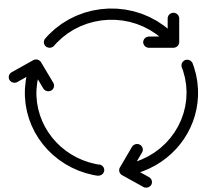
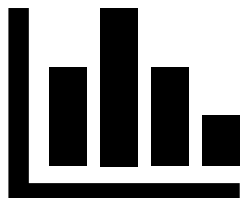


# Bellabeat Fitness Data Analysis Presentation



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# HOW CAN A FITNESS COMPANY PLAY IT **SMART**?

A Google Data Analytics Capstone Case Study



**Presented by : Sachin Narasapur  
May 08, 2023**

Since it was founded in 2013, Bellabeat has grown rapidly and quickly positioned itself as a tech-driven wellness company for women. The company has 5 focus products: bellabeat app, leaf, time, spring and bellabeat membership.



**Our BUSINESS TASK** is to analyze the fitness data to guide marketing strategies for Bellabeat to grow as a global player.

# Approach to Solve This Case Study

## 1.ASK

1. Trends in smart device usage?
2. Trends apply to Bellabeat customers ?
3. Trends help influence Bellabeat marketing strategy?

## 2.Prepare

- 1.Used public data that explores smart device users daily habits.
- 2.FitBit Fitness Tracker Data , From Kaggle
3. Analysis of Tracked Data

## 3.Process

### Data Cleaning process

1. finding duplicates in both rows and columns
2. Missing data, finding unique values etc.
3. solving the errors.

## 4.Analyze

- 1.Organize and format your data
2. Identify trends and relationships
3. Aggregating your data so it's useful and accessible

## 5.Share

- 1.Now we create data visualizations to clearly communicate your high-level insights and recommendations.
- 2.Barchat, Scatterplot, pie chart, Histogram

## 6.Act

- 1.Answer to asked business questions
2. Recommendations
- 3.Conclusions and Deciision making

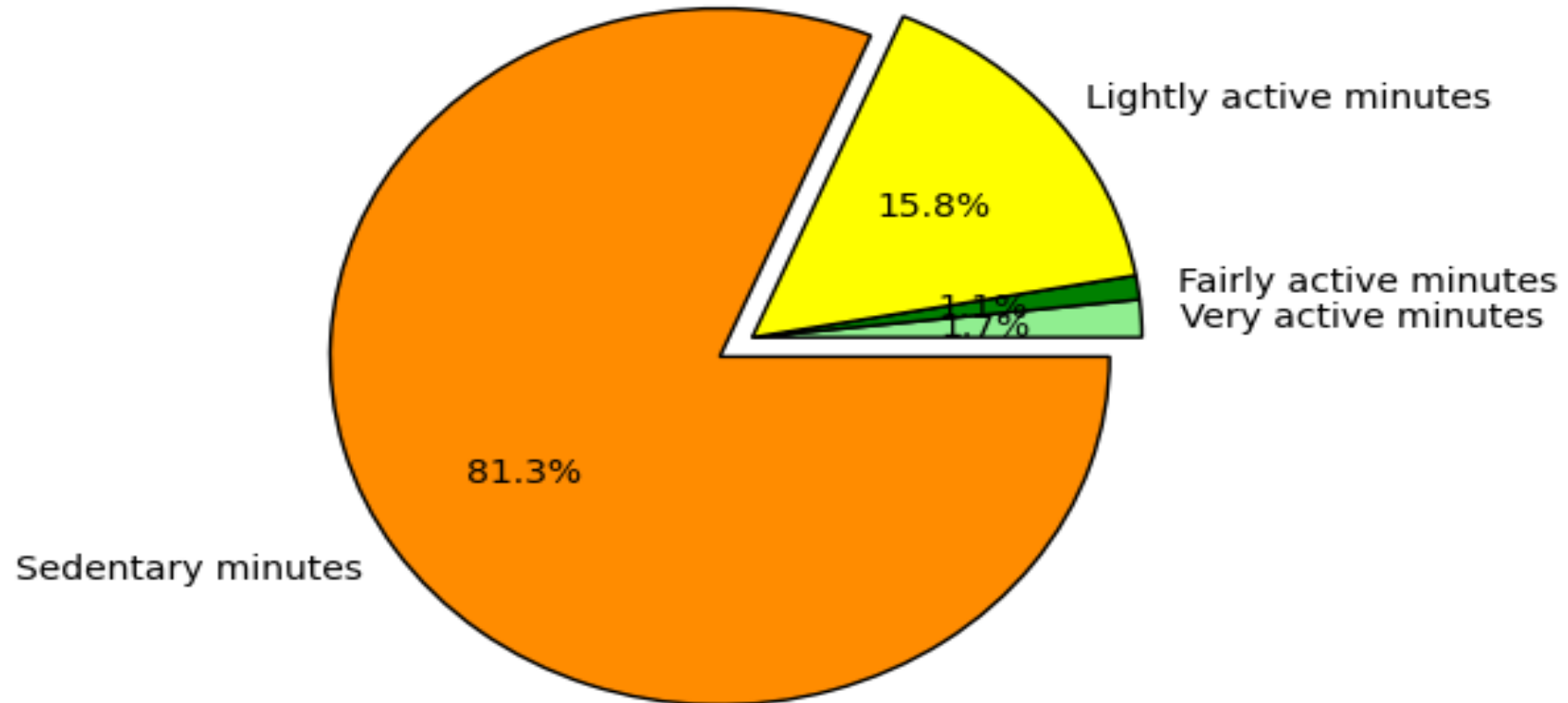
# HOW ACTIVE TOTAL?

81.30% in **SEDENTARY** minutes  
2.85% in fairly to very **ACTIVE** minutes

1. Sedentary minutes take the **BIGGEST PERCENTAGE OF 81.3%**. This is not good since Sedentary behaviour refers to activities that use very little energy while being awake.

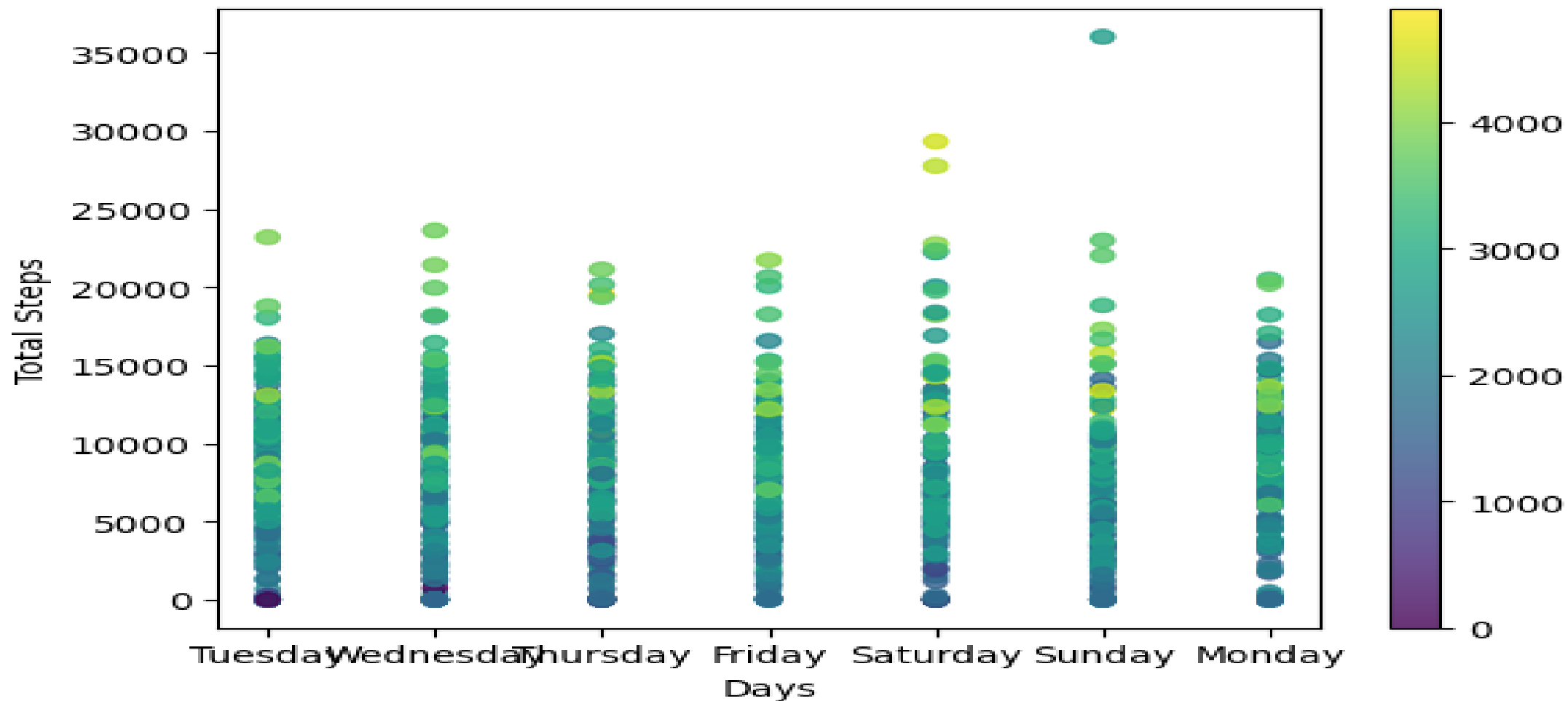
These activities exposes the users to **HEALTH RISKS**.

2. Very active minutes are at **1.7%** which means the users are **NOT INVOLVING** themselves in the required **PHYSICAL ACTIVITIES** to enhance the amount of calories burnt.



# HOW DAILY ACTIVITY?

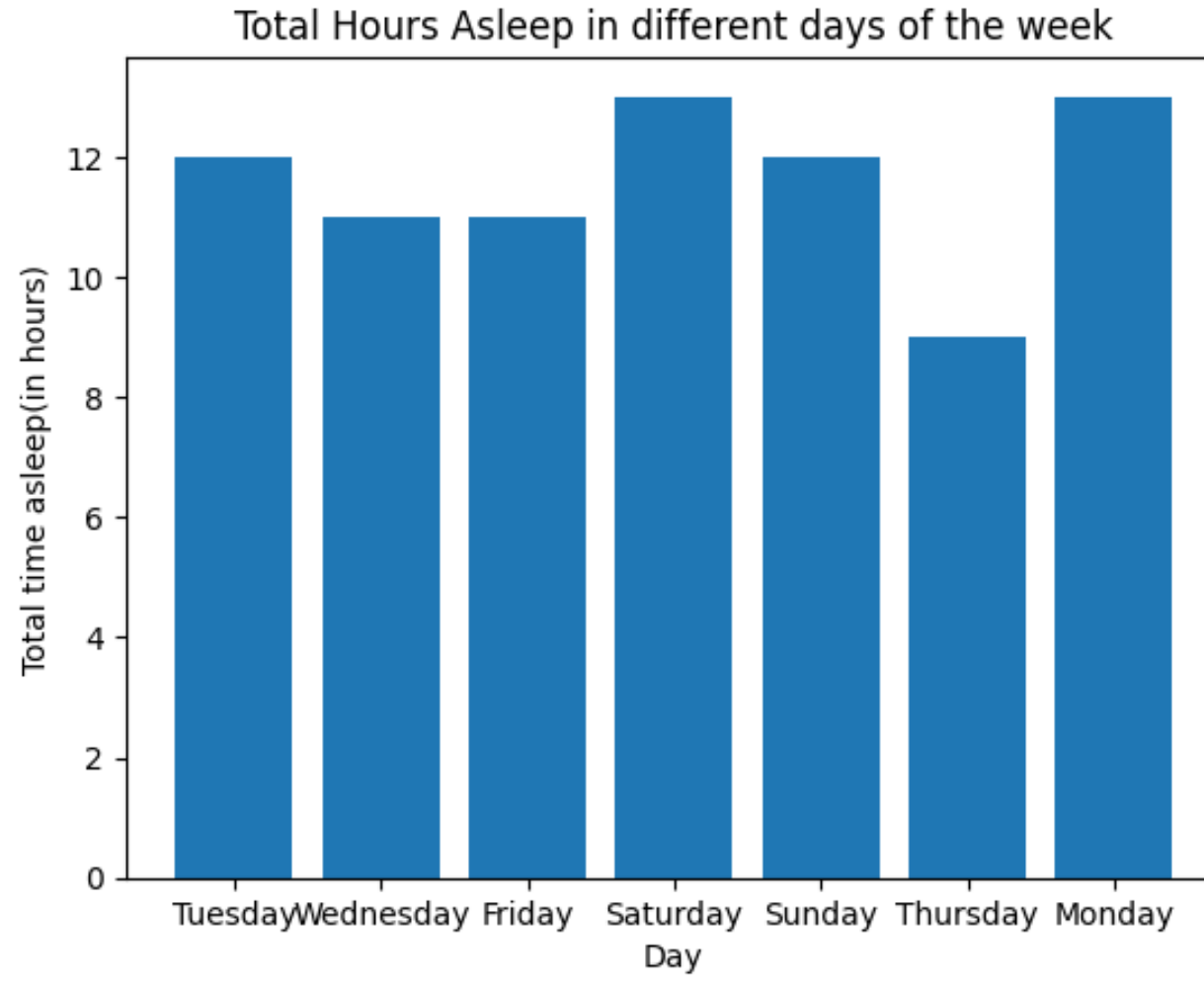
**TOTAL 65K** More-Steps taken on  
**SATURDAY AND SUNDAY**



## HOW ACTIVITY OF ASLEEP HOURS?

**SATURDAY** has the **highest number** of hours asleep.

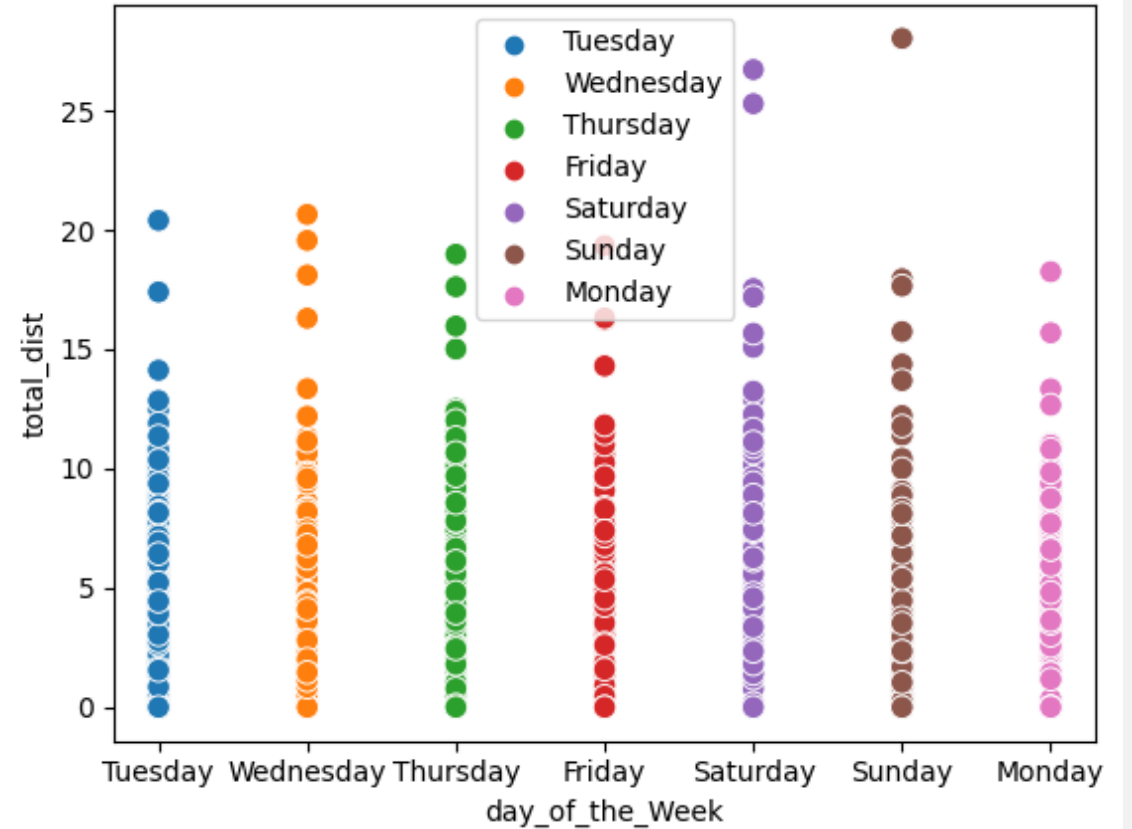
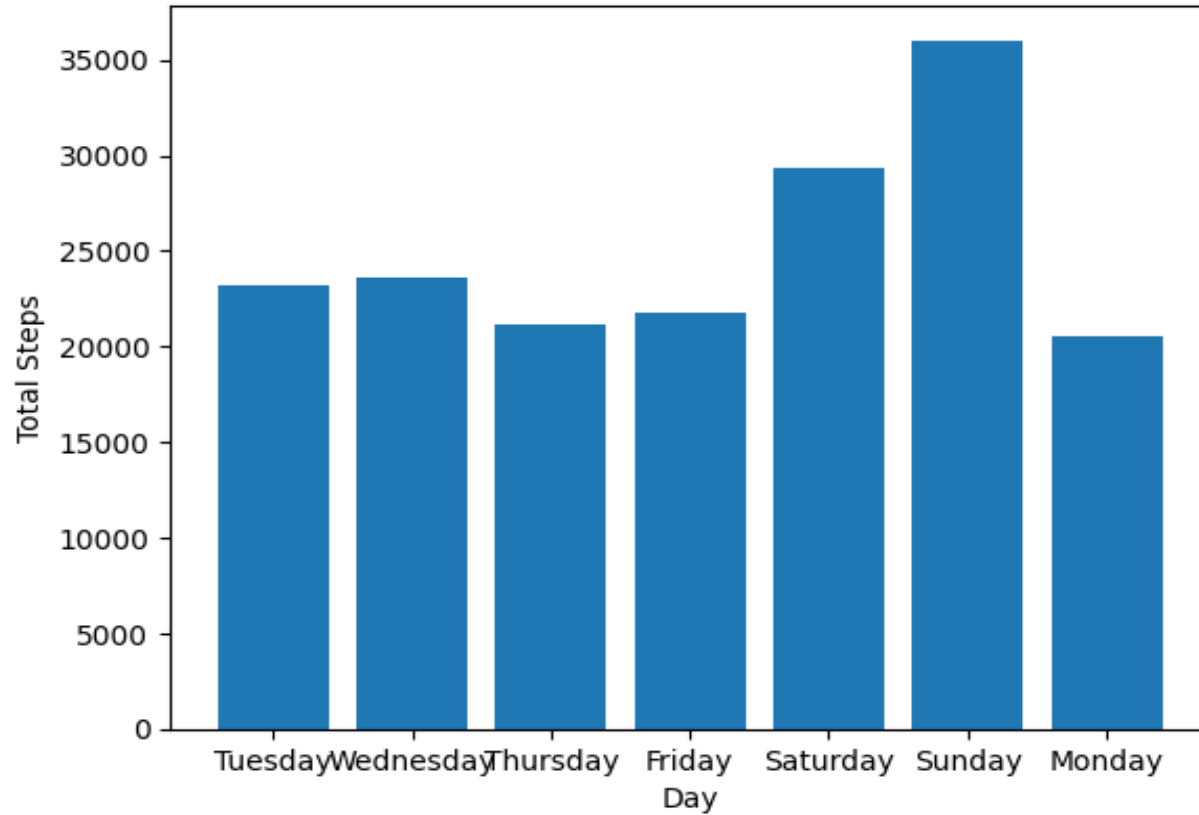
All the World loves Saturday! As many as **90%** of users sleep more time on Saturday morning, **30 minutes** of sleep more than usual.



## WHERE IS THE JUMP?

**SUNDAY** has the **MOST DISTANCE** covered while **THURSDAY** has the **LOWEST**.

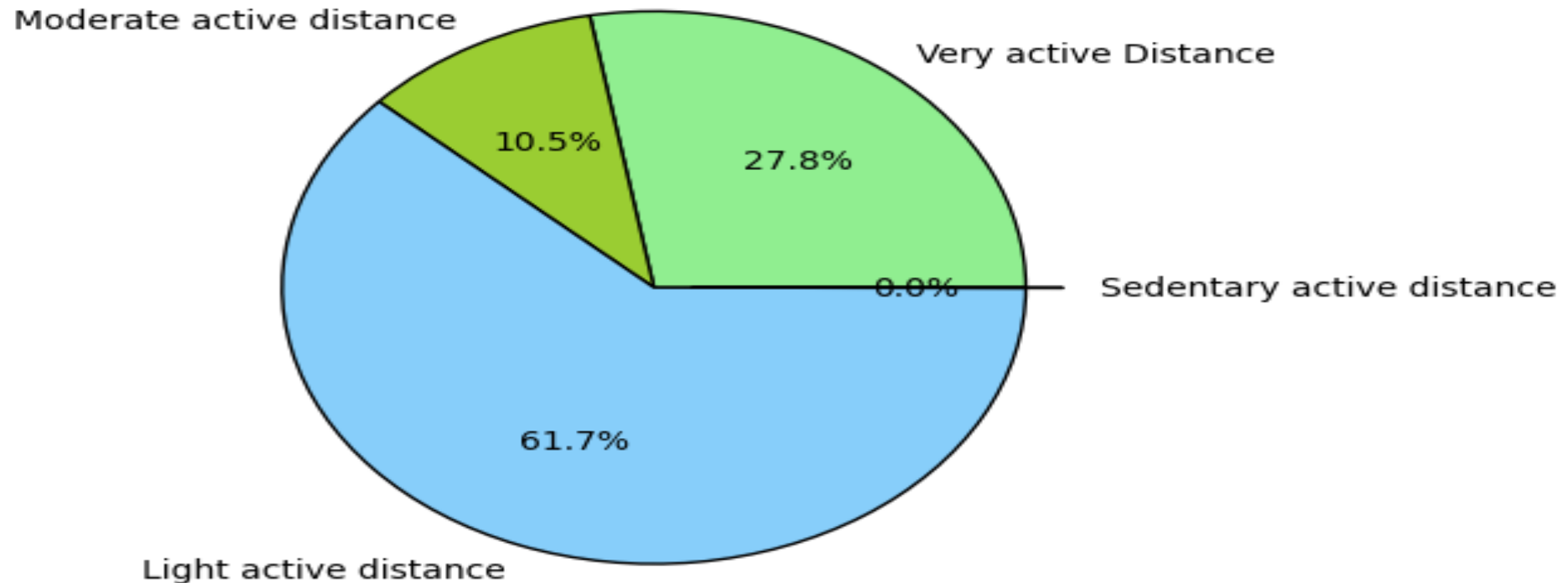
Total Steps taken within the different days





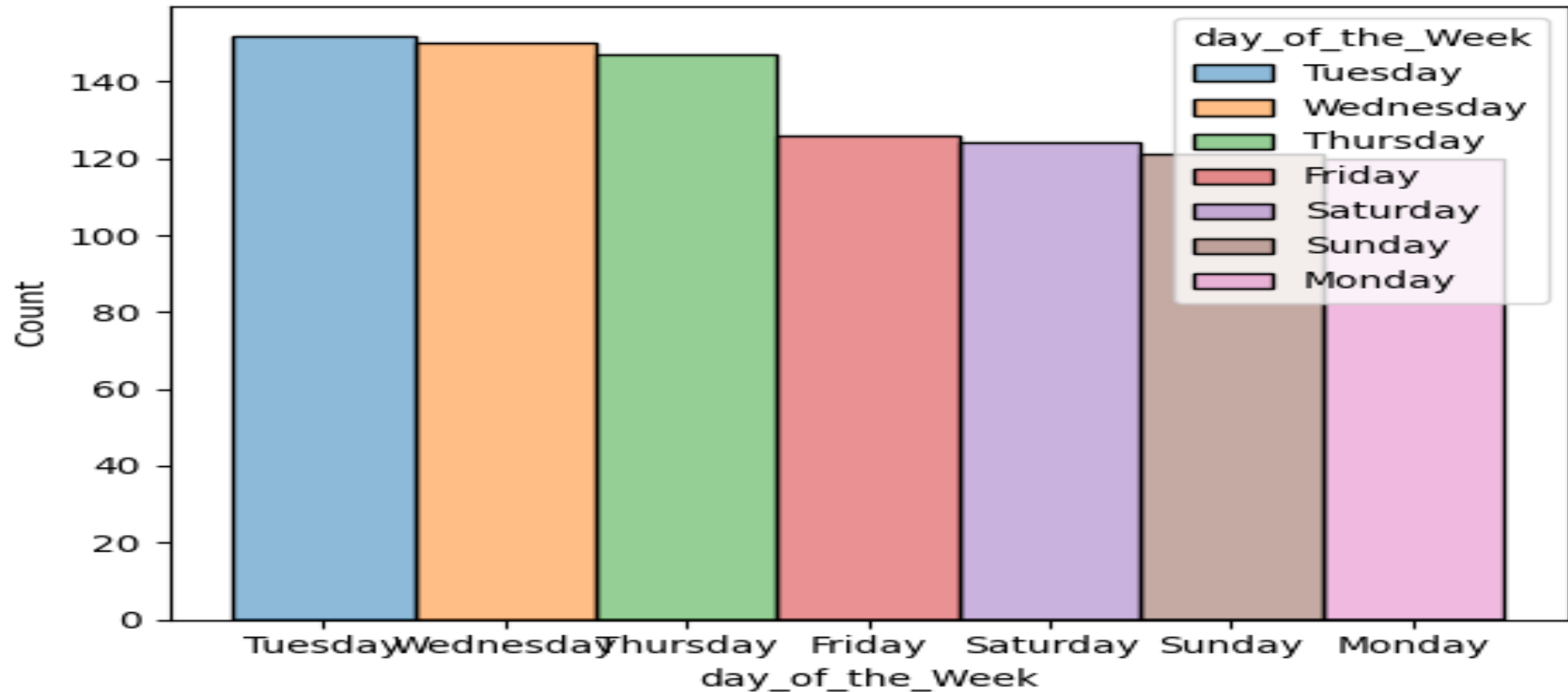
## WHAT IS THE INDIVISUAL ACTIVE DISTANCE?

1. Light Active Distance takes the **BIGGEST SLICE** with **61.7%**
2. According to sedentary active distances are **LESS THAN 5,000** steps daily. It hold the **LOWEST PERCENTAGE** in the pie chart at **0.0%** meaning participants achieve over **5,000 STEPS DAILY**.



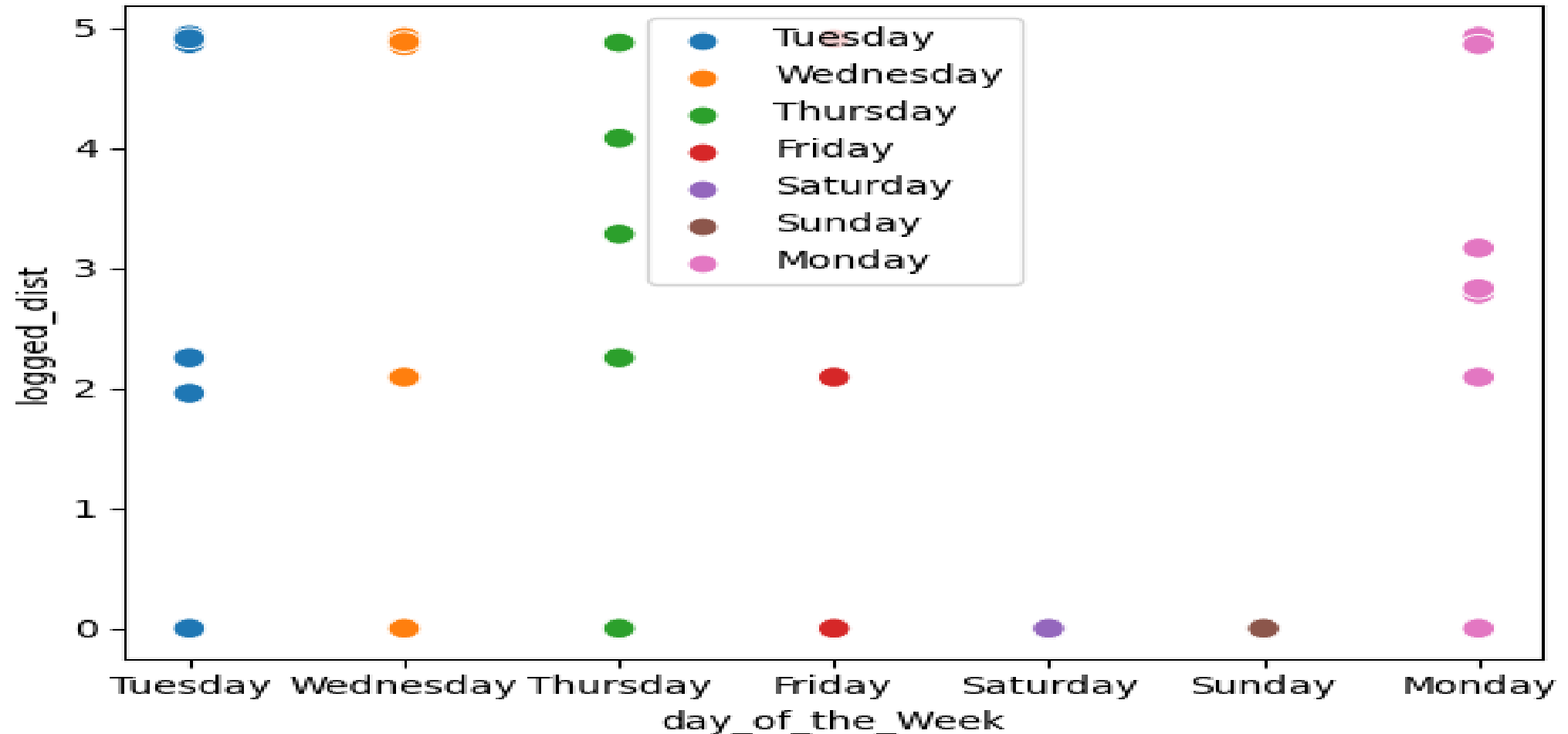
## HOW'S THE USERS LOGIN ACTIVITY?

**TUESDAY** is the day which has the **HIGHEST ACTIVITY** while **MONDAY** has the **LOWEST ACTIVITY**.



## HOW'S THE USERS LOGIN ACTIVITY?

This shows that **MOST** users **DO NOT LOG IN** their smart devices when they go about their **DAILY ACTIVITIES**.



## 6. Act

### 1. What are some trends in smart device usage?

- Most users **(61.7%)** achieve the light active distance. This means they involve themselves in Light intensity activities require the least amount of effort, compared to moderate and vigorous activities which is not beneficial to their health.

- **Tuesday** is the day which users are **MOSTLEY ACTIVE**.

- Sedentary minutes take the **BIGGEST PERCENTAGE** of **81.3%**. This is not good since Sedentary behaviour refers to activities that use very little energy while being awake. Examples of sedentary behaviour include:

1. sitting for long periods
2. watching television
3. riding in a bus or car
4. playing passive video games
5. playing on the computer and
6. sitting in a car seat or stroller.

these sedentary activities exposes the users to a lot of **health risks**.

- **Monday** and **Saturday** are the days with the most hours asleep.

- The average steps covered by most users is **7637** as compared to the recommended **10,000**.

- Users are **more active** on **weekdays** than on the **weekends**.

- According to the logged activities distance, **most users do not log in** the app while working out.

## 2.How could these trends apply to Bellabeat customers?

These companies both **FOCUS ON** women health, the trends can help bellabeat **make more informed decisions** for their customers.

The trends can help bellabeat customers **change their routines** and be **WELL INFORMED** on how to use the bellabeat products for their **HEALTH BENEFITS**.

## 3.How could these trends help influence Bellabeat marketing strategy?

Bellabeat can **use** this trend to find the **weaknesses** that the **users face** regarding the exercising, **FIND SOLUTIONS** and **EDUCATE THEM** on the importance of exercising.

**To educate the users** more on how the different bellabeat products work since most of them seem not to know how they work.

# RECOMMENDATIONS



1. Obtain more data for an accurate analysis, encouraging users to use a wifi-connected scale instead of manual weight entries.
2. Healthy style campaign encourages users to have short active exercises during the week, longer during the weekends, especially on Sunday where we see the lowest steps and most sedentary minutes.
3. The campaign can also paired with a point-award incentive system. Users completing the whole week's exercises will receive Bellabeat points on products/memberships.
4. Products, such as Leaf wellness tracker, can vibrate after a prolonged period of sedentary minutes, signaling the user it's time to get active! Ivy can remind the user it's time to sleep after sensing a prolonged awake time in bed.

**QUESTIONS?**

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**DATA SOURCE:** Kaggle

**OTHERS PROJECTS:** <https://github.com/sachinreddygithub>