

Bellabeat Case Study - Analysis Insights and Recommendations

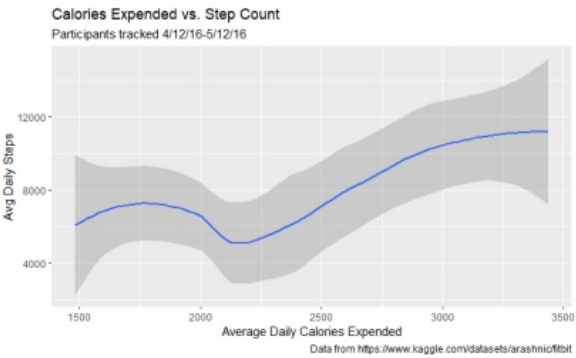
This case study is a capstone project for the Google Data Analytics Certificate Program

Guidance towards Wellness Goals

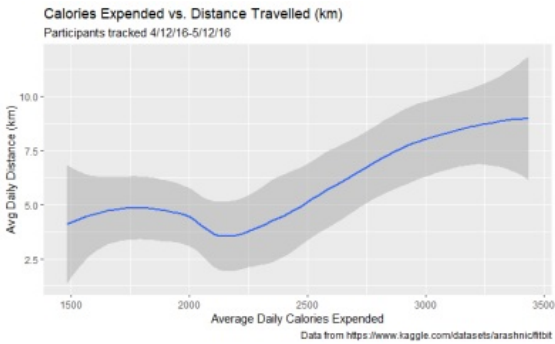
Determining growth opportunities uncovered by smart device usage trends, and how Bellabeat can leverage these insights in marketing strategy

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This case study is a capstone project ..	Guidance towards Wellness Goals	Deliver Peace of Mind
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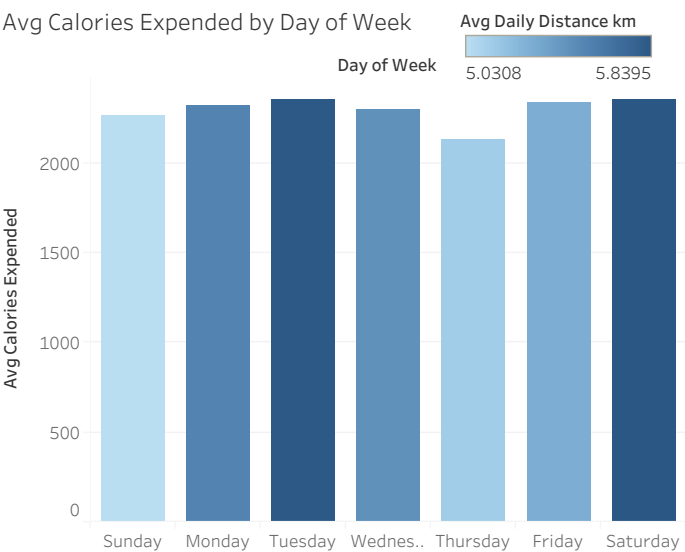


Greater activity levels are positively correlated to greater calorie expenditure - after a threshold is met



Average daily activity levels tend to hover right around this threshold - we can encourage users to push themselves further past these thresholds in order to see greater results in their fitness or wellness journeys.

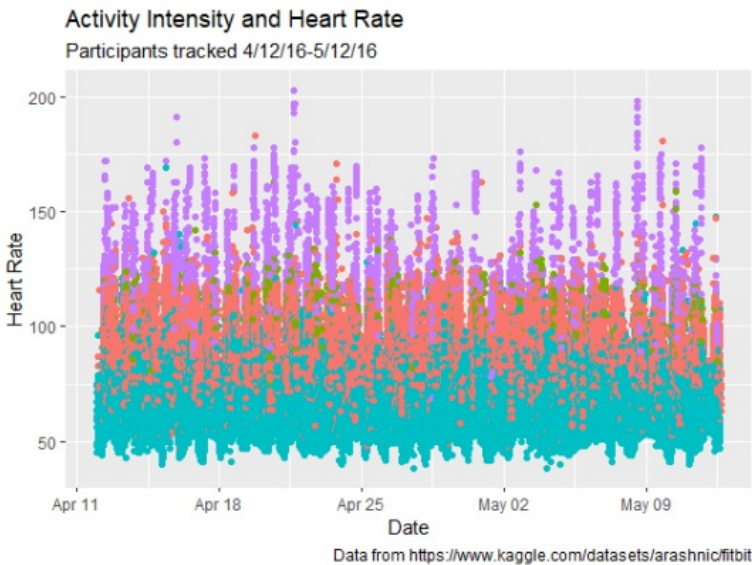
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Messaging: emphasize personalized fitness plans and coaching in the membership program, coupled with tracking and immediate insights available in the app ...



At Bellabeat, we will walk with you every step of the way, and push you to go that extra mile in your journey.

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Guidance towards Wellness Goals	Deliver Peace of Mind	Emphasize Connectivity
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According to the Mayo Clinic, the normal resting heart rate range for adults is between 60-100 beats per minute.



In this study, about 6.4% of the time heart rates exceeded 100 beats per minute, the individual was sedentary, or inactive.

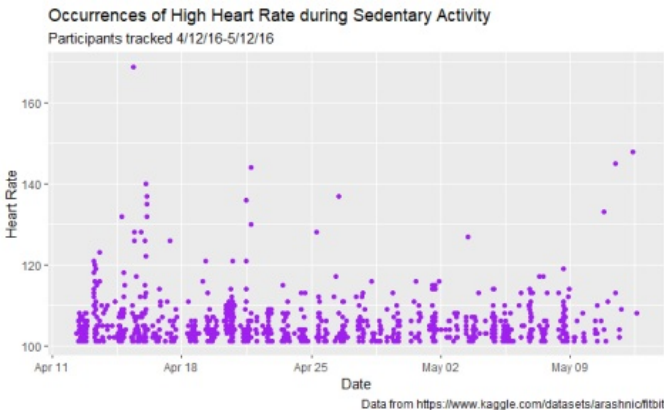
But *every participant* experienced an abnormally high resting heart rate at some point.

Mindfulness and Stress Management should be emphasized in the Coaching membership and app.

In marketing materials, highlight the Stress Sensitivity attribute in the Wellness Score tracker, as well as the stress relief and meditation tracking capabilities.

Emphasize coach support and in-app push notifications containing tips when a high resting heart rate is detected.

Your heart rate is abnormally high! Take a beat and focus on your breath.



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Deliver Peace of Mind	Emphasize Connectivity	When and Where?
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In Activity data, Empty, Missing, or Manual logs combined makes up roughly 20% of total entries.

In Weight Log data, manual entry makes up more than half of total entries.

Without reliable and automatic data insights, end users receive less value from smart devices.

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Convenience is Key

In messaging, emphasize connectivity.

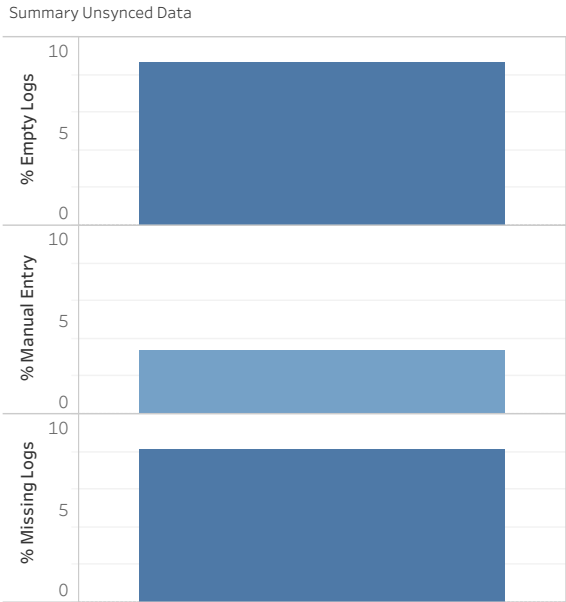


Focus messaging on the seamless experience between Bellabeat's product offering and the app/Coach membership.

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Highlight integrations with outside smart devices that can sync data and insights to the app.

Let's sync up!



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Emphasize Connectivity	When and Where?	Information
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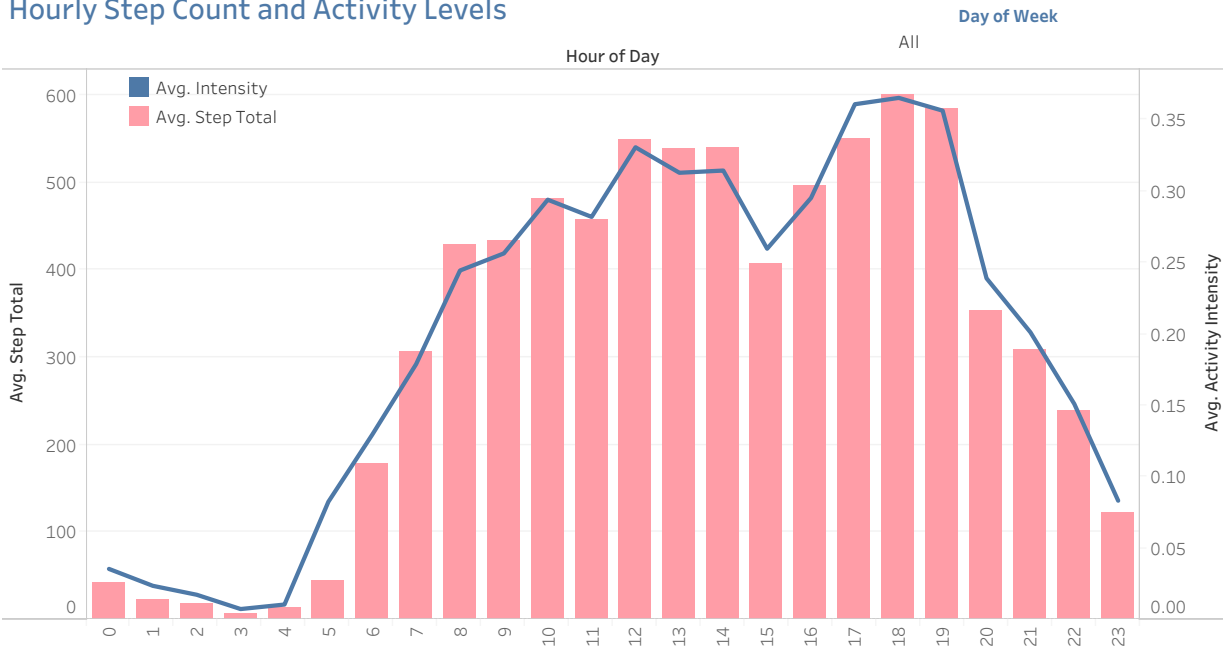
Periods of Higher Activity

- + Saturdays and Tuesdays tend to have highest activity levels
 - + Overall, we see peaks in activity between 12-2pm and 5-8pm daily;
 - + On Saturdays, activity peaks the most mid-day (around 1pm).
- + Focus marketing efforts around methods that will reach someone *on the go*:
- Podcasts & Radio advertisements

Periods of Lower Activity

- + Thursdays and Sundays tend to have lowest activity levels
 - + Overall, we see dips in activity between 3-4pm and 8-10pm daily;
 - + On Sundays, activity lulls the most 11am-1pm and around 4pm.
- + Focus marketing efforts around methods that will reach someone in *periods of rest*:
- Online, TV, and Youtube advertisements

Hourly Step Count and Activity Levels



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When and Where?

Information

Thank you!

Additional pieces of this case study can be found at:

RMD url

Copies can be found at:

kaggle url

git url

Data sourced from:

<https://www.kaggle.com/datasets/arashnic/fitbit>

Tools used: Excel, SQL/BigQuery, R/RStudio, Tableau