Bellabeat Case Study

Capstone project by Rachel Allison

About the Data

Data source: FitBit Fitness Tracker Data

Sample Size: 30 users

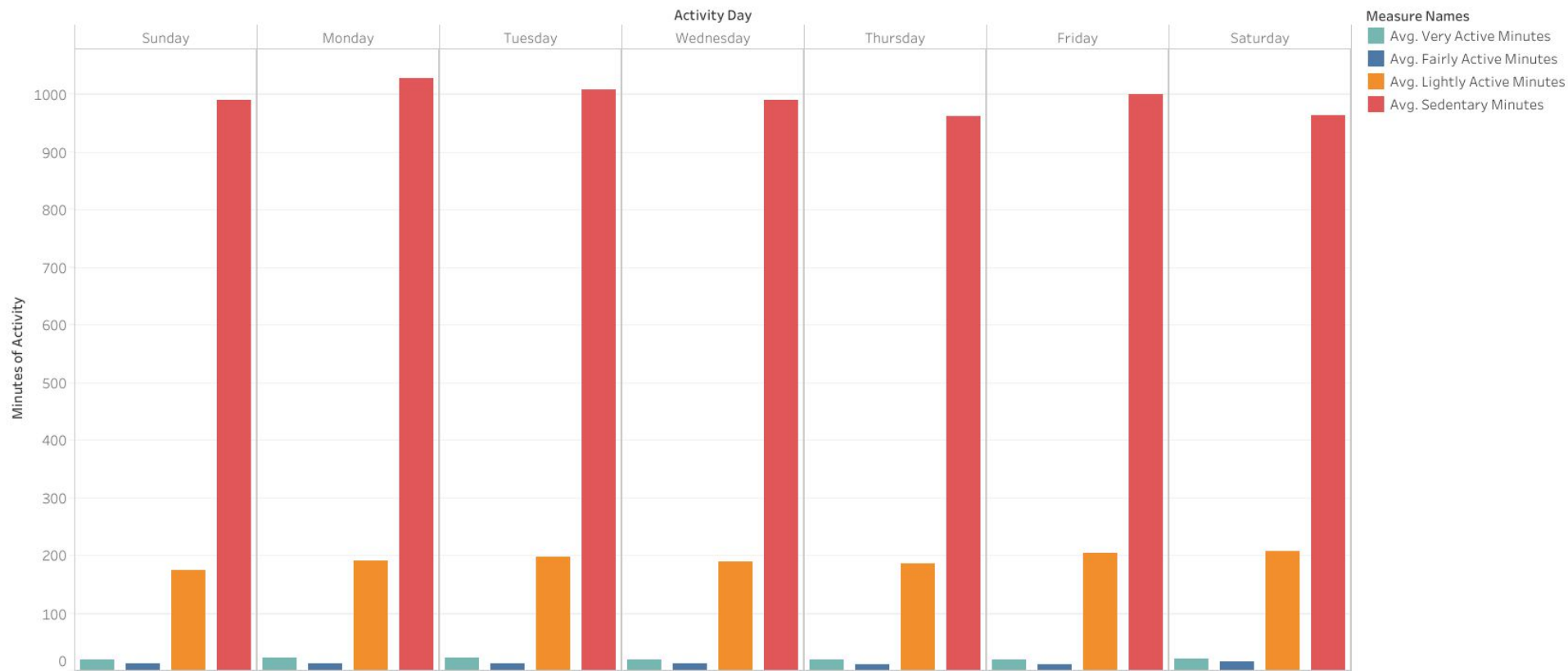Date of collection: 03/12/2016-05/12/2016

What are some trends in smart device usage?

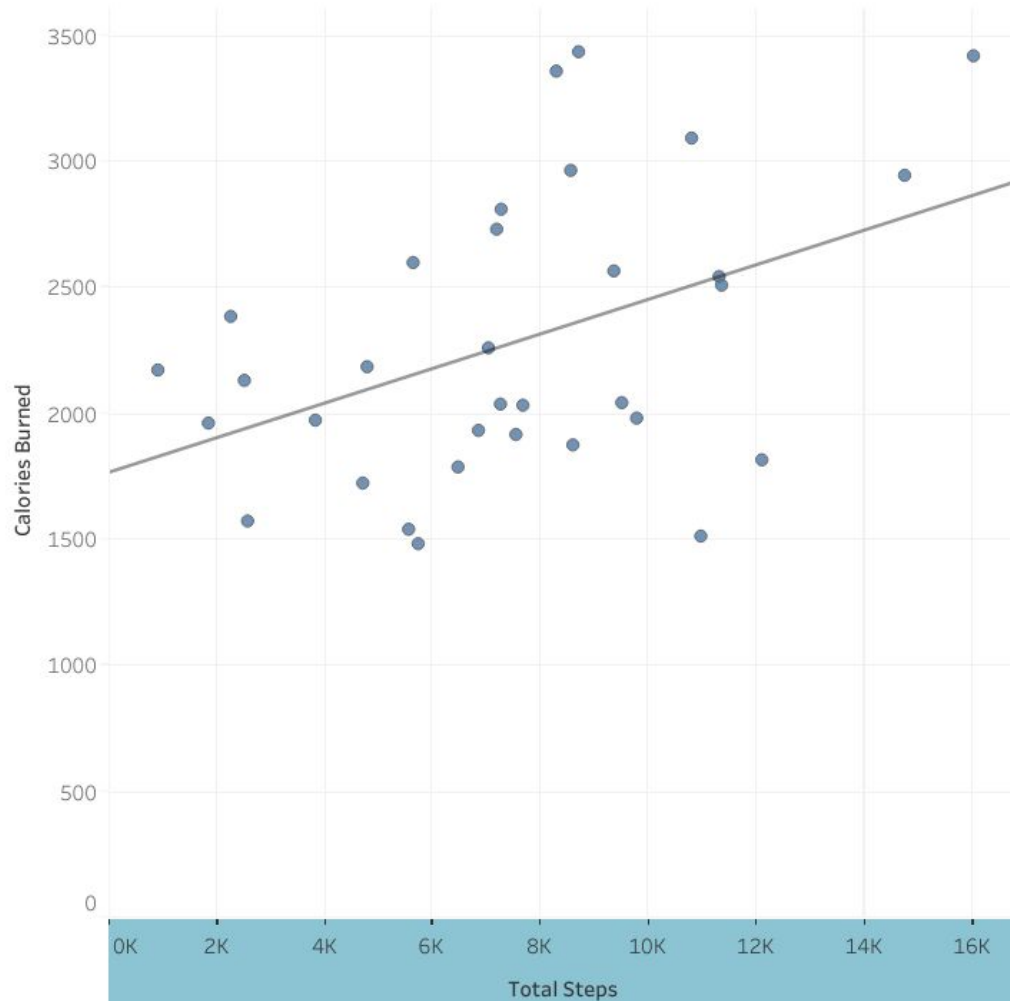How could these trends apply to Bellabeat customers?

How could these trends help influence Bellabeat marketing strategy?

Activity levels by days of the week
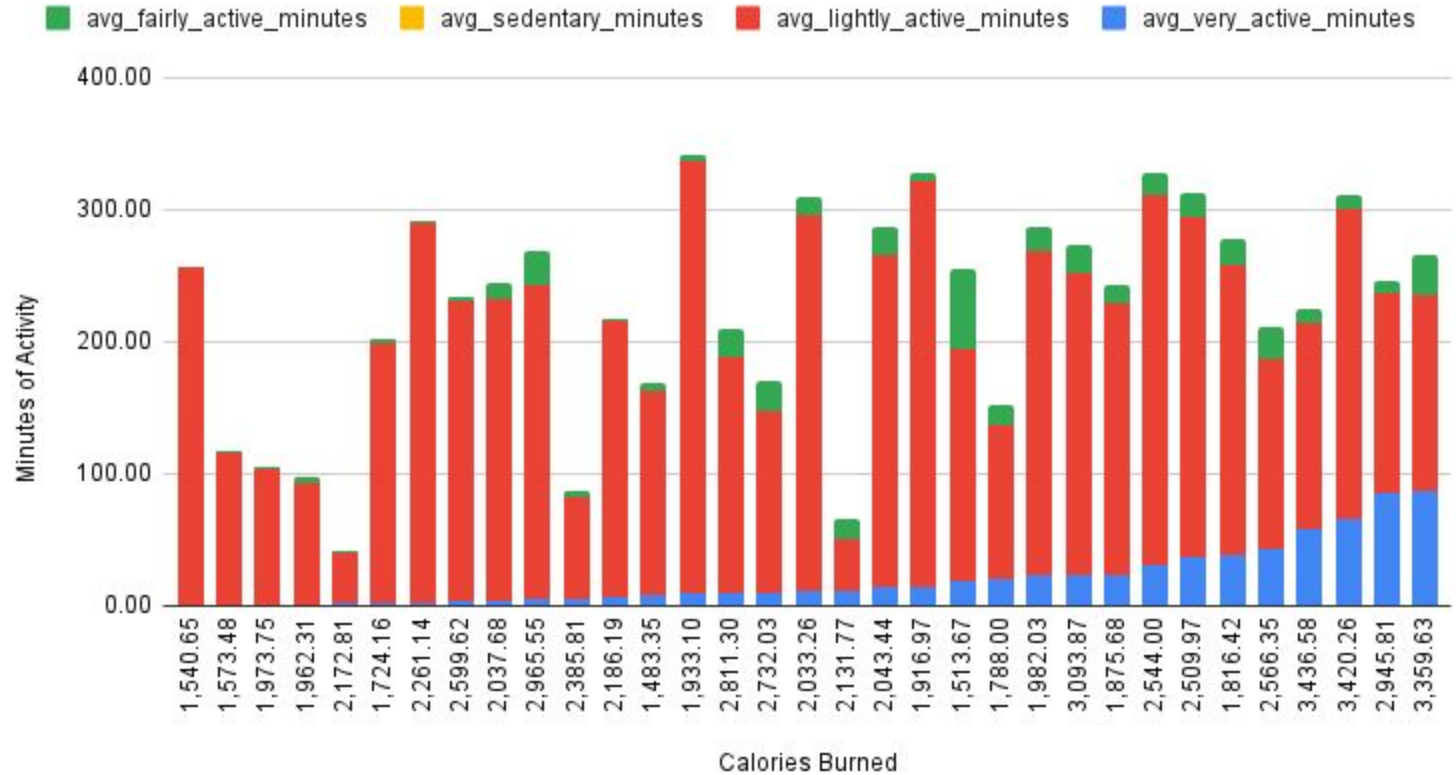

The majority of active minutes are sedentary or lightly active.

Calories burned vs Total Steps

The more steps you take the more calories you burn.
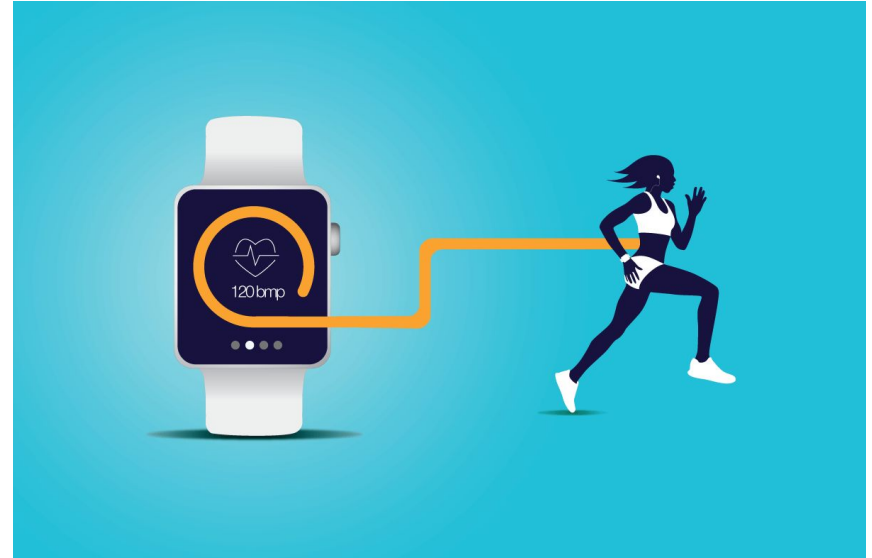
Calories burned from Activity

The majority of calories burned are burned from light activity.

The more very active minutes the more overall calories burned.

Findings

1. Users seem more likely to do very light activity than very active activity
2. The more steps taken the more calories burned
3. Majority of users day is sedentary

How can we get users to be more active?

- In-App competition with friends and family.
- Shareable rewards or badges for hitting certain step count.
- Reminders throughout the day to get up and move around
- Create in-app workouts that vary in time and intensity
- Walking/Running playlists to link to spotify or apple music
- Partner with popular athletic wear company