

Bellabeat User Analysis

12/04/2016



12/05/2016



33

#Users

218K

Avg Steps/day

66K

Avg Calories/day

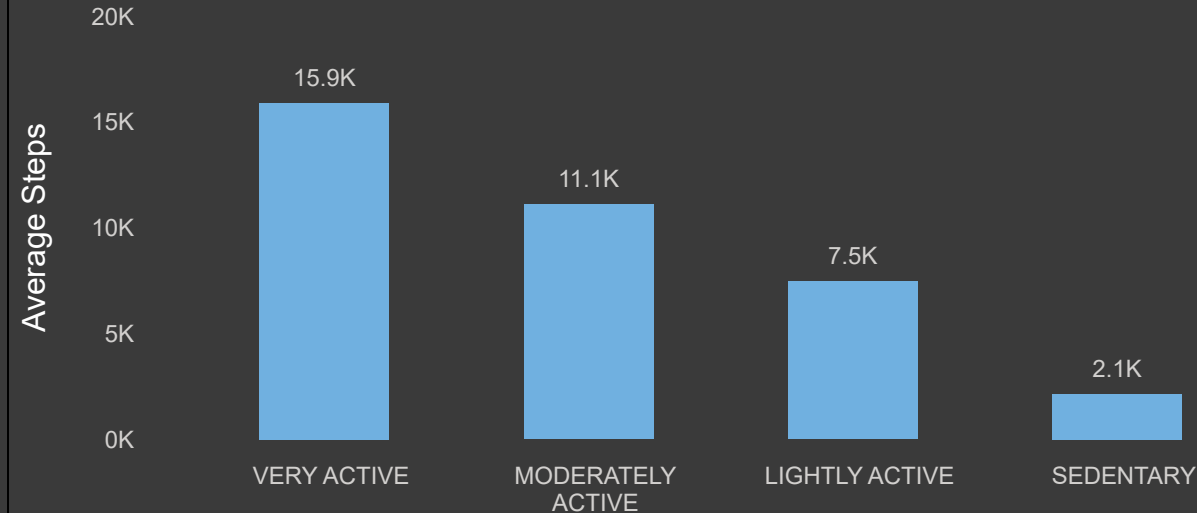
36K

Max of daily Steps

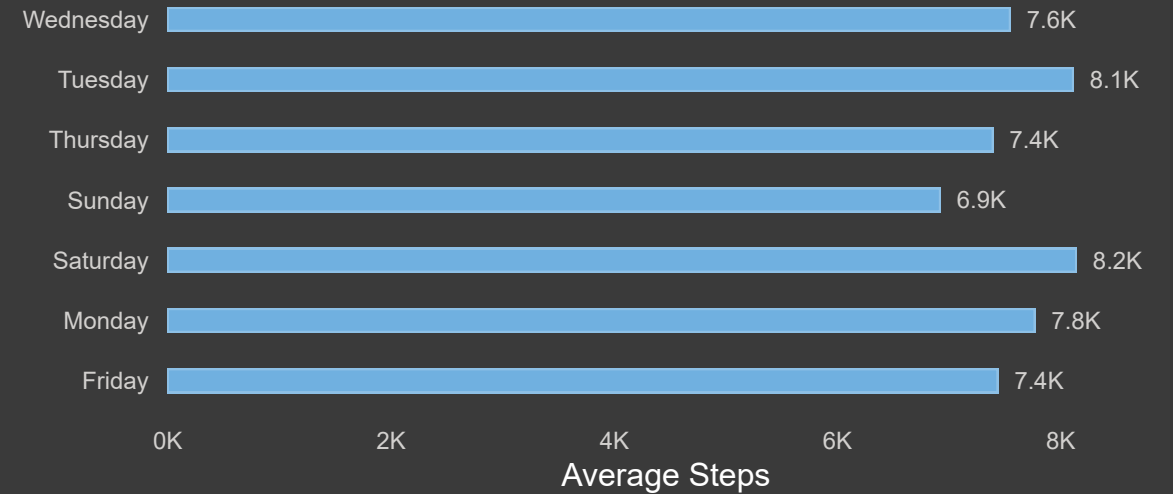
4900

Max of daily Calories

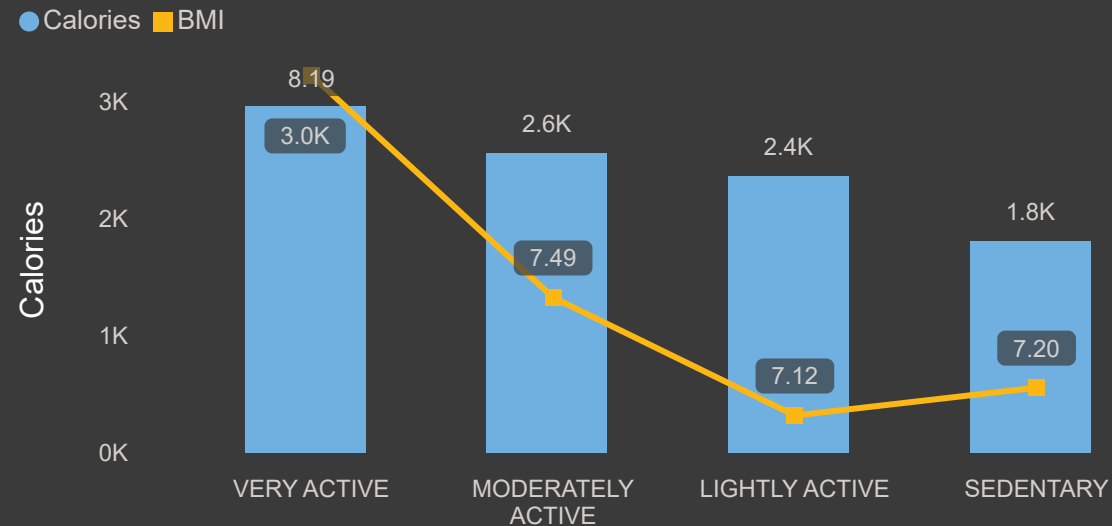
Steps Count Based on Activity Levels



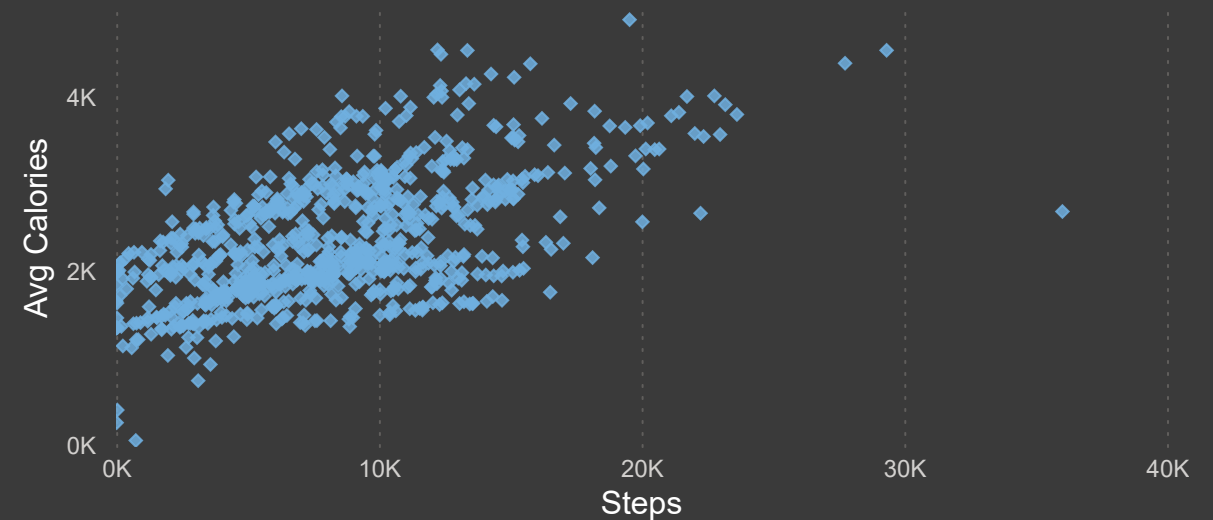
Average Steps by Weekday



Avg Calories Burnt and Avg BMI by ActivityLevel



Correlation between Steps and Calories



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156.37

Avg Distance Covered/User

21.16

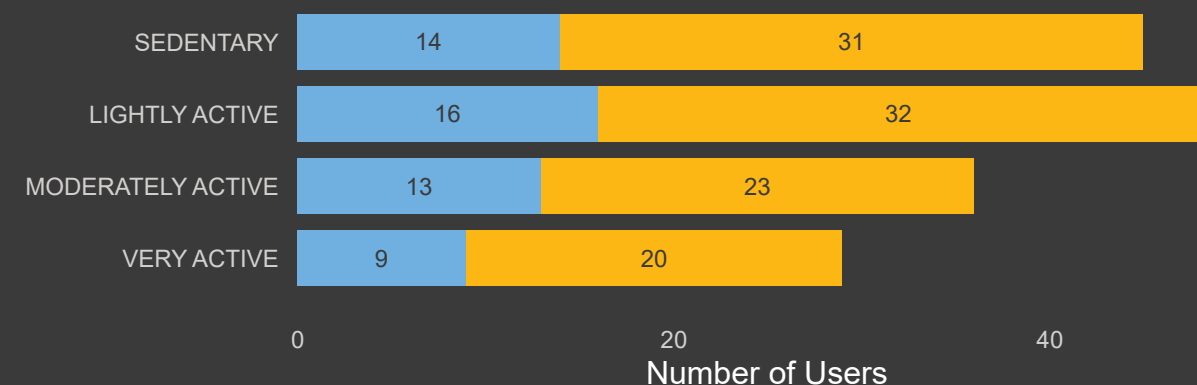
Average of Very Active minutes

991.21

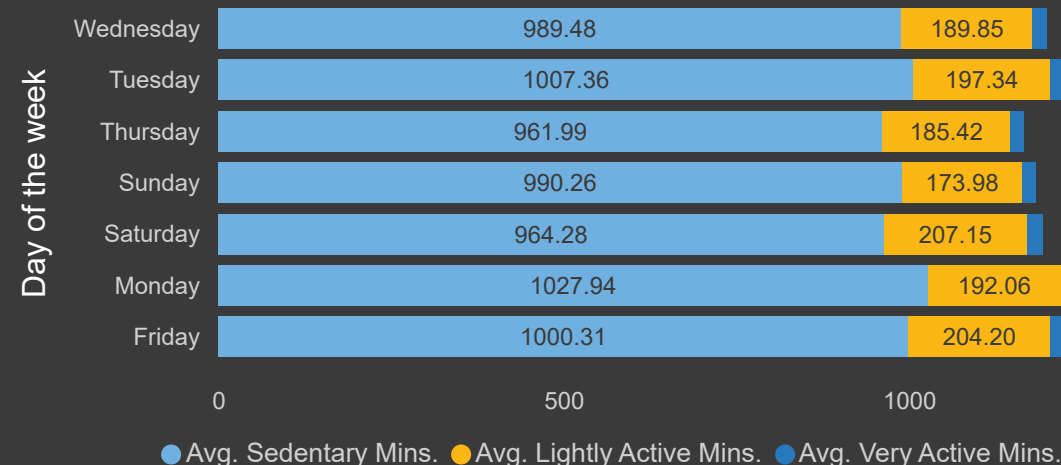
Average of sedentary minutes

Number of Users by Activity Level and Sleep Type

Sleep Type ● Good Sleeper ● Sleep Deficit

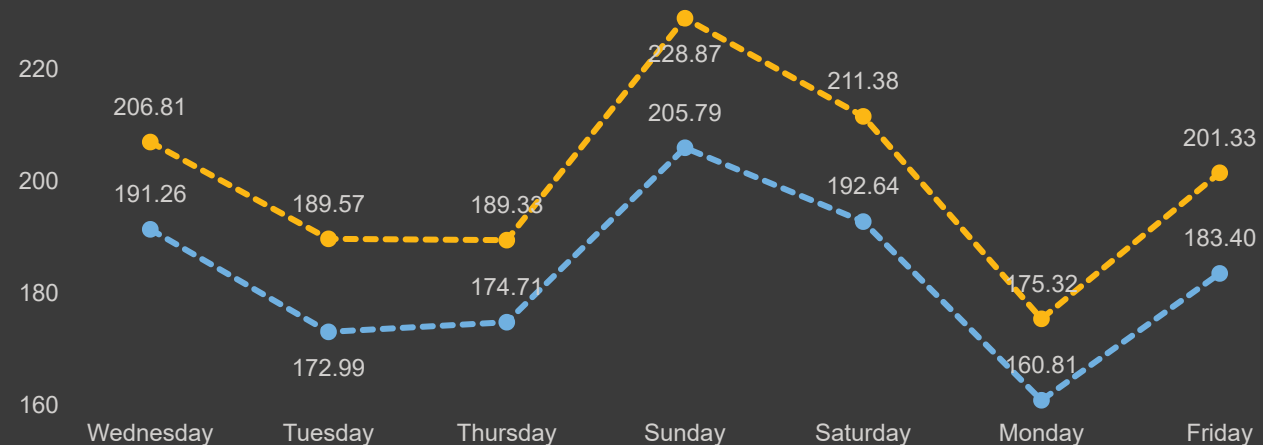


Minutes of Activity Per Day



Avg Minutes Asleep vs. Time in Bed by Weekday

● Avg of Total time in Bed ● Avg of Total minutes asleep



Distribution of Active Minutes

