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Presentation

BELLABEAT

Data Analysis for Marketing

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DISTANCE

DISTANCE
loggedActivitiesDistance
veryActiveDistance
moderatelyActiveDistance
lightActiveDistance
sedentaryActiveDistance
0%
1%
27%
10%
62%

MINUTES
veryActiveMinutes
fairlyActiveMinutes
lightlyActiveMinutes
sedentaryMinutes
2%
1%
18%
79%

DAILY ACTIVITY

ACTIVITY SCHEDULES

SLEEP

MINUTES SLEEP
count_SleepRecords
avgSleepByRecord
avgInBedByRecord
800
700
600
500
400
300
200
100
0
3 snaps
2 snaps
1 snap

Relationship between Calories Burned and Sleep Time
Calories Burned
200000
160000
120000
80000
0
5000
10000
1500
Sleep Time (in minutes)

MINUTES_AWAKE
0
5
10
15
20
25

WEIGHT

Conclusions

- Overall, users engage mostly in light physical activity, so it would be advisable to use images showing people involved in such activities in advertising campaigns.
- Users tend to be slightly more active on weekends, especially on Saturdays, making those days ideal for launching advertisements.
- User activity peaks in the afternoon, suggesting that advertising efforts should be concentrated during that time slot. Conversely, activity levels drop at night, so it is best to avoid advertising during late hours.
- Most users take only one nap a day and sleep less than 8 hours. There is no clear correlation between physical activity and sleep duration, so no specific trend can be leveraged in that regard. However, users tend to be more alert in the morning hours.
- The majority of users fall within the normal or overweight categories, making this the primary target group for advertising efforts.

THANK YOU