Bellabeat Data Analysis Case Study

Developing Marketing Strategies to Compete in Global Smart Device Market

Tiffany Natasha

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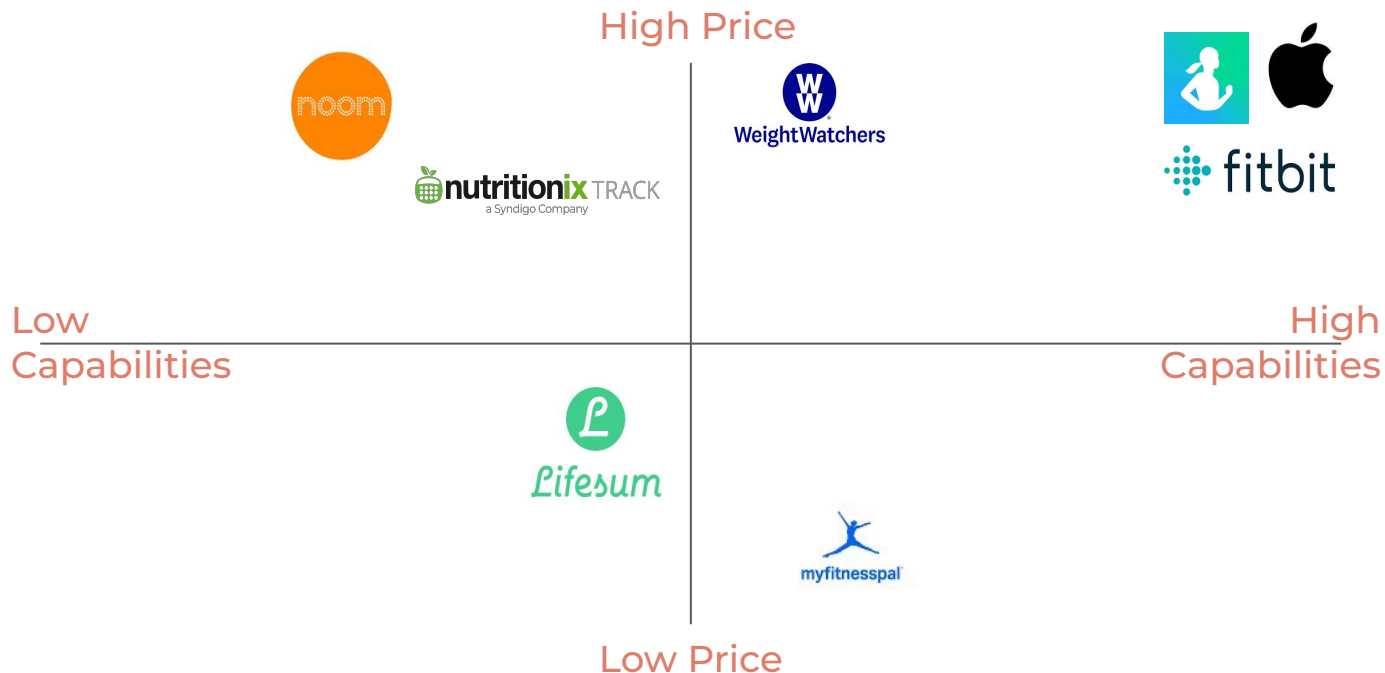# Meet Me!
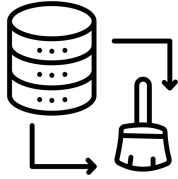
Tiffany Natasha

Main Problem

Competitive Market

High Price

Low Capabilities

High Capabilities

Low Price

noom

nutritionix TRACK
a Syndigo Company

WeightWatchers

fitbit

Lifesum

myfitnesspal

3

Approaches

1

Data Cleaning

- Merged users and activity table
- Removed duplicate values
- Dropped unnecessary columns

2

Data Analysis

- Identified active status based on total steps
- Compared user behavior between each day
- Calculated users' sleep hours

3

Data Visualization

- Distribution of users' active and non-active minutes
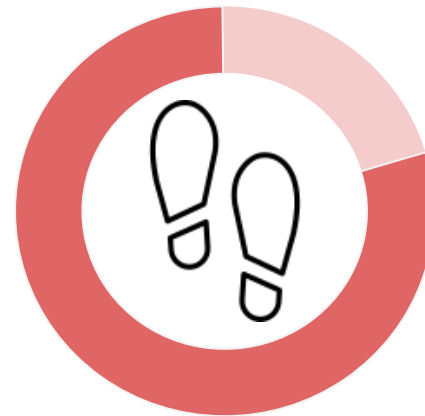- Distribution of each day's activity

Key Insights 1

CDC Guideline

Our data

10,000 steps per day

Only 20% of users are following the CDC Guideline

5

CDC Guideline

Our data

7 or more sleep hours

50% of users do not get enough sleep

Key Points

Users are most active on Tuesday and Saturday, leading to the more steps and higher calories.

Most of the users spend their day seating or on inactive mode.

Users tend to sleep longer on Wednesday and Sunday, where users burn more calories the day before.

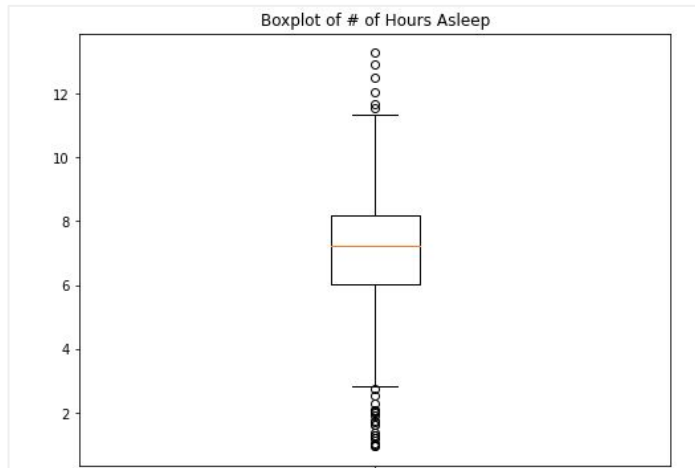During the weekend, users spend more time lying on the bed before getting asleep.

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Focus Area

# Recommendation: *Sleep Improvement Feature*

Boxplot of # of Hours Asleep

Even though the median of the hours asleep is 7 hours, we have multiple users who sleep less than 7 hours.

RECOMMENDATION

- *For users who get enough sleep*: send reminders to go to bed on time.
- *For users who do not get enough sleep*: send notifications at a certain time before their usual sleep time.

Recommendation: *Reward Feature*

User Type by Active Status

Minutes Distribution by Active Status
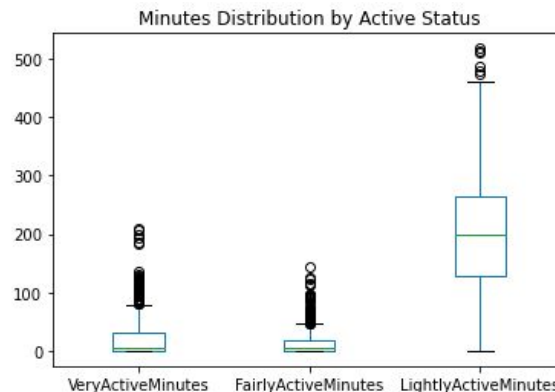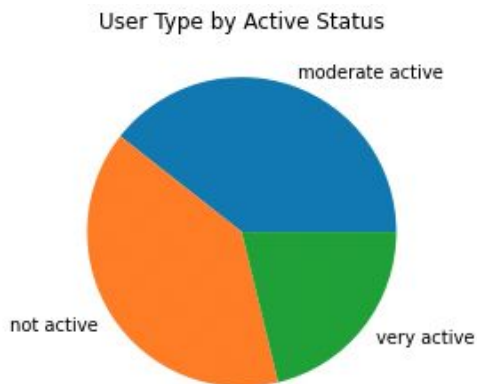
Users spend most of the day in lightly active mode, meaning they walked less than 10,000 steps a day and were on very active mode for only 20 minutes averagely.

Add elements on our app's feature to give rewards to the users who burn certain calories or did a workout to increase user's activity engagement.

Conclusion

Sleep

Develop a sleep improvement feature within the app that generates personalized sleep plans for users based on their sleep data.

Activity

Introduce gamified elements that reward users for meeting activity goals or taking short breaks to move around to add motivation to stay active.

Thank You!

Feel free to reach out to me if you have any questions!

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