Bellabeat-Fitbit Data Analysis Report

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Project: Google Data Analytics Capstone

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# 1. Executive Summary

This report summarizes key insights derived from the analysis of Fitbit user data for Bellabeat. The objective was to understand user behavior related to physical activity, sleep, and overall wellness. These insights can help guide smart device feature development and targeted health recommendations for Bellabeat users.

# 2. Key Findings

- Most users are relatively sedentary, and not highly active averaging over 900 sedentary minutes per day.  
- Average daily step count is below the recommended 10,000 steps, suggesting low physical activity.  
- There is a positive correlation between total steps and calories burned.  
- Average sleep duration is around 6.5–7 hours, slightly below the recommended 8 hours.  
- Many entries have zero values, indicating inconsistent tracking or non-usage days.

# 3. Recommendations

- Introduce app notifications or challenges to encourage users to move more and reduce sedentary time.  
- Develop personalized sleep tips based on user patterns.  
- Enhance user engagement by improving tracking consistency with reminders and gamification.  
- Target marketing campaigns based on behavior pattern e.g, active users Vs sedentary.

# 4. Conclusion

The analysis provides a clear picture of current Bellabeat users' activity and sleep habits. Leveraging these insights can help improve user health outcomes and enhance the overall smart device experience.