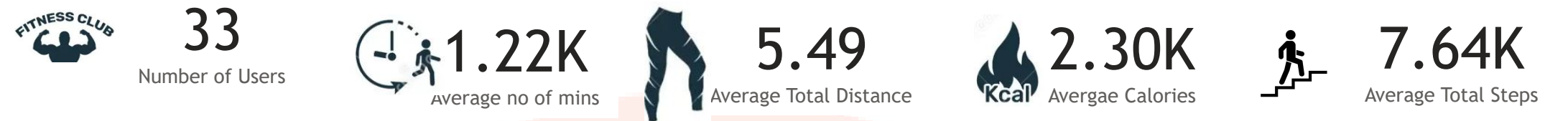
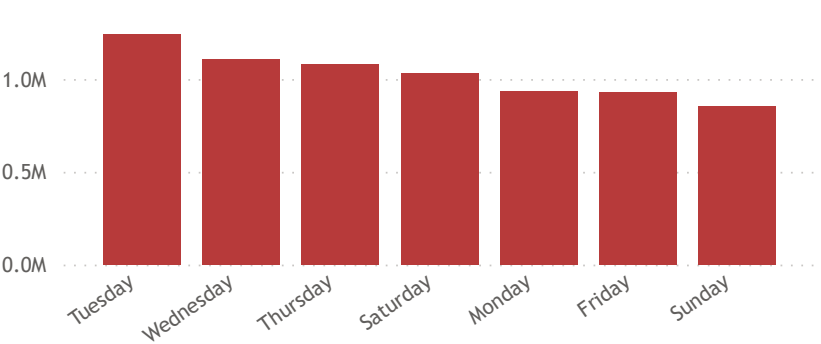


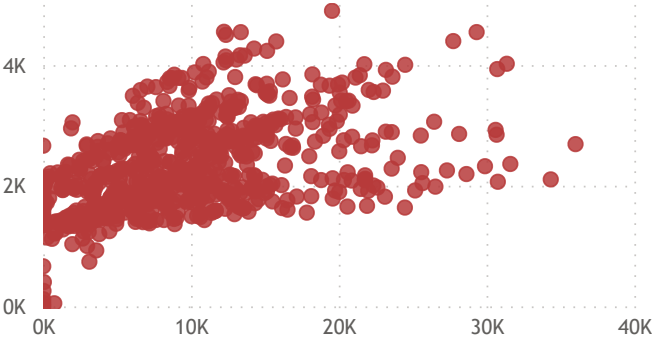
BellaBeat's Smart Device Analysis



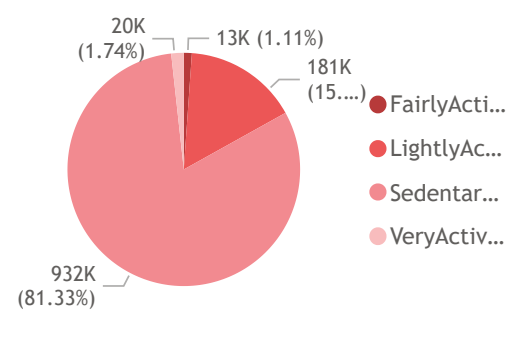
Total Steps per Day



TotalSteps by Calories

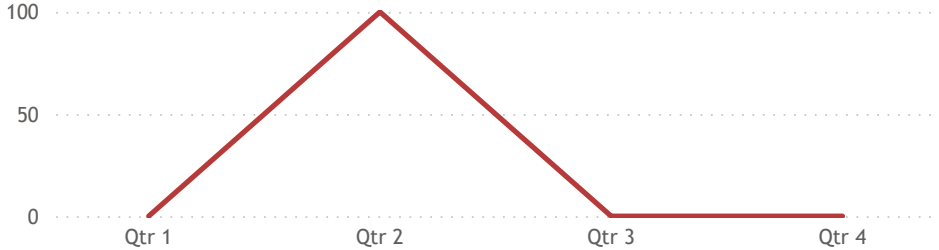


Percentage per Minute Category



Based on the analysis above, more steps are taken on weekdays as most people would rather stay home and relax on weekends. There is a positive correlation between total steps taken and number of calories burned, meaning the greater the number of steps, the more calories are burned. Furthermore, app users do not make good use of the fitness app. 81% of sedentary minutes clearly shows users do not make good use of the app in their active minutes

App usage per Quarter



Calories per Time of the day

