

BELLABEAT DATA ANALYSIS

UNLOCKING GROWTH THROUGH SMART USAGE TRENDS

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BUSINESS TASK (ASK PHASE)

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

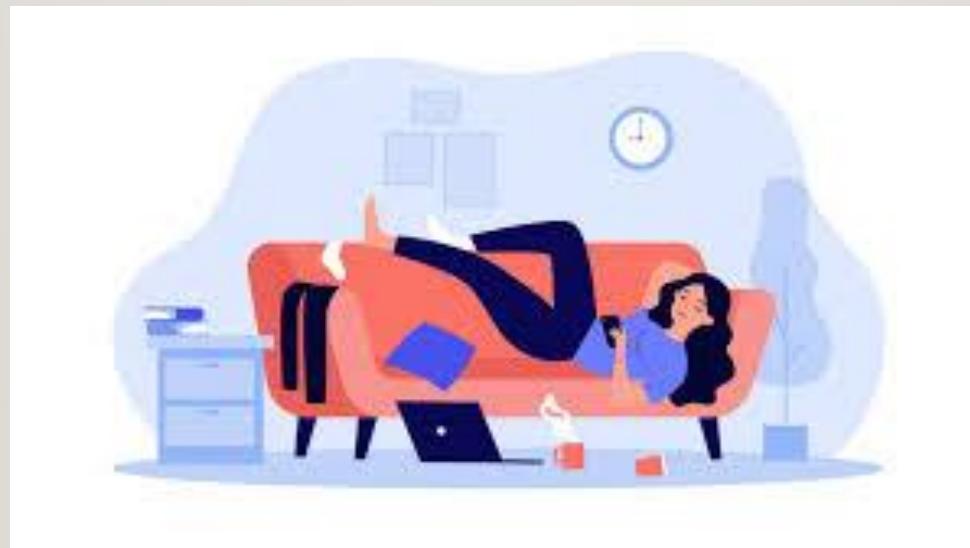


DATA & METHOD (PREPARE / PROCESS)

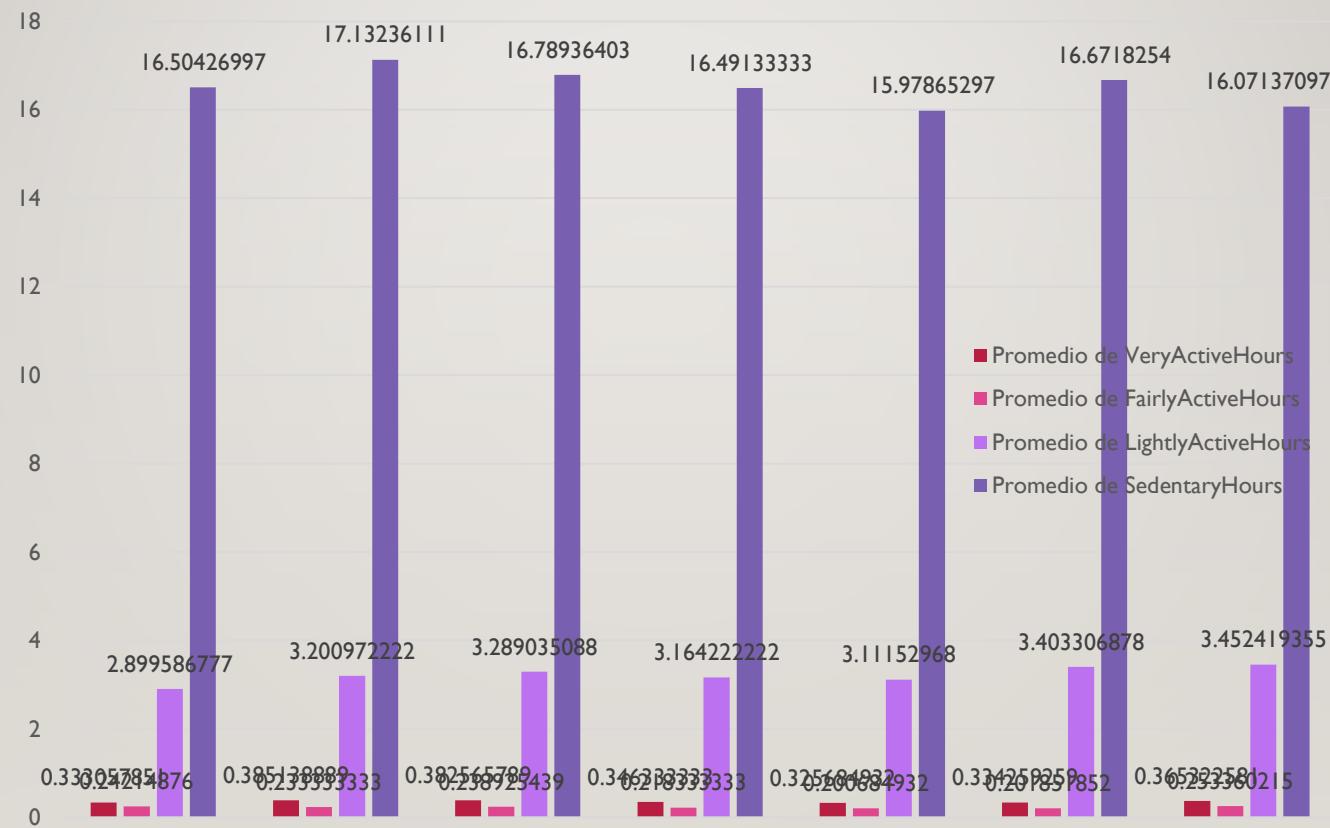
- Dataset: FitBit Fitness Tracker data (30 users).
 - Combined activity and weight tables using Excel (VLOOKUP).
 - Engineered metrics such as Sedentary Hours.
 - Treated missing BMI as a behavioral insight.

FINDING I: THE SEDENTARY GAP

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

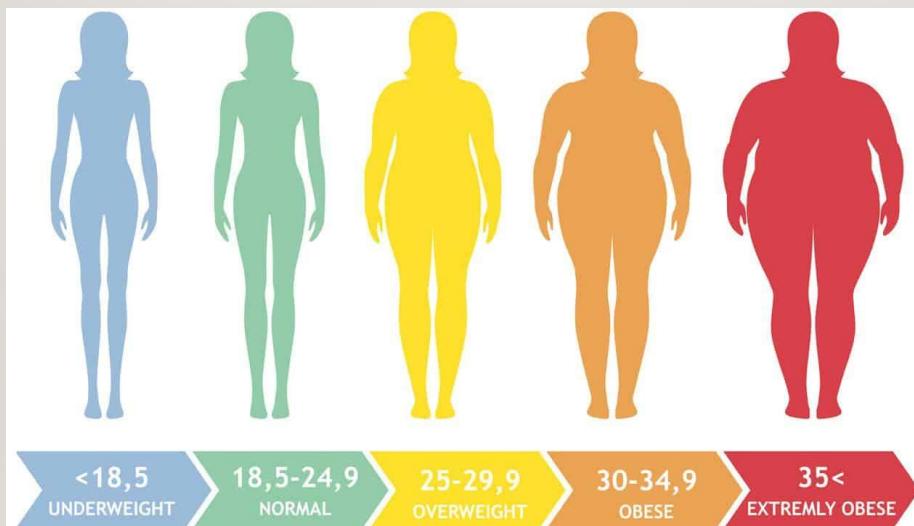


FINDING 2: WEEKEND WARRIOR PATTERN



FINDING 3: MANUAL TRACKING IS A BARRIER

- 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)

- 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

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