

BELLABEATS

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Purpose

Analyze smart device usage data to uncover patterns and trends in user behavior.

Analytics Goals

Identify Trends

Analyze Key Metrics

Device Usages

WHY AND HOW

Why Tracking Matters

We are going to show why tracking can be a life changer to you.

How Bellabeat Helps

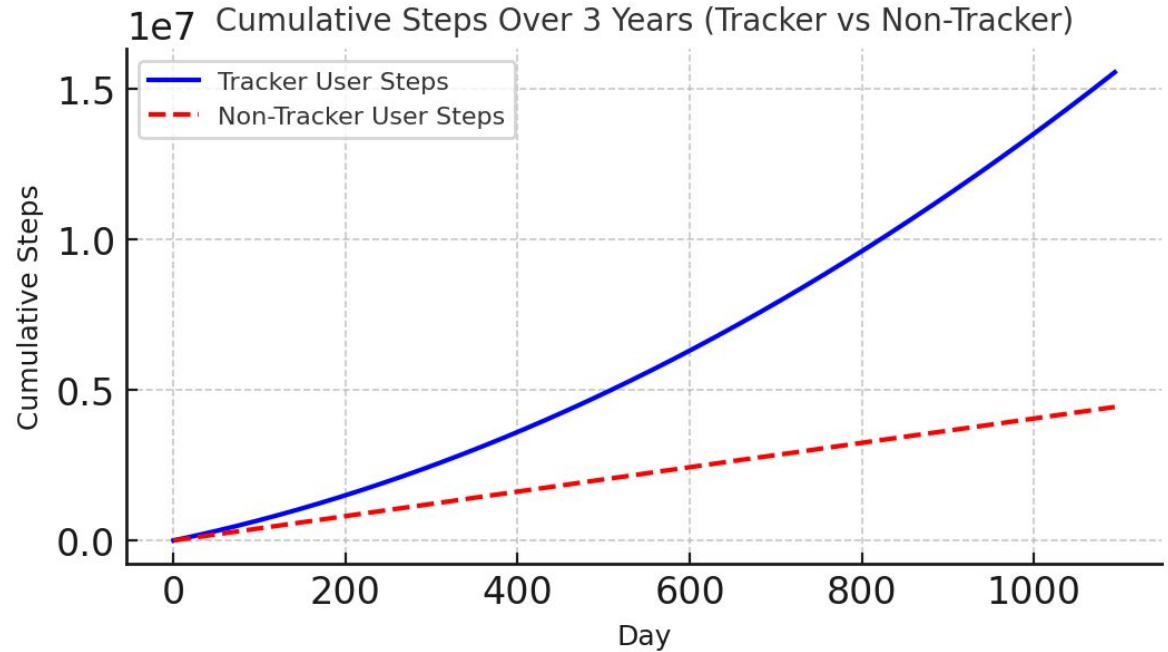
Let's dive deep into why Bellabeat products can help you achieve your fitness goals.

Tracker Users

- Steps increase gradually due to habit formation
- Daily improvements (+15 extra steps/day)
- Over 3 years, tracker users accumulate **9.5 million steps**

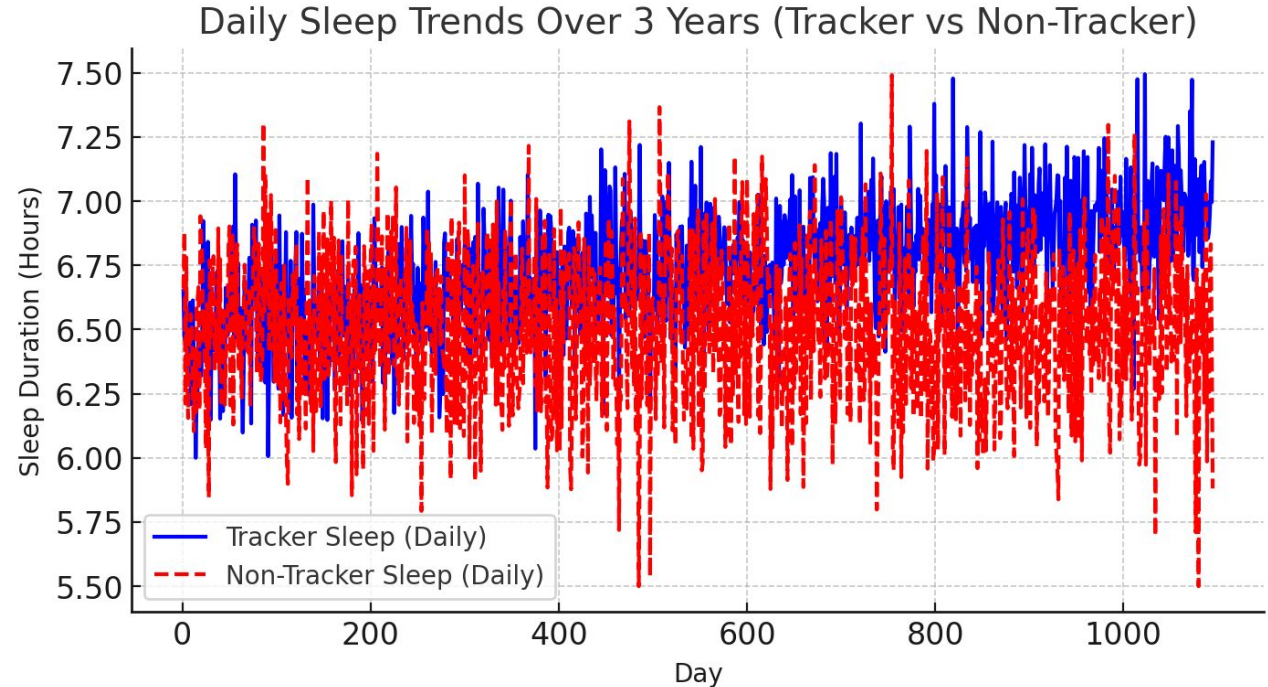
Non Tracking Users

- Non-tracker users start at a lower baseline (4,000 steps/day)
- Minimal and inconsistent increases in daily steps due to lack of structure and awareness
- Over 3 years, non-tracker users accumulate **5.2 million steps**, falling behind tracker users by **4.3 million steps**.



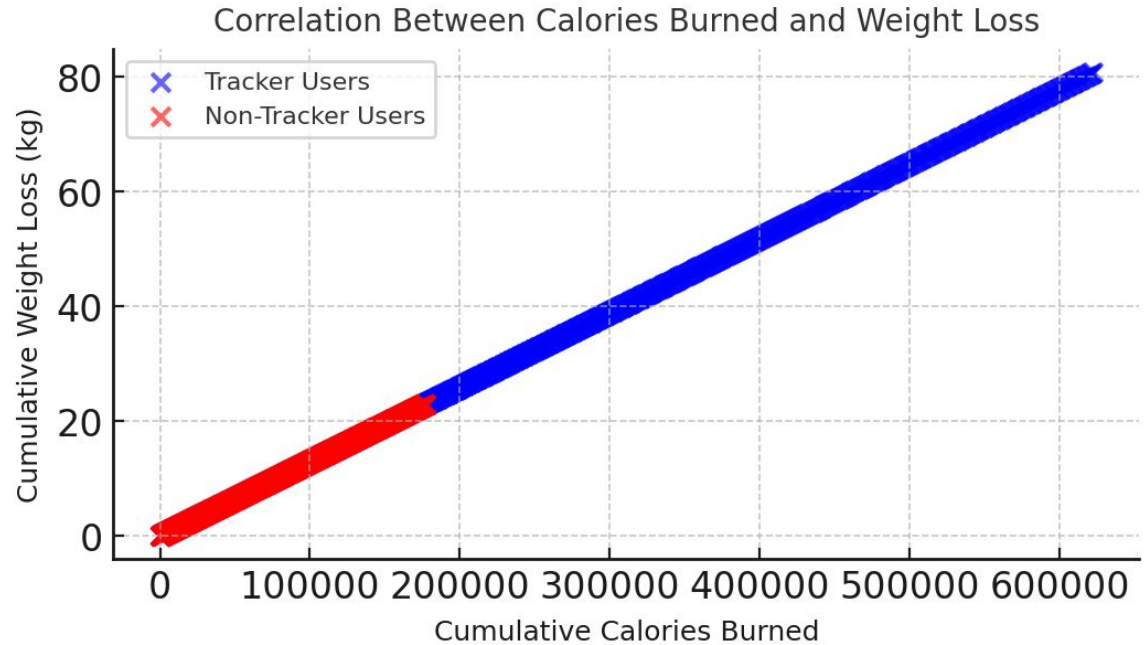
Impact of Tracking

- Tracker users **consistently improve** their sleep habits, likely due to awareness and actionable insights provided by Bellabeat.
- Improved sleep trends among tracker users likely contribute to **better overall health outcomes**, including more energy for physical activity and better mental well-being.
- By **tracking your sleep**, you gain up to **30 extra days** of rest every year.



Insights

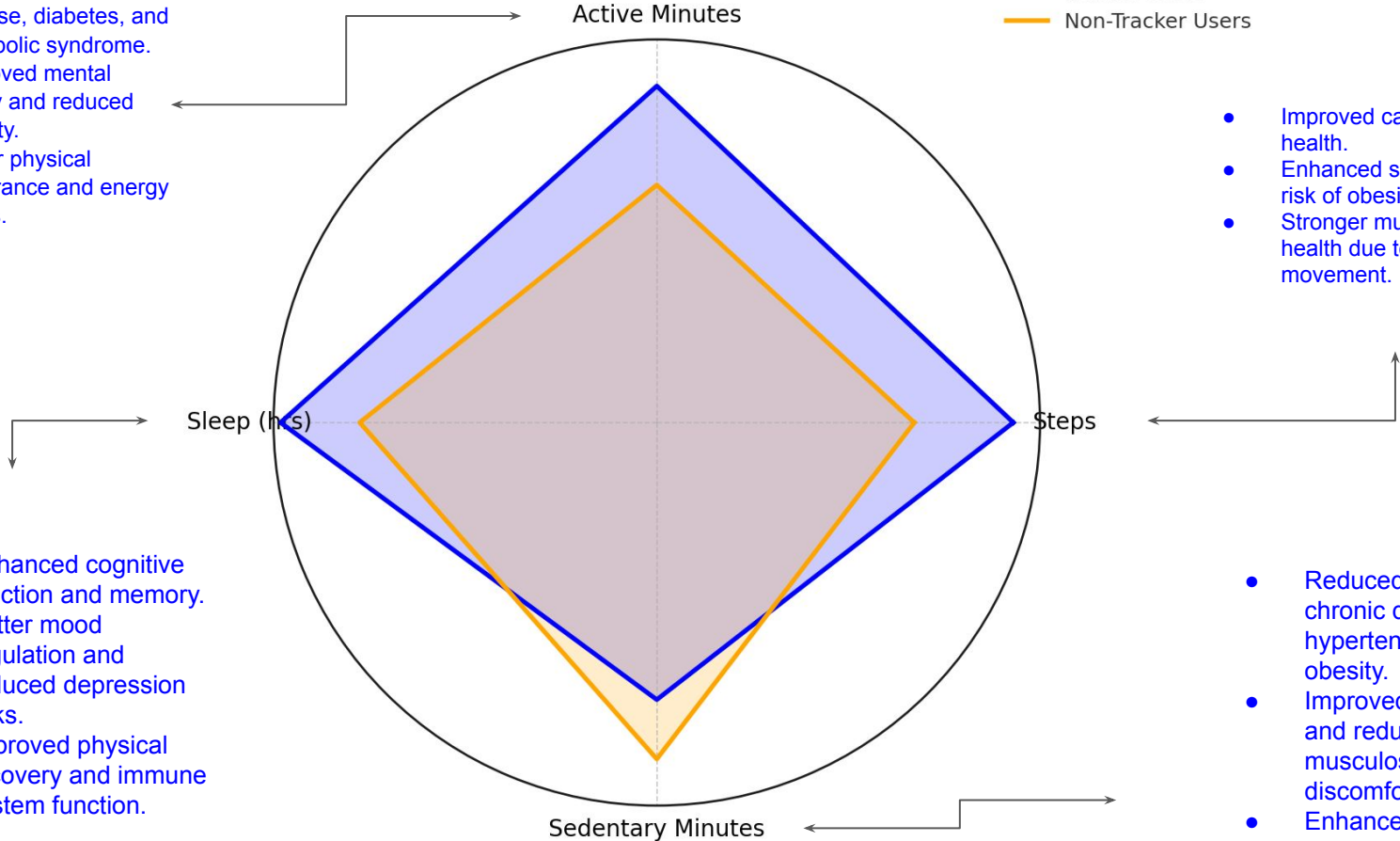
- This correlation demonstrates how Bellabeat tools enable users to maintain a caloric deficit, the foundation of **effective weight management**.
- Non-tracker users also exhibit a perfect theoretical correlation, but their progress is significantly **slower and less impactful**.
- Tracker users lose **80.8 kg** over **3 years**, compared to **23 kg for non-tracker** users, creating a massive gap in health outcomes.



- Lower risk of heart disease, diabetes, and metabolic syndrome.
- Improved mental clarity and reduced anxiety.
- Better physical endurance and energy levels.

— Tracker Users
— Non-Tracker Users

- Improved cardiovascular health.
- Enhanced stamina and lower risk of obesity.
- Stronger musculoskeletal health due to consistent movement.



- Enhanced cognitive function and memory.
- Better mood regulation and reduced depression risks.
- Improved physical recovery and immune system function.

- Reduced risk of chronic diseases like hypertension and obesity.
- Improved posture and reduced musculoskeletal discomfort.
- Enhanced overall energy levels.

Recommendations

- Highlighting health improvements achieved by users.
 - Showcase successful stories.
- Targeting audience with specific needs.
- Collaboration with fitness influencers.

TAKEAWAYS

Bellabeat empowers individuals to improve their **physical and mental health** through tracking, awareness, and actionable insights.

Small daily improvements compound into **significant long-term results**.

Cumulative steps, sleep improvements, and tracking benefits all demonstrate **the value of Bellabeat products**.

THANK YOU

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