Leveraging Data Insights for Enhanced User Engagement & Wellness

Presentation goal: provide actionable recommendations to enhance Bellabeat's product experience and user engagement using Fitbit data.

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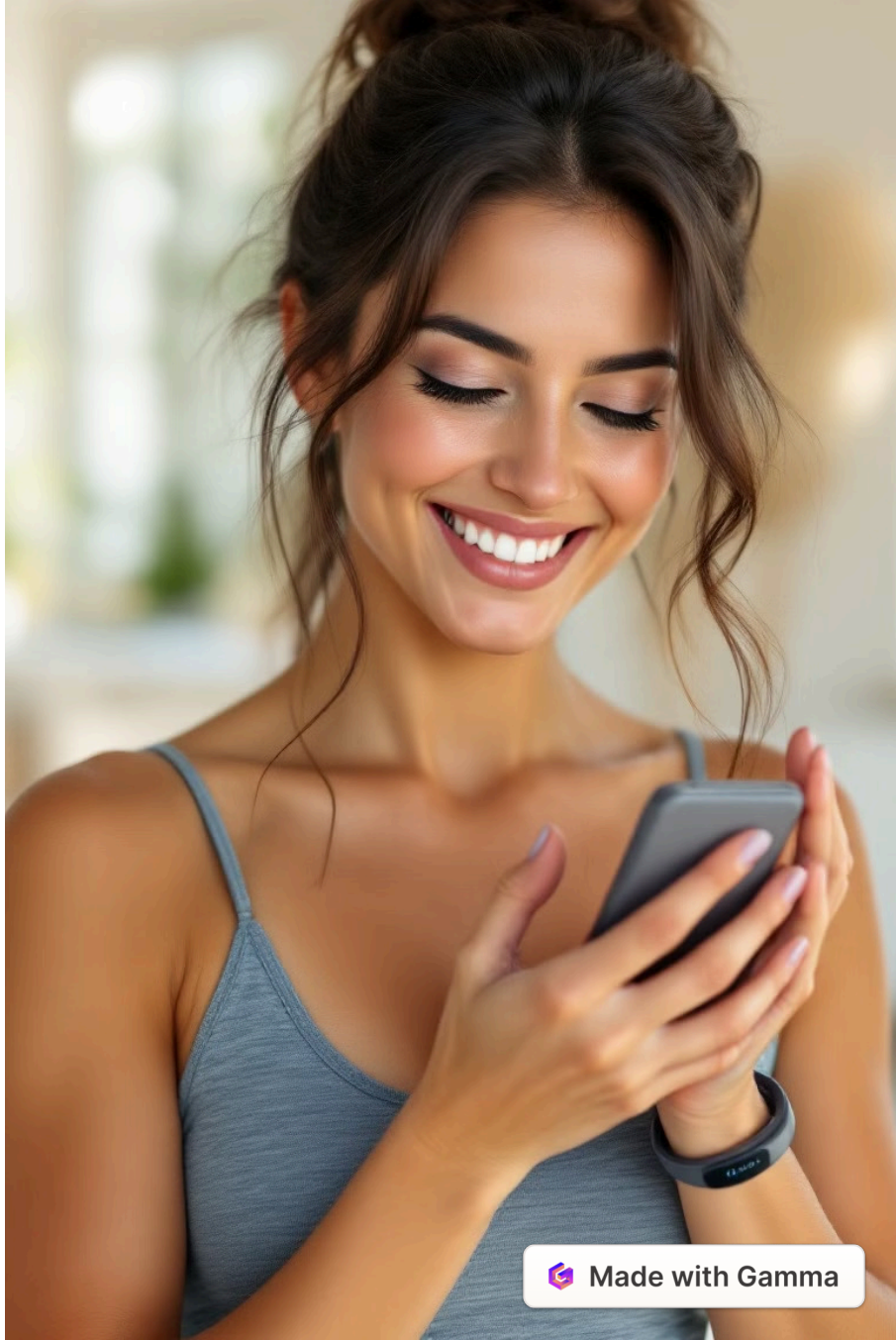


Understanding the Business Need

Background

Bellabeat focuses on women's health and wellness.

Key Question 1

How do activity levels impact user wellness?

Key Question 2

Are users engaging with tracking features?

Key Question 3

Improve product design, retention, and satisfaction.

Data Source & Process

1

Data Source

Fitbit usage data from Kaggle

2

Process

Clean and Prepare Excel, SQL, Python

3

Analyze

Focus on activity level, engagement, sleep patterns, etc.

4

Share

Present findings and suggestions

Activity, Sedentary Time & Sleep

Moderate Activity

Best balance (~7.75 hours sleep).

High Activity

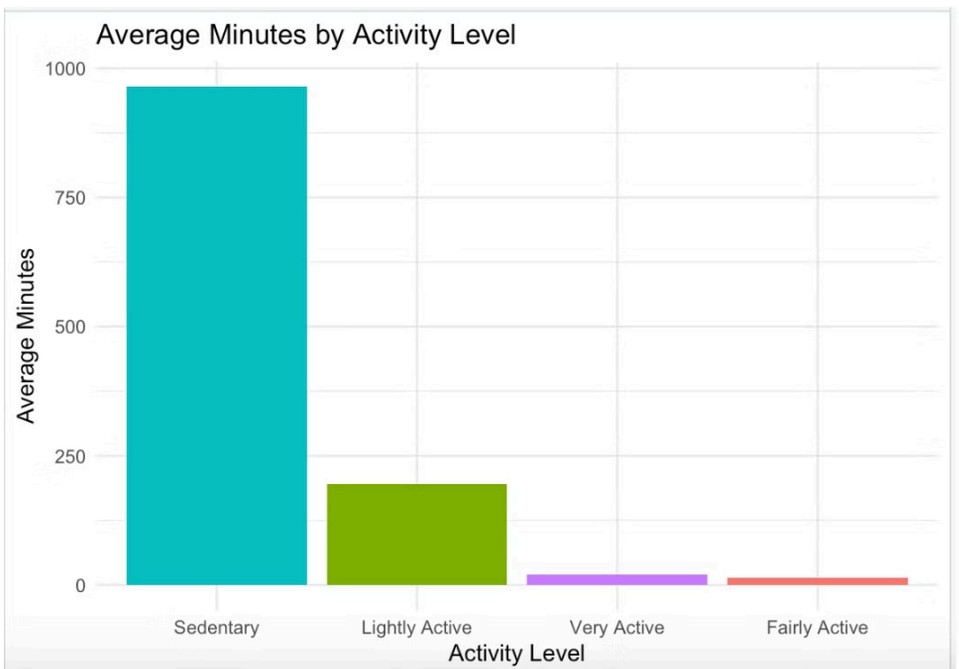
Most calories burned, least sleep.

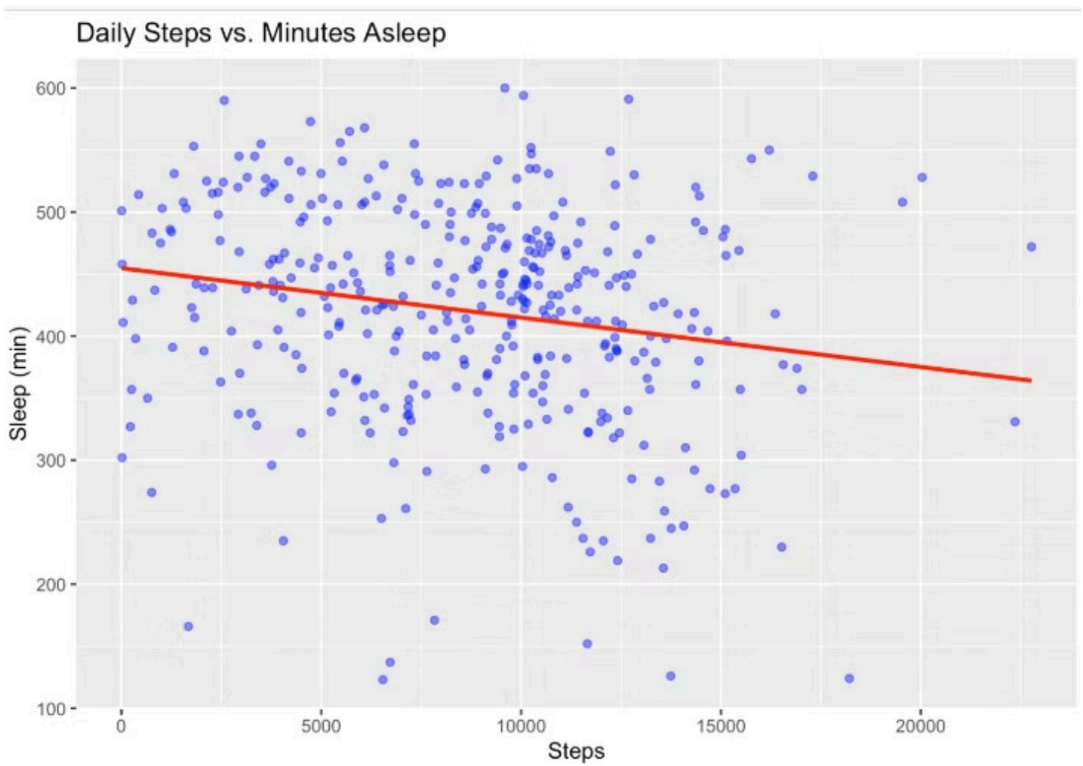
Sedentary Time

Users spend ~16 hours/day sedentary.

More Movement

Does not mean better sleep.





User Engagement & Behavior Trends

Engagement Levels

Not always correlate with activity.

- Bellabeat for passive tracking

Engagement vs. Sleep

No strong link.

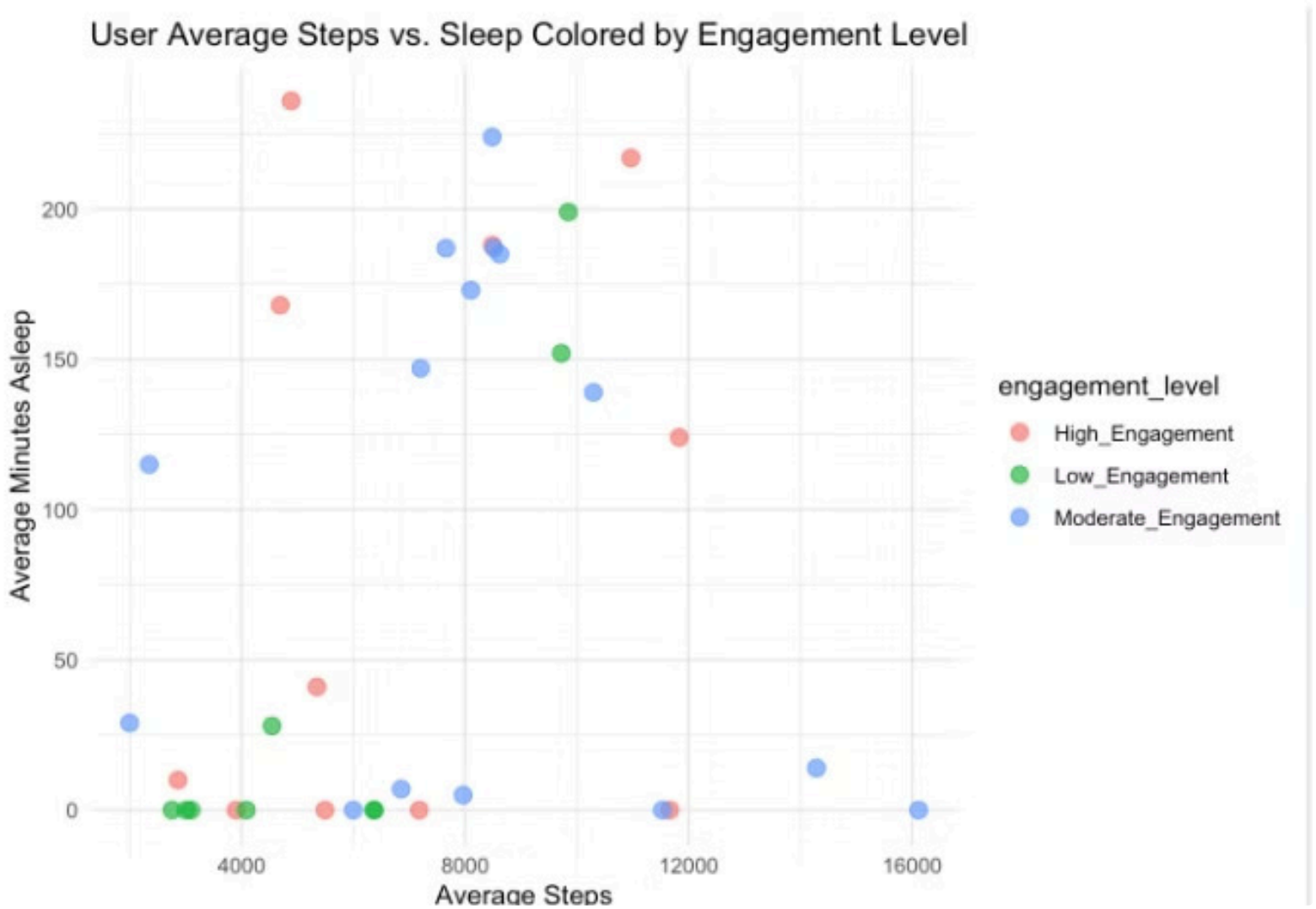
- different user priorities

Business Actions

Segment users.

Personalize recommendations.

- Streaks, challenges, leaderboards
- targeted notifications



Peak Active Hours & Weekly Patterns

Peak Hours

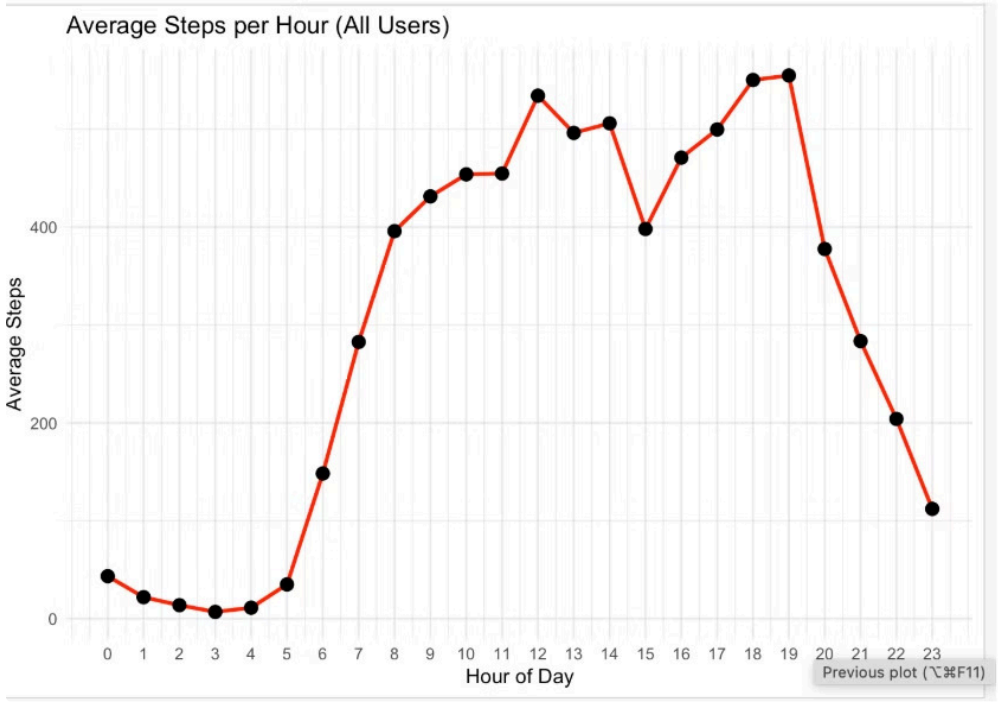
12 PM – 2 PM, 5 PM – 7 PM.

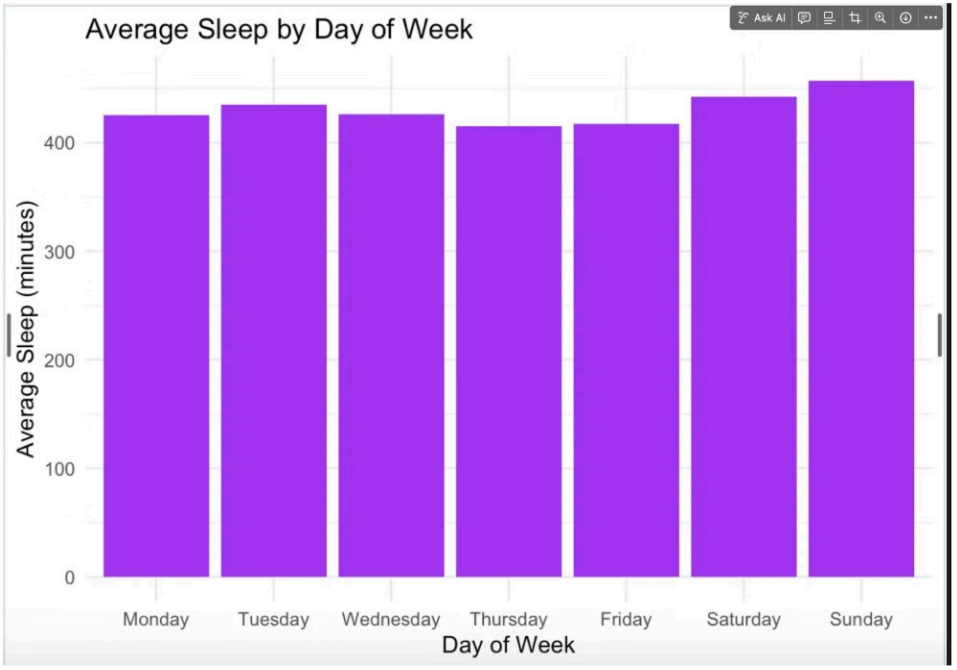
Midweek Decline

Activity lowest Tuesday–Thursday.

Weekend Catch-Up

Sleep improves on weekends.





Underutilized Weight Tracking Feature

1 **Low Usage**

Only 13 users logged weight data.

2 **Discouragement**

Manual input.

3 **Meaningful Tracking**

Encourage engagement.

Recommendations

Implement personalized Notifications: optimize personalized goals based on user profile

Enhance engagement & retention: introduce challenge & streaks, segment users to target

Improve feature utilization: increase visibility, integrate with other metrics