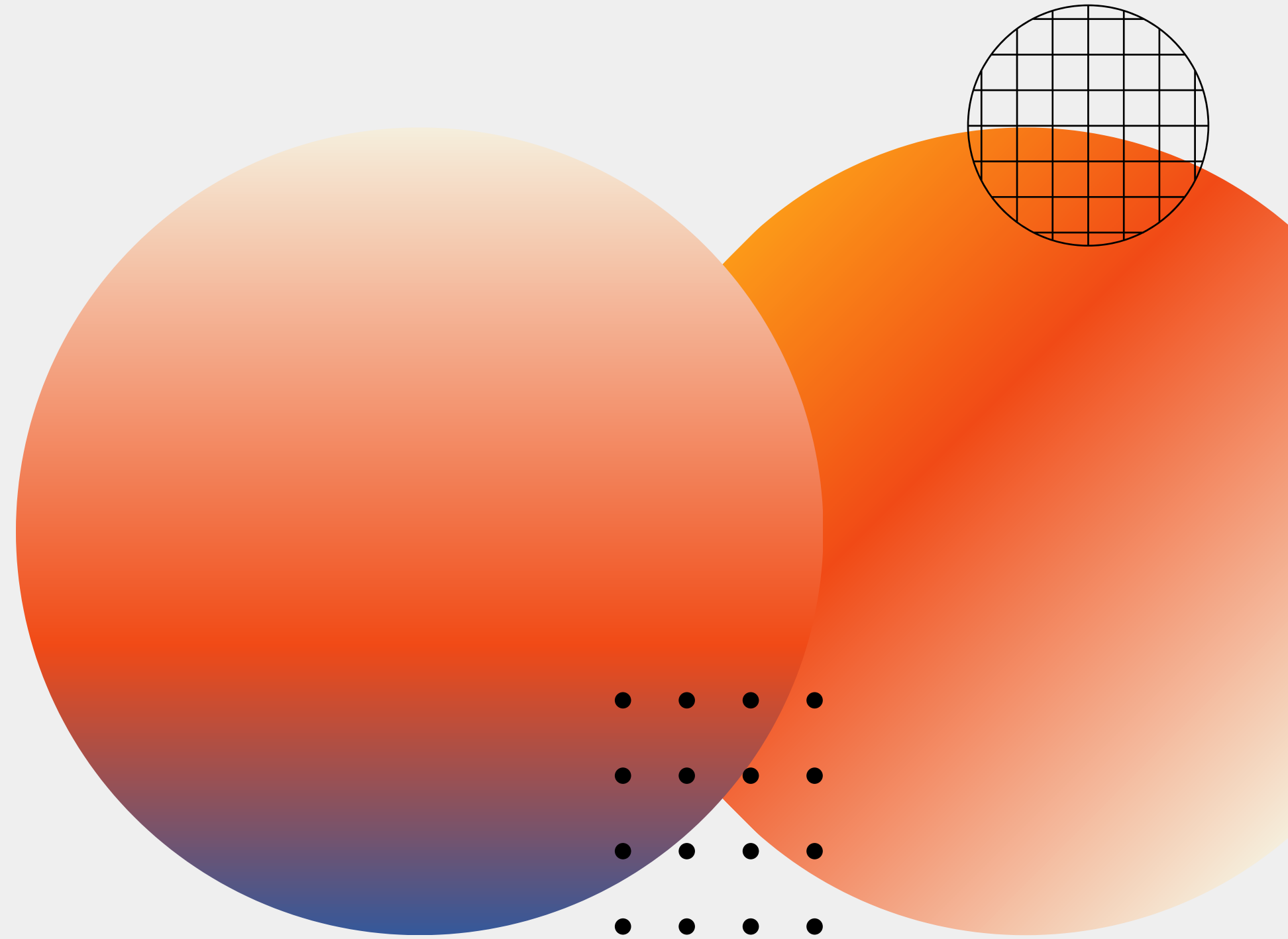


Let's Start

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

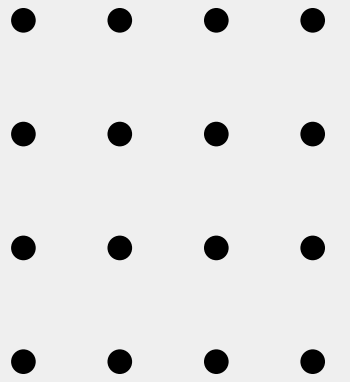
Presented by: Nur Lailatul Fitriah

Last Updated: May 20th, 2025



Bellabeat

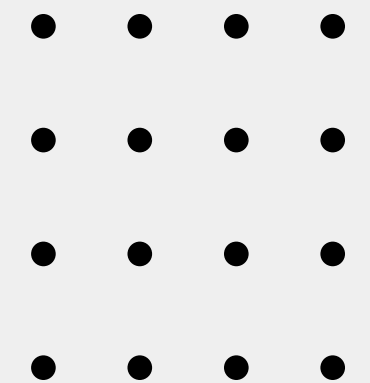
Table of Contents



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

Bellabeat

Objective

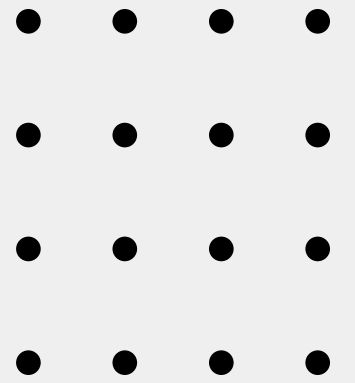


- **Understand** how data from smart devices can offer insights to support Bellabeat's business growth.
- **Analyze** user behavior related to physical activity, sleep, and calorie burn.
- **Recommend** data-driven strategies to enhance user engagement and company performance.

A large orange shape on the left side of the slide, consisting of a semi-circle at the top and a rectangle below it. A thin black circle is partially visible, overlapping the top of the orange shape.

Bellabeat

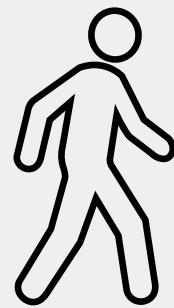
About Bellabeat



- 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



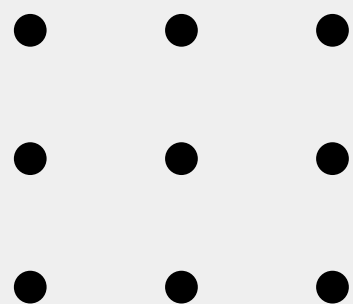
Daily Steps



Calories burned



Sleep Duration

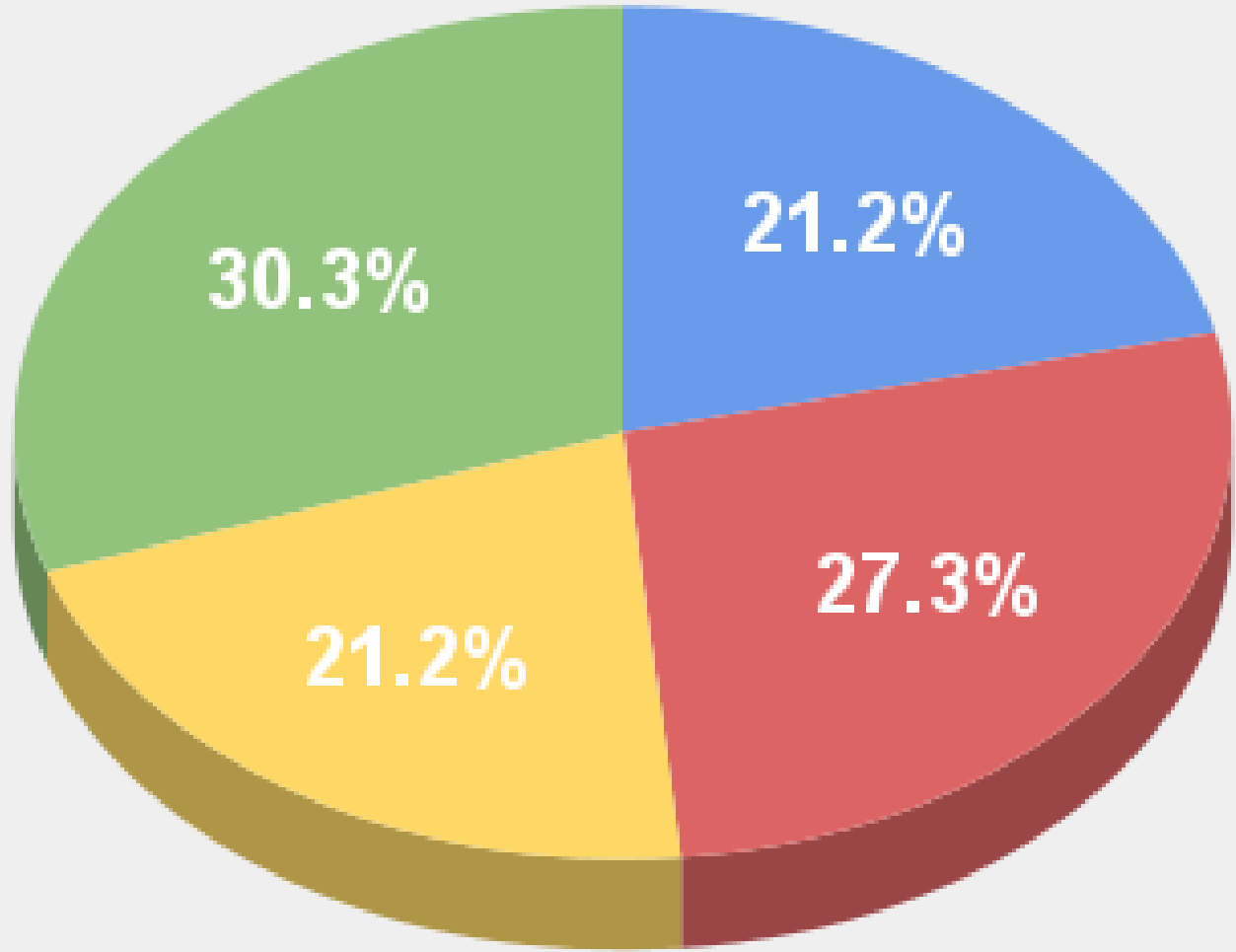
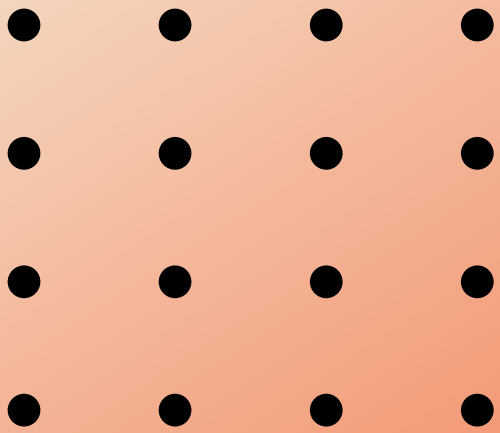




Data Analysis & Business Insight



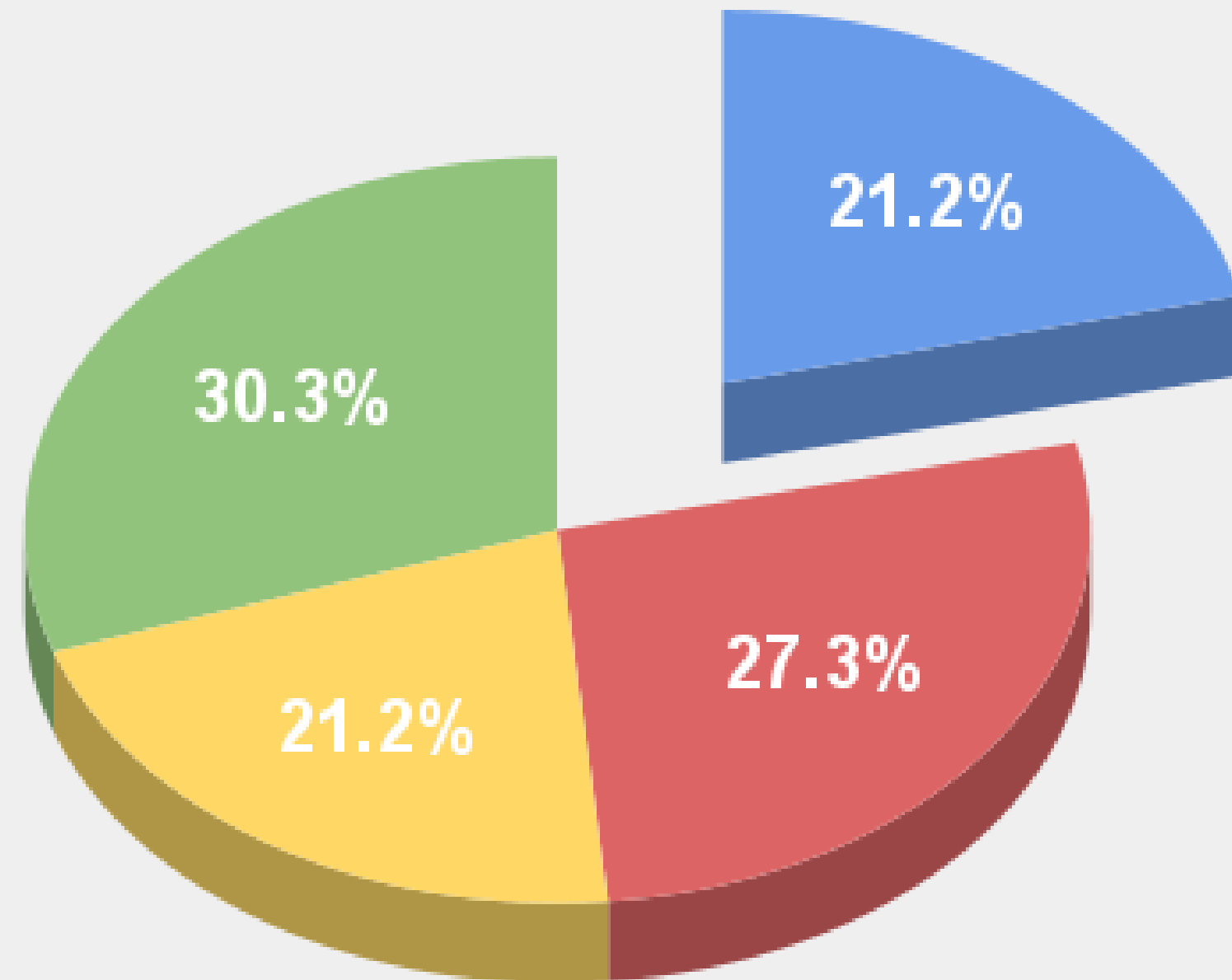
Percentage of Users by Average Daily Steps



- 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



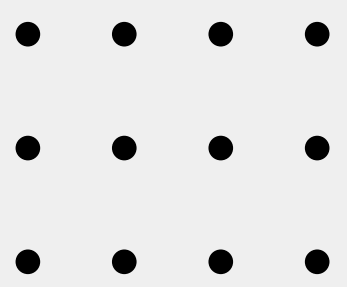
Average Minutes of Lightly Activity Every Week



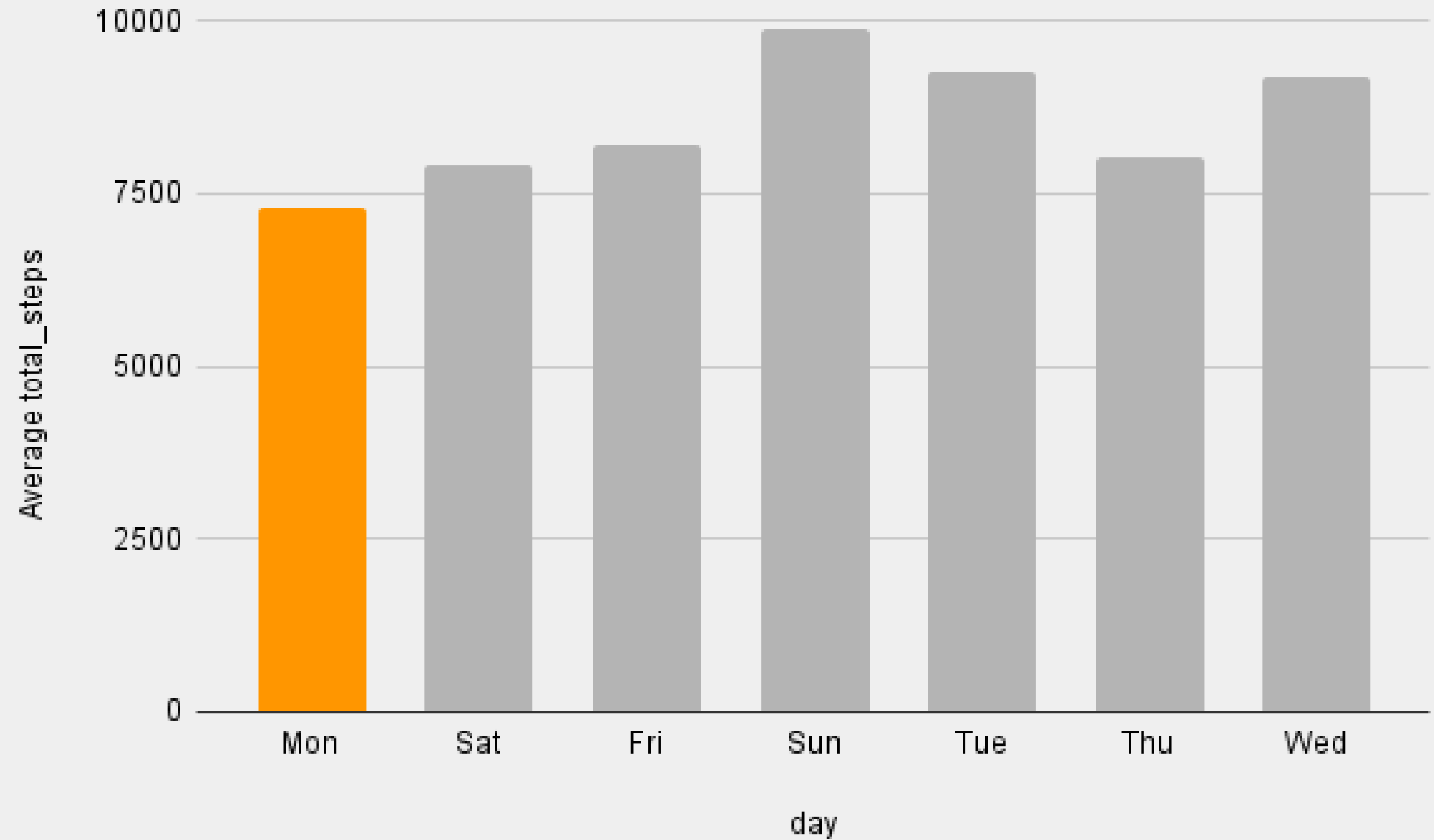
Activity

100% of weeks met the goal of 150+ minutes every week (CDC Recommendation) of lightly intensity activity

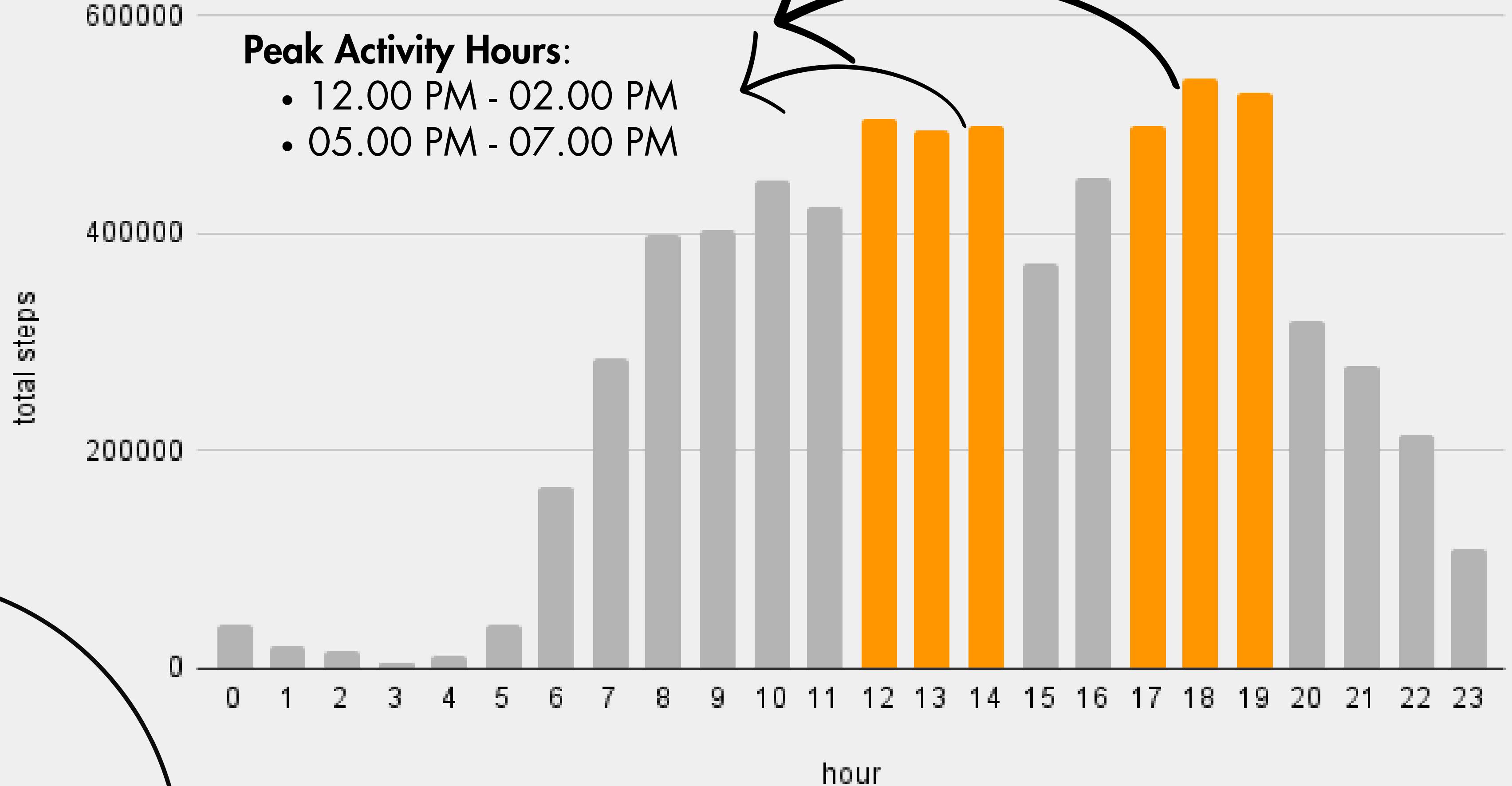
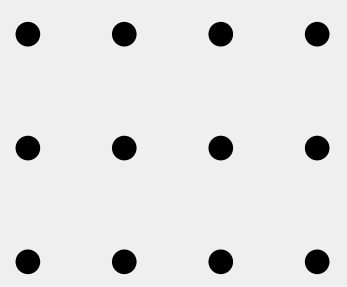
Average Total Steps Every Day



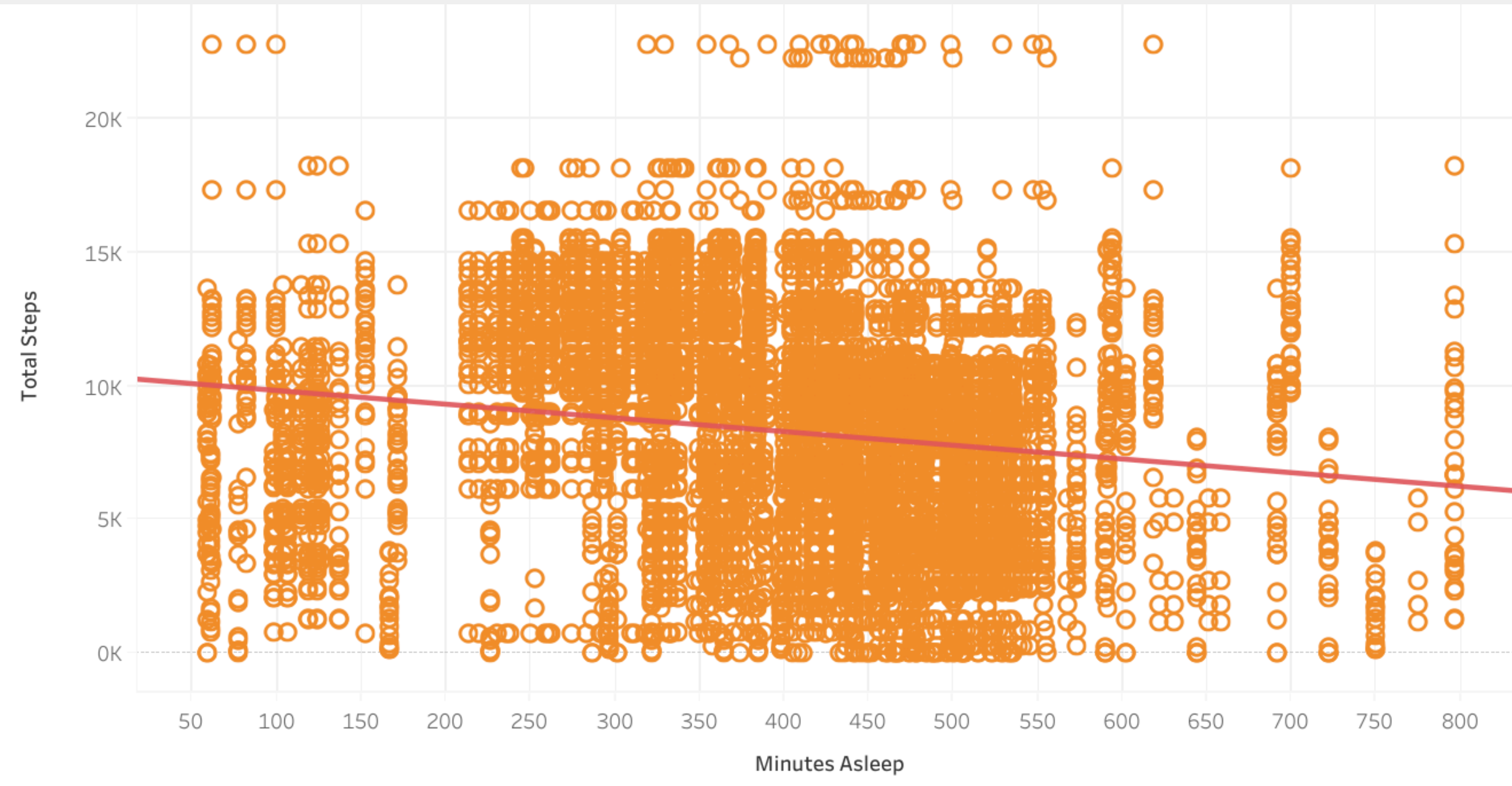
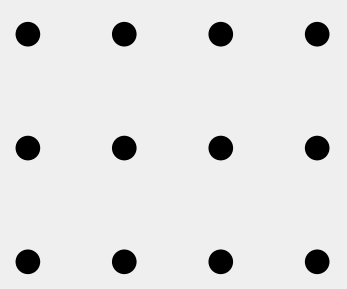
Least Active Day: *Monday*



Average Total Steps Every Hour



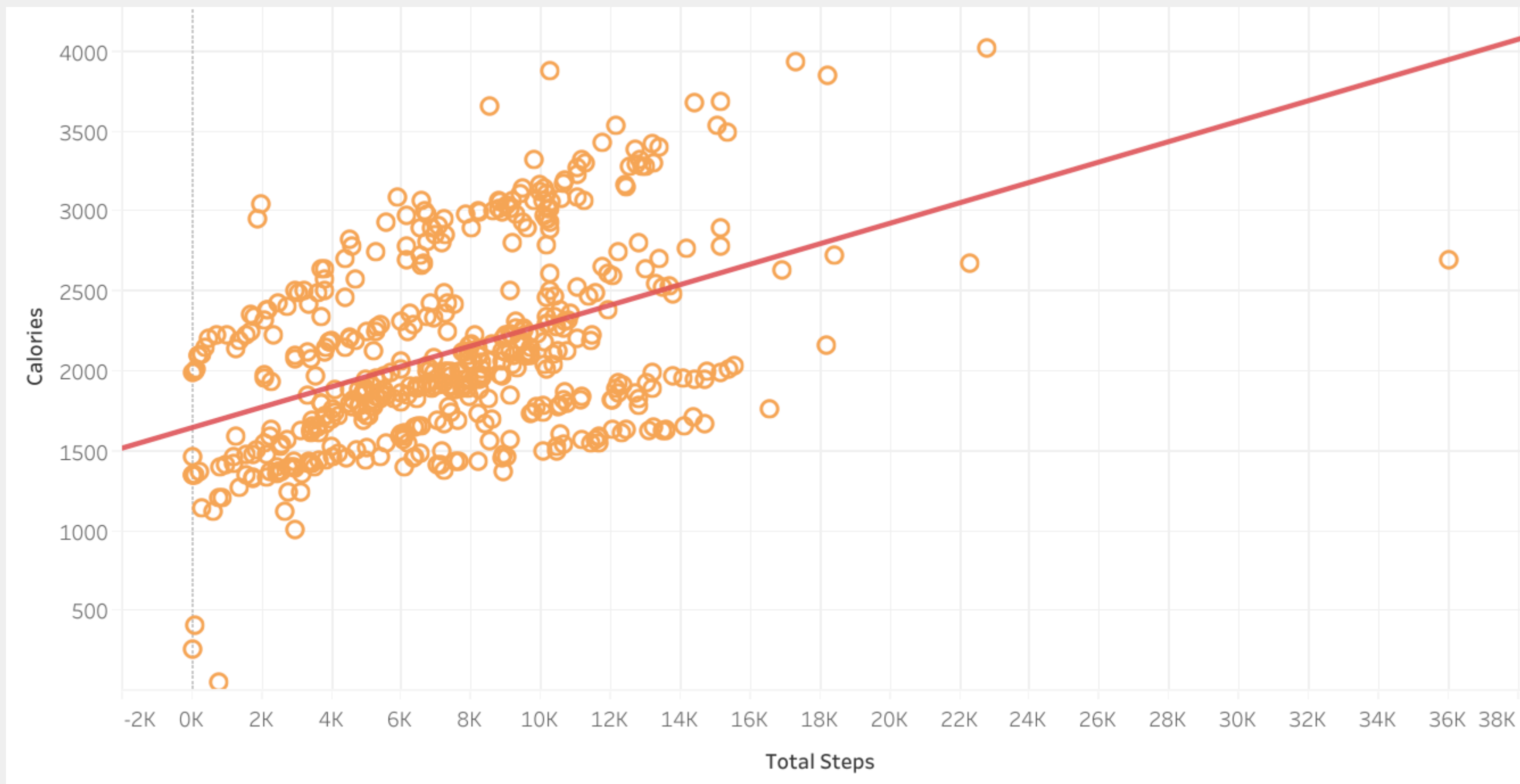
Daily Steps VS Daily a Asleep



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.

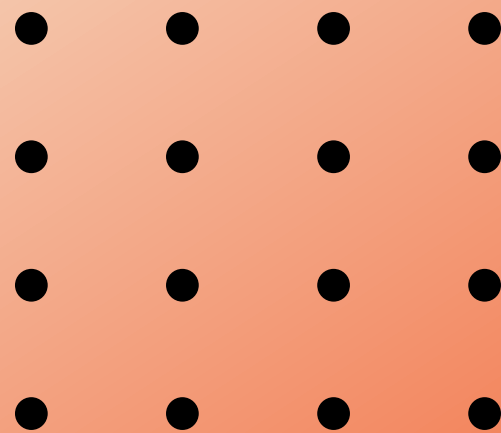


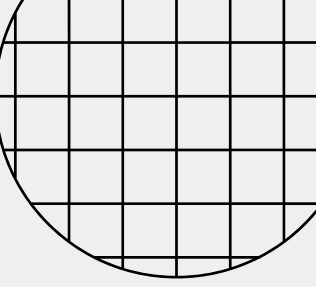
Device Usage



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](#)
[Portofolio Github](#)

Fell free to contact me if you have
any questions:
nurlailatul17@gmail.com

