

# Data-Driven Decisions:

## Leveraging Smart Device Usage for Marketing Strategy and Growth Opportunities



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# Goals for Our Discussion Today

Examine the **insights** and  
**trends** of the analysis of users'  
smart device usage behavior

Explore the **recommendations**  
for future marketing **strategy**  
of the Bellabeat App



# Data Overview

## → Data Source

FitBit Fitness Tracker Data, gathered through a survey on the Amazon Mechanical Turk Platform

## → Data Summary

30 eligible Fitbit users consented to the submission of personal tracker data for a one-month period.

## → Key Metrics

Minute, hourly and **daily** level output for users' **physical activity**, heart rate, and sleep monitoring.

## → Data Quality

A **90% certainty of accuracy** in data, with a **15% potential difference** between how much the observed values might vary from the actual population values

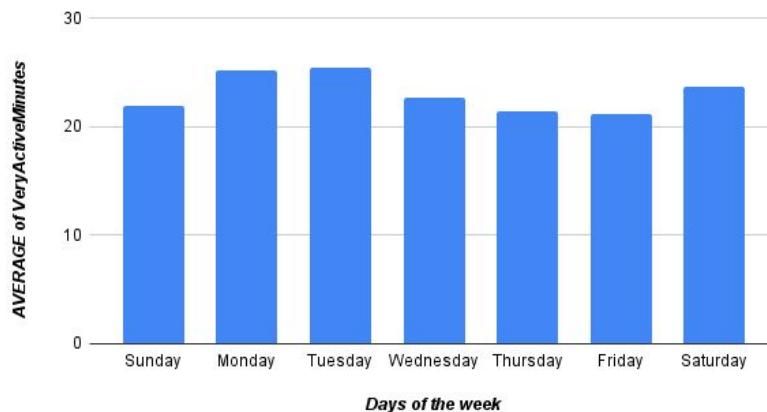
Insights gained  
from analysis

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# Finding #1

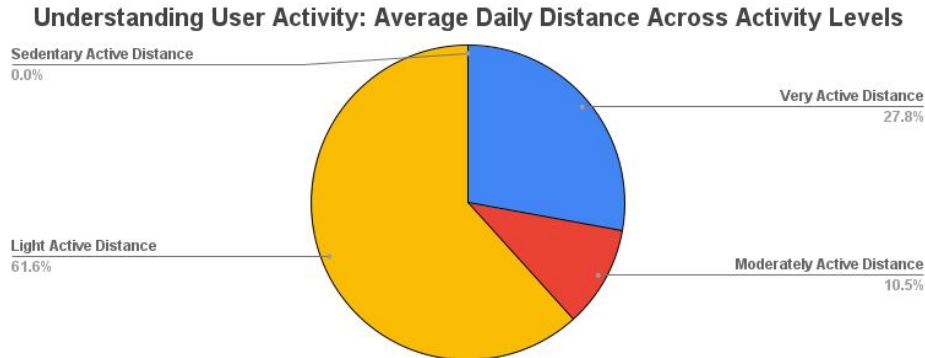
Users are most active at the **start of the week**, engaging in **high-energy activities**, and towards **the end of the week**, there is a **significant dip** in those activities.

Exploring User Activity: Peak Days Through the Week



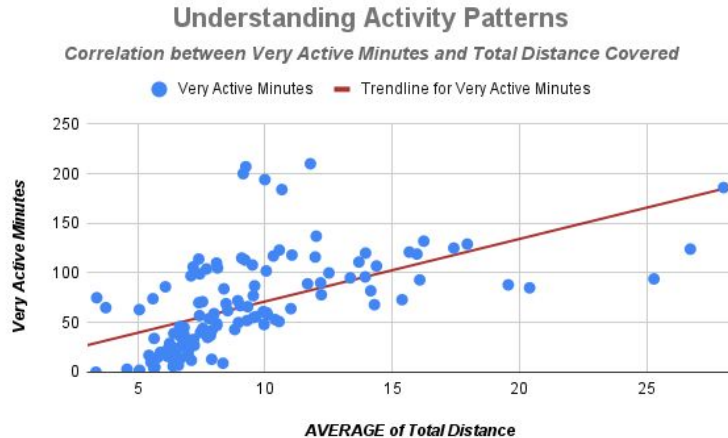
## Finding #2

A significant portion (**61%**) of the total daily distance covered stems from **low-intensity physical activities**, including walking, household chores, and light recreational activities, emphasizing their **importance** in daily activity levels."



## Finding #3

A **positive correlation** exists between very active minutes and total distance covered, indicating that users likely engage in **high-intensity** and **long distance** activities simultaneously.



## Finding #4

The majority of users (**89%**) do not track their activities, while a minority (**11%**) do. This observation highlights a notable **inconsistency** in user behavior concerning the use of **activity tracking features**.

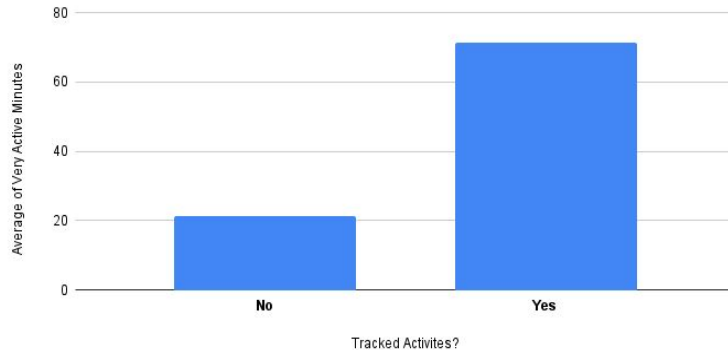




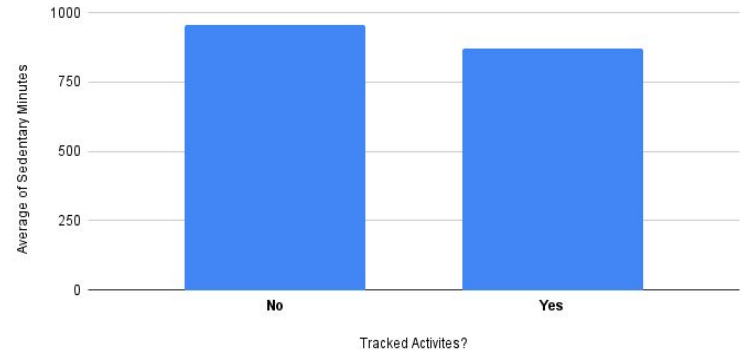
## Finding #5

Users who track their activities engage in **increased physical activity** levels and **reduced sedentary behavior**, resulting in higher calorie expenditure and improved overall health.

Exploring User Behavior: Activity Level and Tracking



Exploring User Behavior: Activity Level and Tracking



What should your  
company do now  
that you've seen  
the trends?

# Maximize Activity Levels Throughout the Week

To capitalize on peak activity levels observed on Mondays and Tuesdays,

1. Tailored content and challenges can be designed to align with users' heightened motivation at the start of the week.
2. Midweek incentives and exclusive content can help to sustain momentum beyond Mondays and Tuesdays.
3. Promote wellness activities on Thursdays and Fridays to support users' relaxation and recovery needs during quieter periods.

# Leverage Users' Engagement in Low-Intensity Physical Activities

To leverage the users' engagement in low-intensity physical activities:

1. Offer a variety of low-activity options, such as guided walks and stretching routines on the app.
2. Help users to set achievable distance goals tailored to users' current fitness levels, breaking larger fitness goals into manageable milestones to foster a sense of progress.

# Leverage Users' Patterns of High Intensity and Long Distance Exercise

1. Promote and diversify physical activities that involve movement over distance, such as running, cycling, hiking, or brisk walking, by providing advanced training programs, personalized plans, and access to specialized resources.
2. Offer features that track and visualize performance metrics related to high distance and high-intensity activities, such as pace, elevation gain, or heart rate zones, to help users optimize their training, understand the impact of their efforts and progress towards their fitness goals more effectively.

# Improve User Interaction with Optimization of the Activity Tracking Experience

1. Encourage users to track their activity levels by promoting the benefits of activity monitoring, such as increased awareness and progress towards fitness goals.
2. Incentivize regular activity logging through rewards programs (virtual badges, achievement milestones, or exclusive content) engaging challenges.
3. Customize the user experience by allowing flexibility in tracking options, such as manual entry, automatic tracking via connected devices, or integration with third-party fitness apps, to cater to individual preferences and goals.
4. Automatic activity detection can be implemented to reduce friction between tracking devices.

# Promote Healthier Lifestyle for Users by Clarifying Activity Tracking and Its Benefits

1. Promote activity tracking as an essential component of users' daily routines, emphasizing its role in increasing awareness of physical activity levels and more active lifestyles.
2. Develop user-friendly tutorials, guides, and interactive tools to demystify the process of tracking activities and navigating related metrics, to understand the impact of their daily tracking on their activity levels.

Thank you