



# bellabeat

## MARKET ANALYSIS REPORT

id

▼

All

▼

day

▼

All

▼

### 33

Count of id

### Business task

Analyze smart device data to gain insight into how consumers are using their smart devices and how this can be used to improve market strategies.

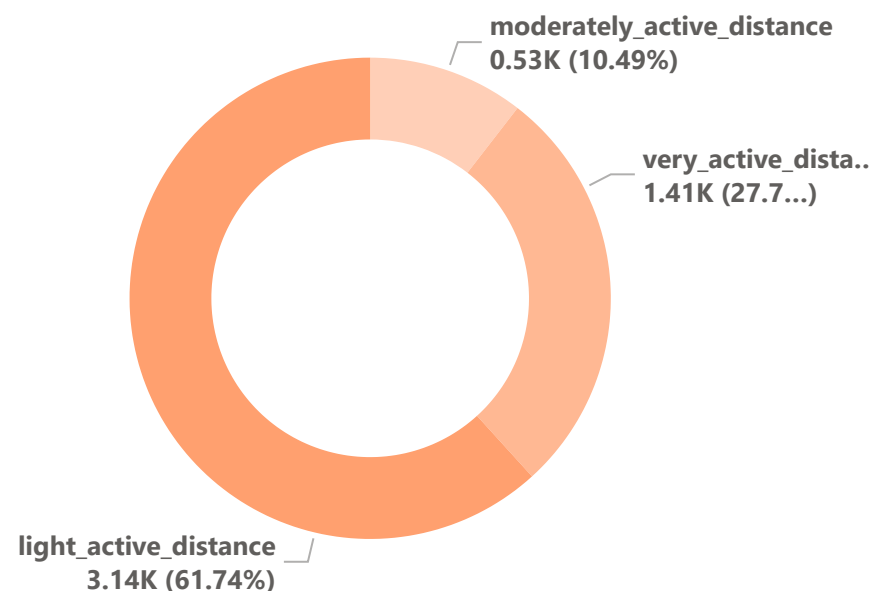
### Key Insights

- Average daily step is 7638
- A positive correlation exists between calories and total steps
- Of the 33 individuals, only 24 kept track of their sleep record..
- Most average steps taken by weekday is 8,152 steps on Saturdays while the least steps are taken on Sunday (6,933 steps).
- On average, significantly more time is spent in bed (503 minutes) on Sundays compared to any other day.

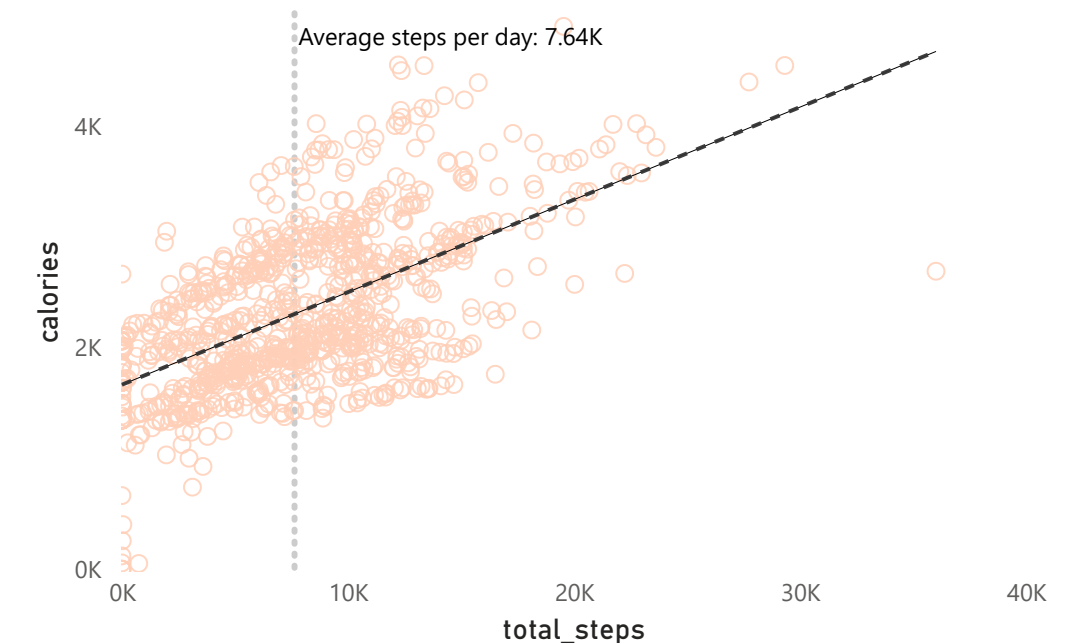
Data source: [FitBit Fitness Tracker data](#)

**bellabeat** is a high-tech company that manufactures health-focused smart products for women.

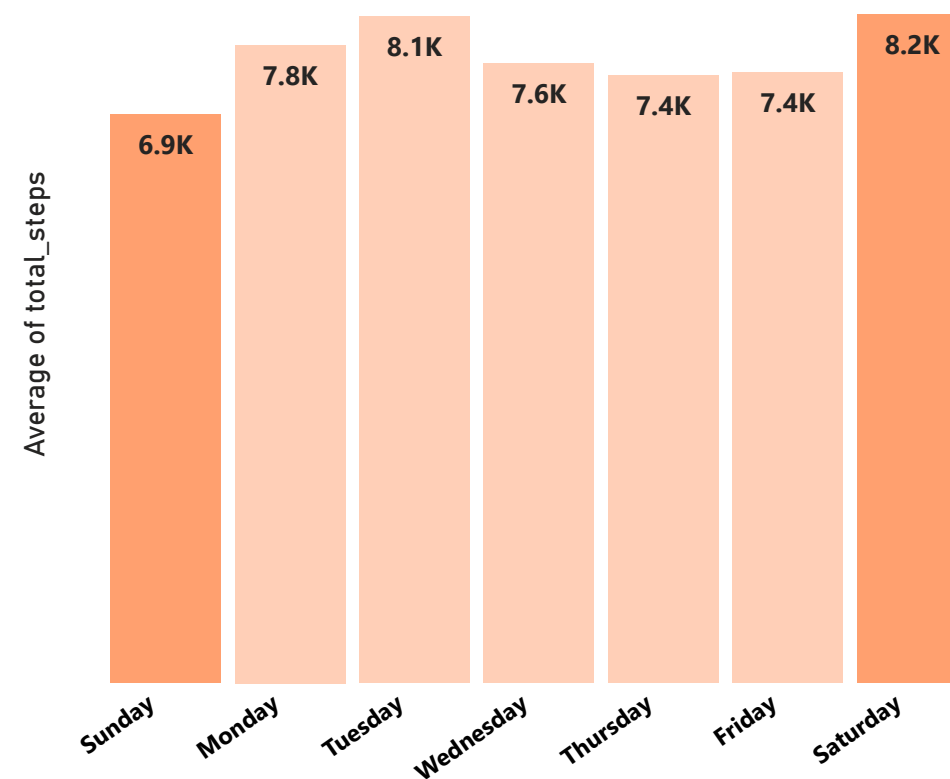
Distribution of distance moved



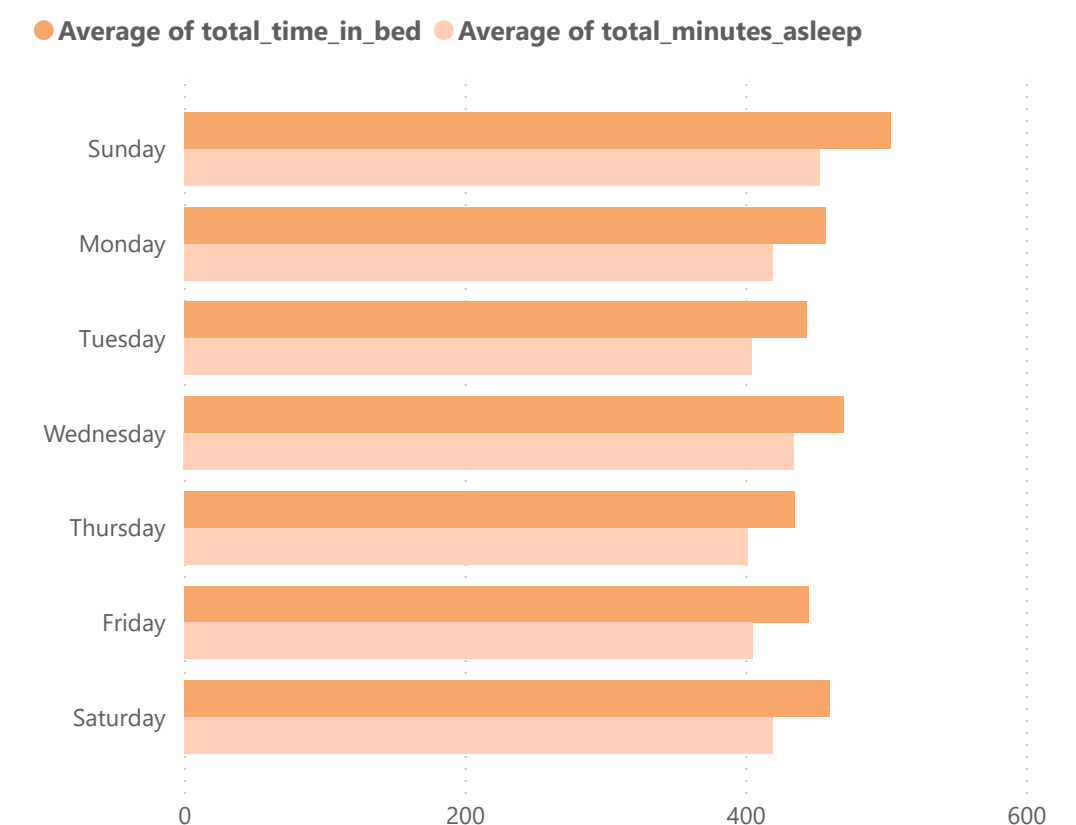
Calories vs total steps by id



Average of total\_steps by day



Average time in bed and minutes asleep by day



### Recommendations:

- An awareness of the efficient use of the device and what data it is capable of reading and recording thus ensuring its use is optimized by individuals.
- There should be daily reminders prompting individuals to attain a minimum target number of steps which coincides with each weekday's average or based on the amount of calories they want to burn daily.