



BELLABEAT PRODUCT USAGE ANALYSIS

HOW DO USERS UTILIZE THE LEAF SMART DEVICE?

Most Used Feature
Activity Tracker

Usage Level
High Usage

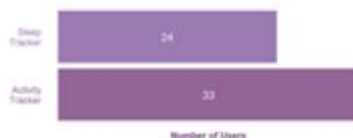
Most Active Day
Friday

Most Active Hour
3:00 PM

DEVICE USAGE RATE

Usage Rate of Device Features

Leaf smart device's Activity Tracker feature (monitors calories, steps, and activity levels or intensities) is more often used compared to its Sleep Tracker feature (monitors asleep and awake time in bed).



User Type Distribution

Out of 33 Leaf users, around 75% (25 users) show high usage level (21-31 days of usage per month), around 21% (21 users) show mid usage level (11-20 days), and only around 3% (1 user) show low usage level (0-10 day).



Usage Rate by Day of the Week

On average, Leaf device is consistently utilized by most users each day of the week. However, it is most often used on Fridays (with 30 out of 33 users) and least used on Thursdays (with about 26 out of 33 u..



Usage Rate by Hour in a Day

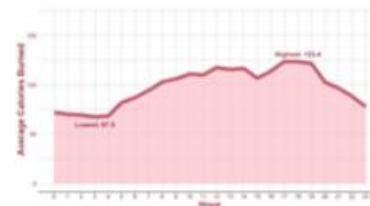
On average, Leaf device is also consistently utilized by most users throughout the day, with a gradual decline in usage from midnight to 3 PM followed by a spike in usage after 3 PM.



USER WELLNESS PROFILE

Average calories burned by hour

On average, Leaf users burn the fewest calories (67.5 kcal) at 4 AM, and the most (123.4 kcal) at 6 PM. Average calorie expenditure steadily rises between these times until it slows down at 7 PM onwards.



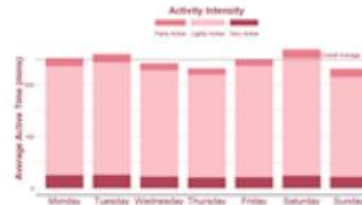
Average steps taken by hour

On average, Leaf users take the most steps between 8 AM and 7 PM, and the least steps between 12 AM to 4 AM every day. Between 6 to 7 AM, they notably take more steps on weekdays than on weekends.



Average active time by day

On average, Leaf users are most active on Mondays, Tuesdays, and Saturdays, and least active on Wednesdays, Thursdays, and Sundays. They also mostly engage in light intensity activities every day.



Average time in bed by day

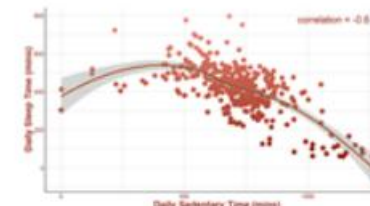
On average, Leaf users spend the most time in bed on Wednesdays and Sundays, and the least time in bed on Tuesdays, Thursdays, and Fridays. They also sleep the most and the least during those days, respectively.



CORRELATIONS

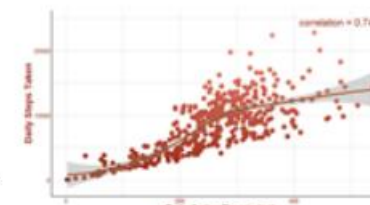
Daily sedentary time and sleep time

There is a significantly moderate negative correlation (-0.6) between daily sedentary time and sleep time, indicating that as sedentary time increases, sleep time tends to decrease.



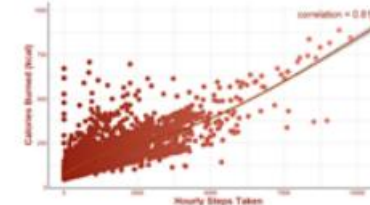
Daily active time and steps

There is a significantly strong positive correlation (0.74) between daily active time and steps, suggesting that as active time increases, the number of steps taken also tends to increase.



Hourly steps and calories

There is a significantly strong positive correlation (0.81) between hourly steps and calories, implying that as the number of steps taken increases, the number of calories burned also tends to increase.



Hourly intensity level and calories

There is a significantly strong positive correlation (0.9) between hourly average intensity level and calories, signifying that as the activity intensity increases, the number of calories burned also tend..

