

# Bellabeat Marketing Strategy Recommendations

Brandi Falls  
July 2021

**Scenario:**

**Bellabeat has the potential to become a larger player in the global smart device market.**

**Goal:**

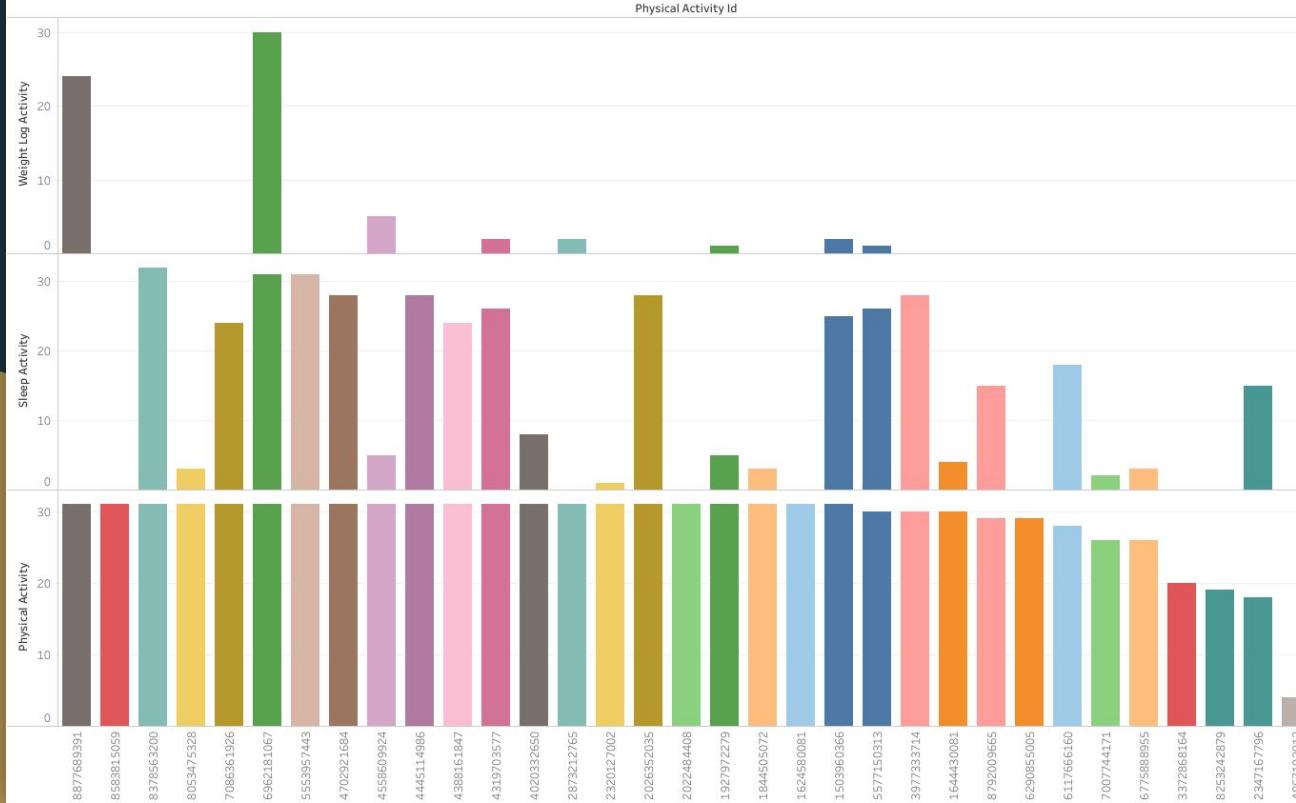
To analyze Fitbit smart device usage data in order to gain insight into how consumers currently use their smart devices, and to discover underlying trends that can be applied to Bellabeat's product marketing strategy

## Overall Trend

- Users are not consistently tracking their activity.

# Inconsistent Tracking - All Activities

Participation per User



- 8 of 33 total users
- Users did not log everyday

- 24 of 33 total users
- Users did not log everyday

- 33 of 33 total users
- Most users log everyday

[Link to Tableau Viz](#)

## Overall Trend

- Users are not consistently tracking their activity.

## Impact

- Users are missing out on understanding health insights

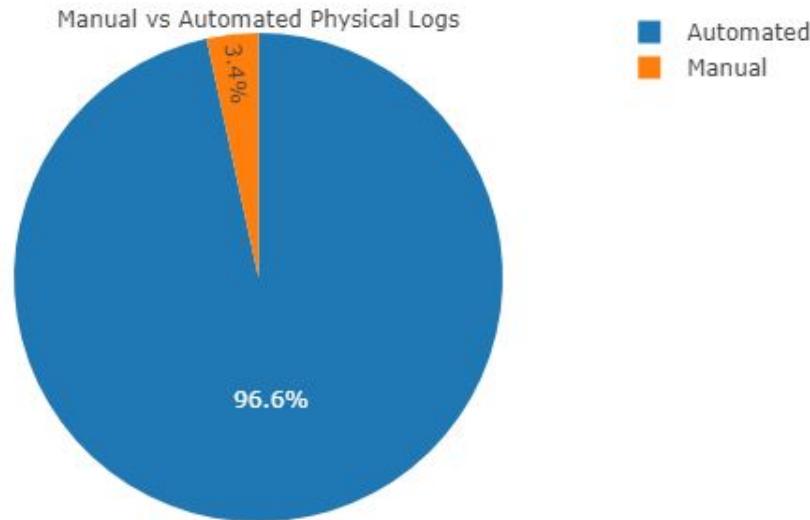
## Bellabeat's Opportunity for Growth

- Engage users to desire to be more consistent with using their devices

# Manual vs Automated Tracking

## Automated Tracking is Preferred

- 96.6% of physical activity was tracked automatically



## Trend Theories

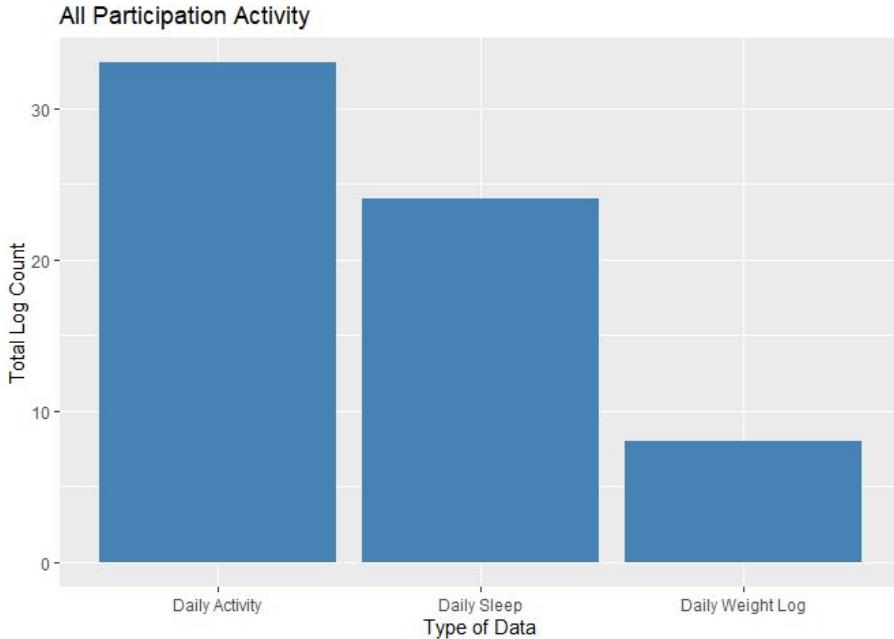
- Users were forgetting to wear the device during physical activity and during sleep
- Users were not finding the device to be comfortable
- Users were forgetting to manually log activity
- Users were not finding the tracking process easy and convenient
- Users were not finding value in the health insights

## Recommendation

### Create and Market:

- A more comfortable device that allows all-day wear for consistent tracking which leads to more complete health data for users
- Daily challenges to provide incentive to stay consistent with all activities
  - 8 hours of sleep a day
  - 10,000 steps a day
- An easy and convenient tracking process focused heavily on automated activity tracking, and less need for manual intervention.
- Reminders to log activity that cannot be automatically gathered
- Improved health metrics that engage the user

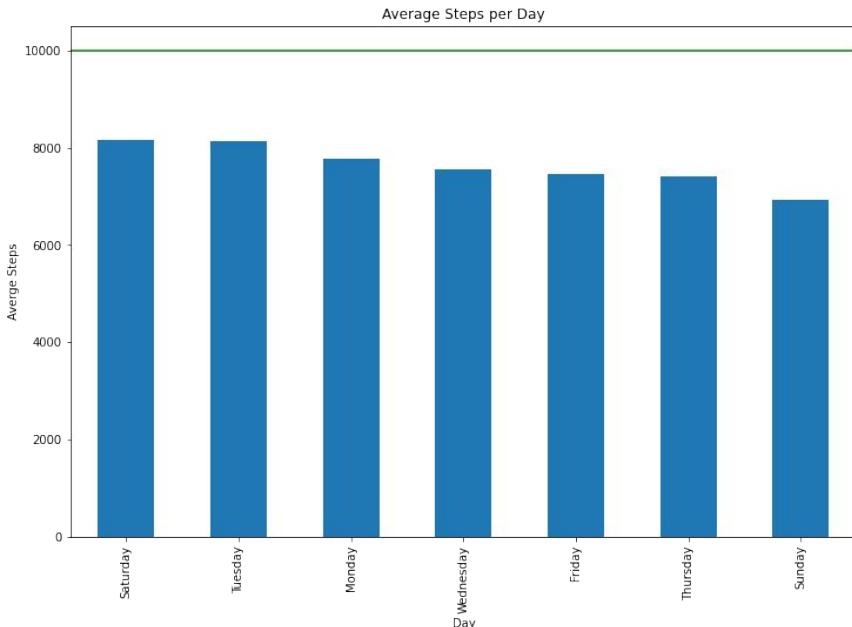
# Prioritization Opportunity



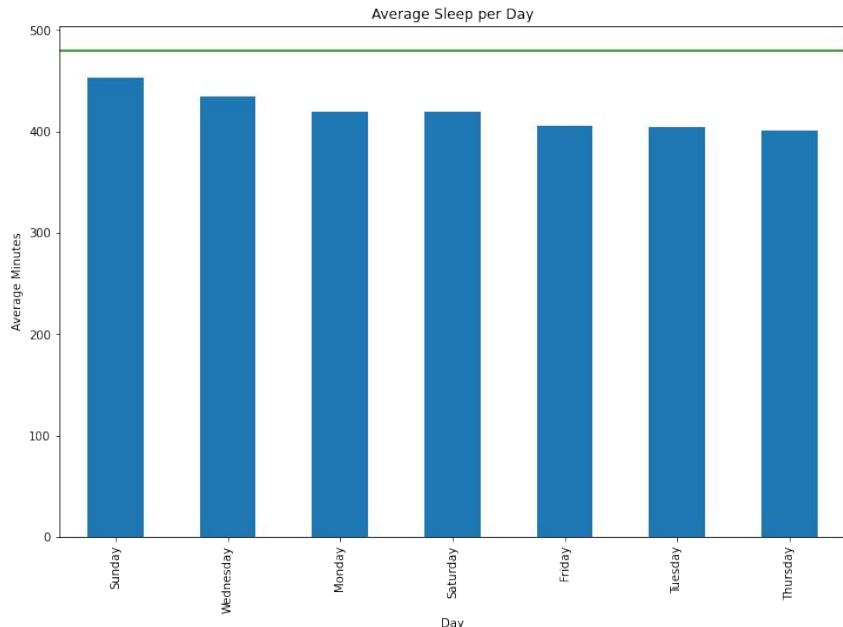
## Prioritize Sleep and Weight Tracking

- These 2 categories have the least user activity, so they have the greatest potential for growth.

# Metric Goals Improvement Opportunities



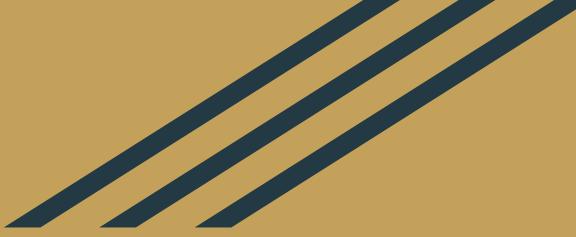
Create a challenge to reach 10,000 daily steps



Create a challenge to get 8 hours of sleep daily

## Further Exploration

- Conduct a Bellabeat-specific Study
  - Survey to understand users' goals for health and fitness tracking
  - Gather categorical data on target audience of women



# Questions?