

Bellabeat's Fitness Tracking Device Executive Summary

About the company

Bellabeat is a high-tech company known for its smart device health trackers targeted specifically for women. In addition to being highly fashionable, its health trackers are capable of tracking data on activity, sleep, stress and reproductive health.

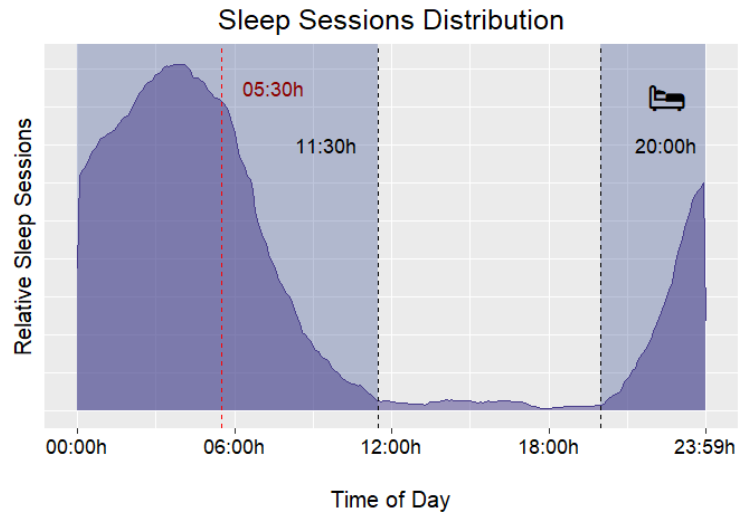
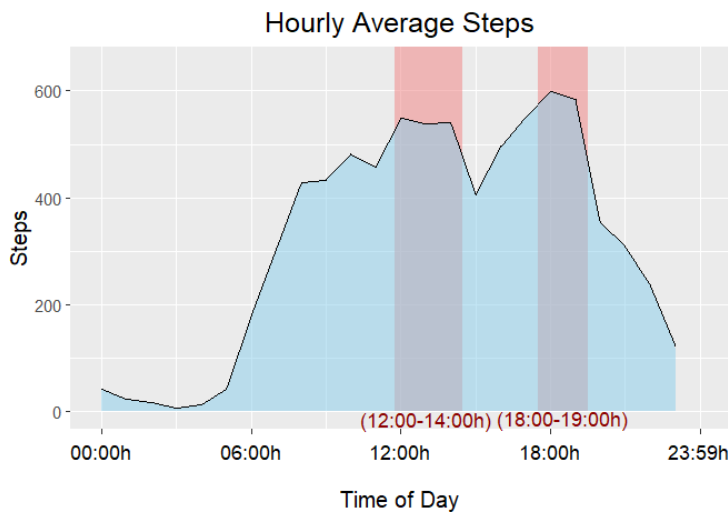
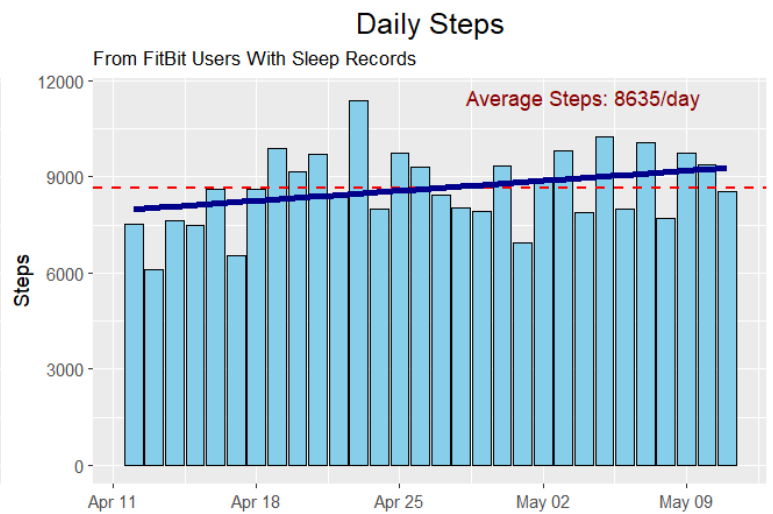
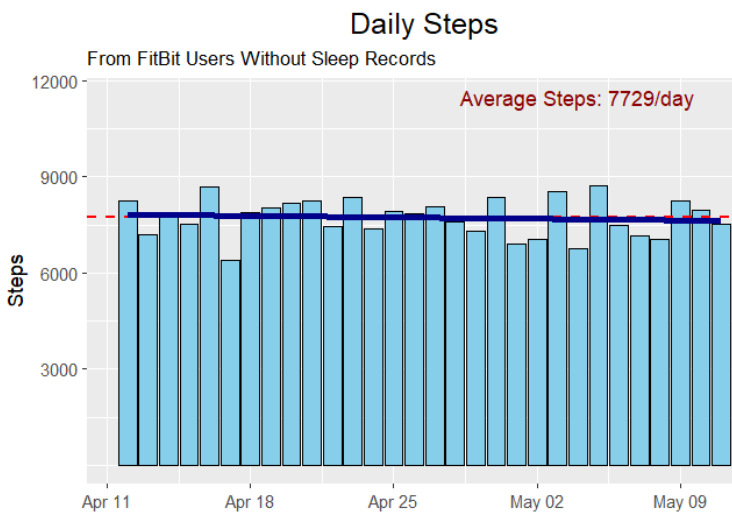
Overview

Bellabeat has the potential to significantly expand its presence in the global smart device market. This case study outlines the data analysis process undertaken by the Bellabeat marketing analytics team to explore how consumer usage of health tracking devices can inform and enhance Bellabeat's marketing strategy.

Objective

To analyze general customer usage of fitness tracking devices to uncover trends and generate insights that can be applied to Bellabeat's health tracking device, *Time watch*, and improve its overall sales.

Key Findings



Recommendations:

- 1) Appeal to the broader population by highlighting the sleep tracking capabilities of the *Time watch*
- 2) Match the timing of marketing strategies to coincide with the average schedules and peak activity times of users
- 3) Promote the reliance and consistent usage of the *Time watch* to improve fitness results