

# BELLABEAT DATA ANALYSIS

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UNLOCKING GROWTH THROUGH SMART USAGE TRENDS

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# BUSINESS TASK (ASK PHASE)

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- Understand how consumers use non-Bellabeat smart devices.
  - Translate usage patterns into actionable insights for Bellabeat.



# DATA & METHOD (PREPARE / PROCESS)

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- Dataset: FitBit Fitness Tracker data (30 users).
  - Combined activity and weight tables using Excel (VLOOKUP).
  - Engineered metrics such as Sedentary Hours.
  - Treated missing BMI as a behavioral insight.

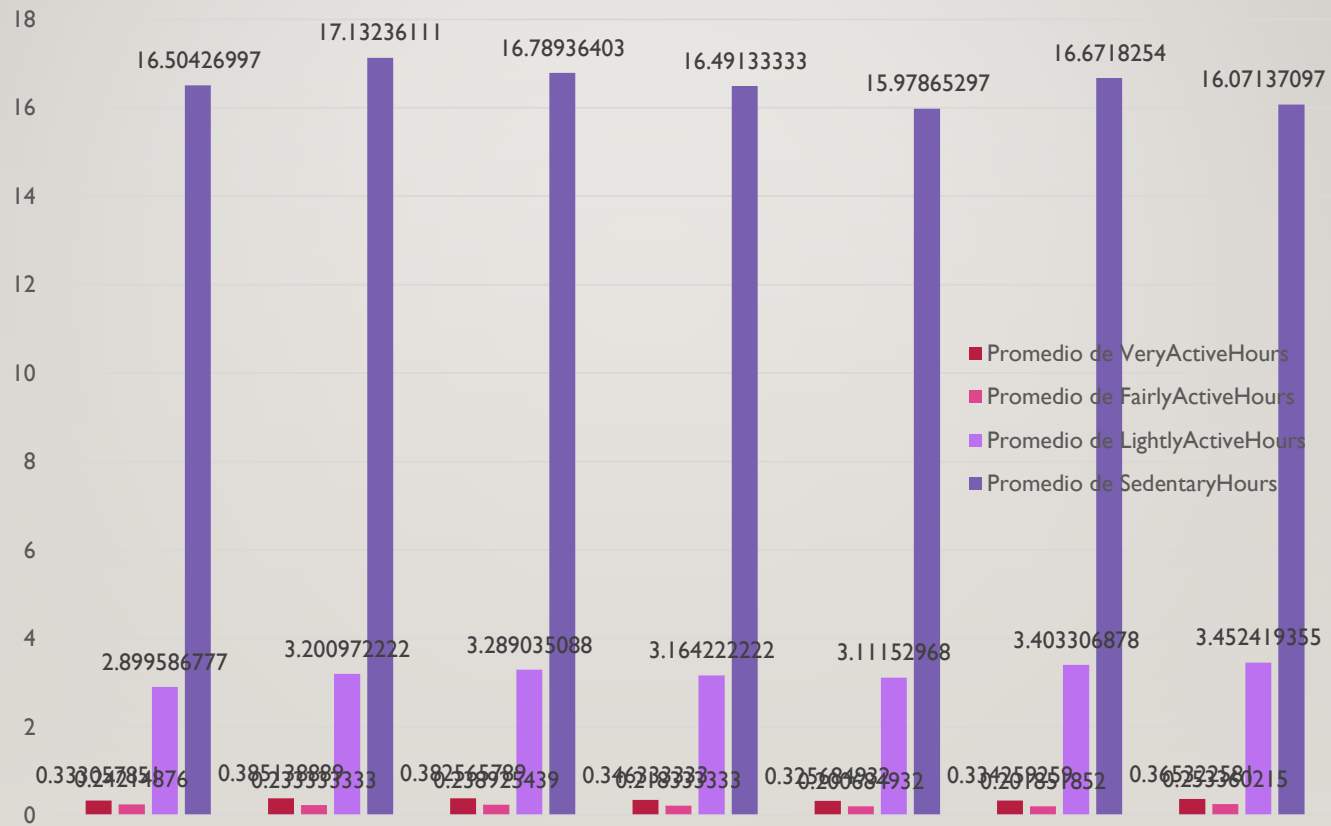
# FINDING I: THE SEDENTARY GAP

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- Users average 16–20 sedentary hours per day.
  - Some days show nearly full-day inactivity (23+ hours).
  - High activity does not offset prolonged stillness.



# FINDING 2: WEEKEND WARRIOR PATTERN



# FINDING 3: MANUAL TRACKING IS A BARRIER

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- Over 90% of users did not log weight/BMI consistently.
  - Manual input leads to incomplete health profiles.
  - Automation is critical for long-term engagement.





# RECOMMENDATIONS (ACT PHASE)

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- Product: Smart sedentary alerts after 2 hours of inactivity.
  - Marketing: Emphasize automation — 'We track it for you.'
  - Community: Mid-week nudges and Saturday challenges.

# EXPECTED BUSINESS IMPACT

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- Higher daily engagement through proactive alerts.
  - Improved data completeness and user trust.
  - Clear differentiation from step-focused competitors.