

# BellaBeats Case Study

How to play it smart

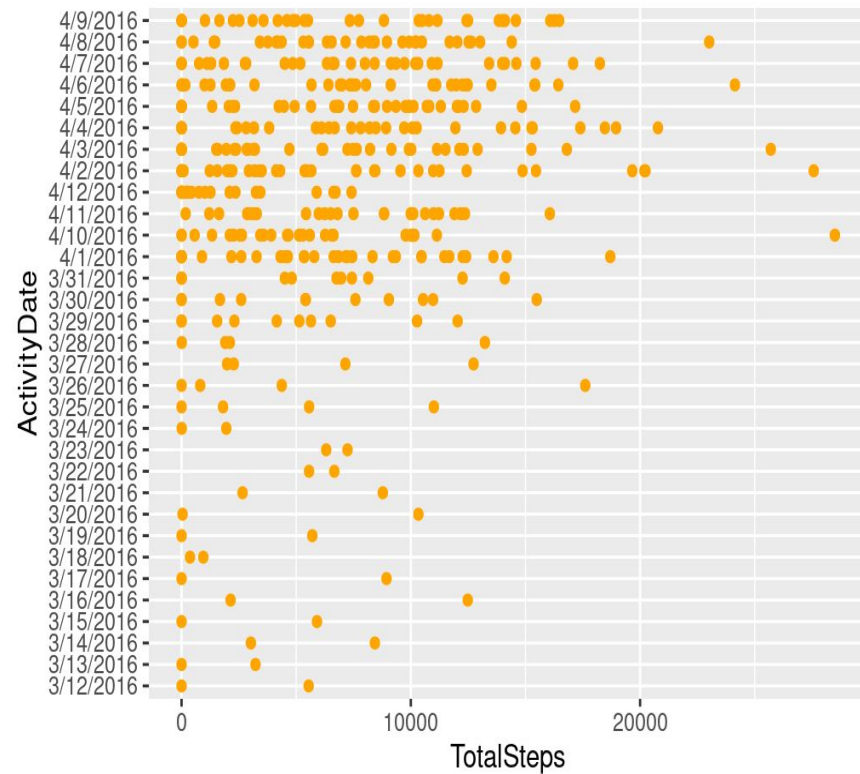
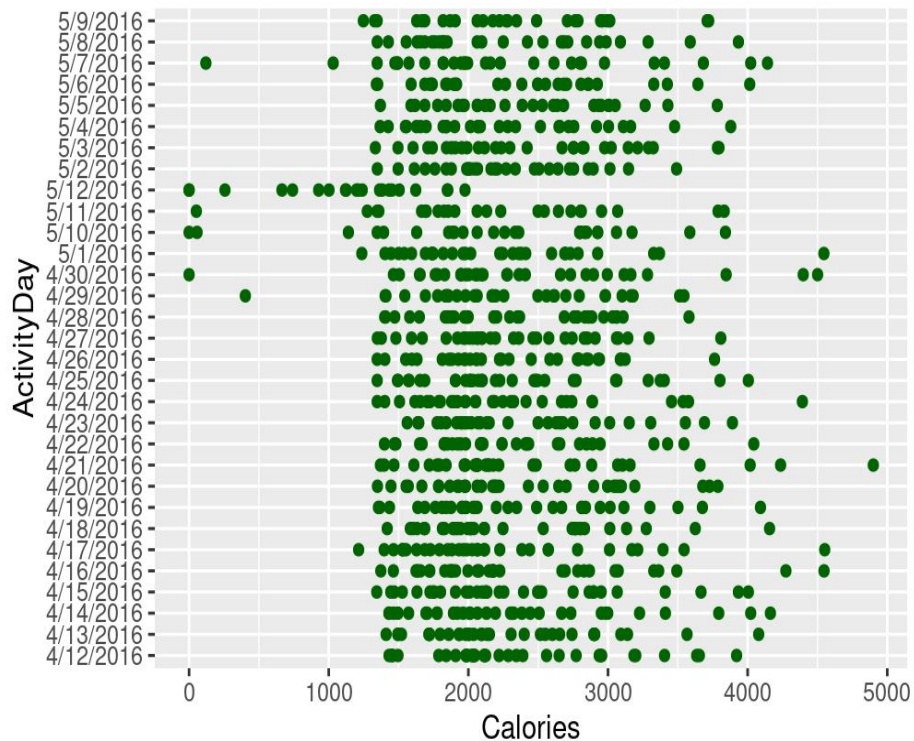
By: Uriah Baker

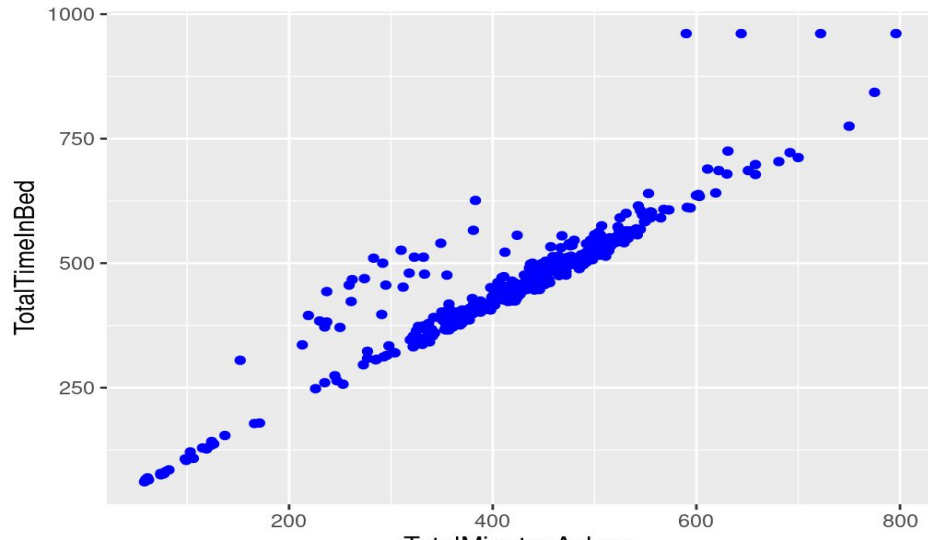
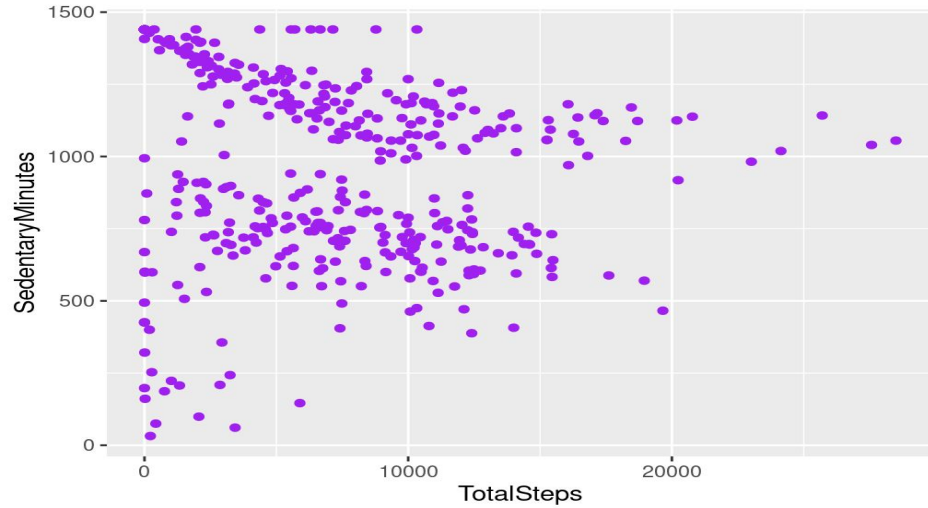
# The problem

How are people already using their BellaBeats devices?

How can these findings drive healthy business decisions?

This set of data indicates that customers are using the products to track daily calories, as well as total steps taken daily. The data below shows that as time went on the participants had less calories and evidently also walked more.





In this second set of plots it shows clear correlation between how many steps our participants walked and how long they slept. It also shows that they spent less time in the bed not asleep than at any other point in the study.

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# Implementation

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Based on my findings I believe that the best course of action is advertisement. If we can show to the public the benefits, it would be more influential. We use these findings emphasize how knowing about your daily calorie intake has lead directly to less calorie intake. As well as how daily steps has lead to more exercise and better sleep.