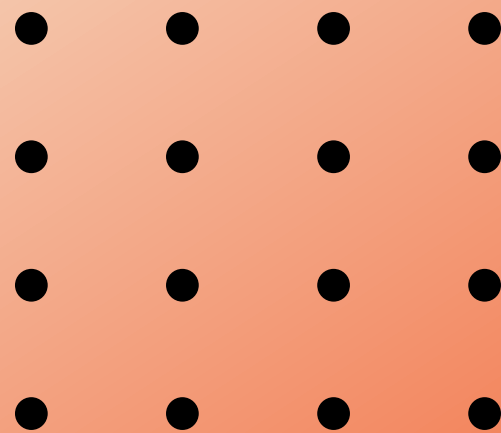
# Device Usage



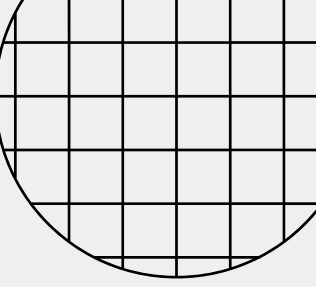
42%

All-Day Wearers of users

---







## Strategy 1

### Encourage Activity:

Send reminders to move during peak activity hours. Deliver reminders to sleep earlier.

## Strategy 2

**Gamification:** Add daily goals, streaks, and rewards to motivate users.

# Strategic Recommendations

## Strategy 3

**Social Features:** Create a community space for users to share progress and motivate each other.

## Strategy 4

**Improve Device Usage:** Encourage all-day wear by optimizing comfort and battery life.



End

# Thank you

Visit here to see Data Processing  
(Cleaning & analyzing) in SQL : [Link](#)

Fell free to contact me if you have  
any questions:  
[nurlailatul17@gmail.com](mailto:nurlailatul17@gmail.com)

