

# Bellabeat Leaf — Key Behavioral Questions

An interactive analysis of daily routines, activity rhythms, and feature adoption.

Select a question below to explore the data-driven answer.

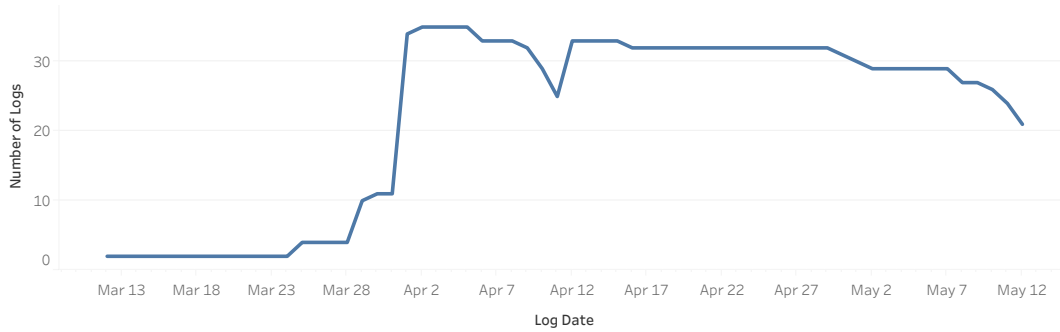
Each view focuses on one aspect of user behavior, supported by additional exploratory and validation dashboards.

How consistent are users over time?
How consistent are different users?
How does consistency differ between periods?
How active are different users?
Where are more calories spent?
How many hours are users active each day?
How active are users day to day?
What time of the day are the users most active?
How are users behaving based on their weight?
What are sleep patterns day to day?
How much do different users sleep?
Has sleep changed over time?

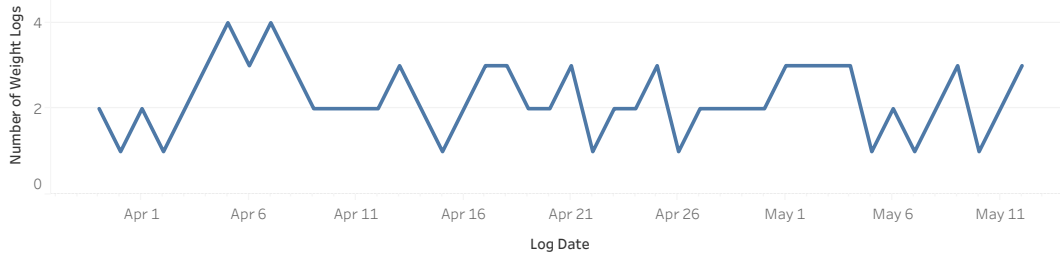
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### Number of Users Logged per Day

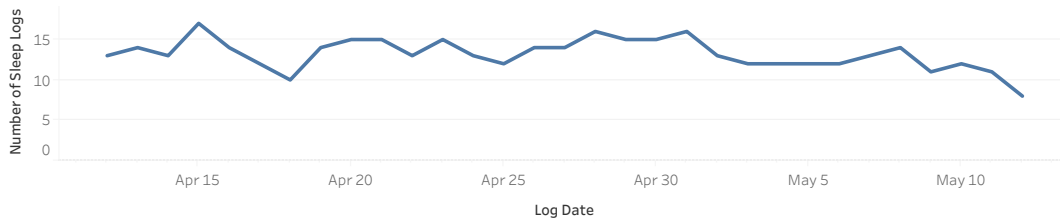
Time Period

☒ 2016-03-12 to 2016-04-11☒ 2016-04-12 to 2016-05-12

### Weight Logs per Day



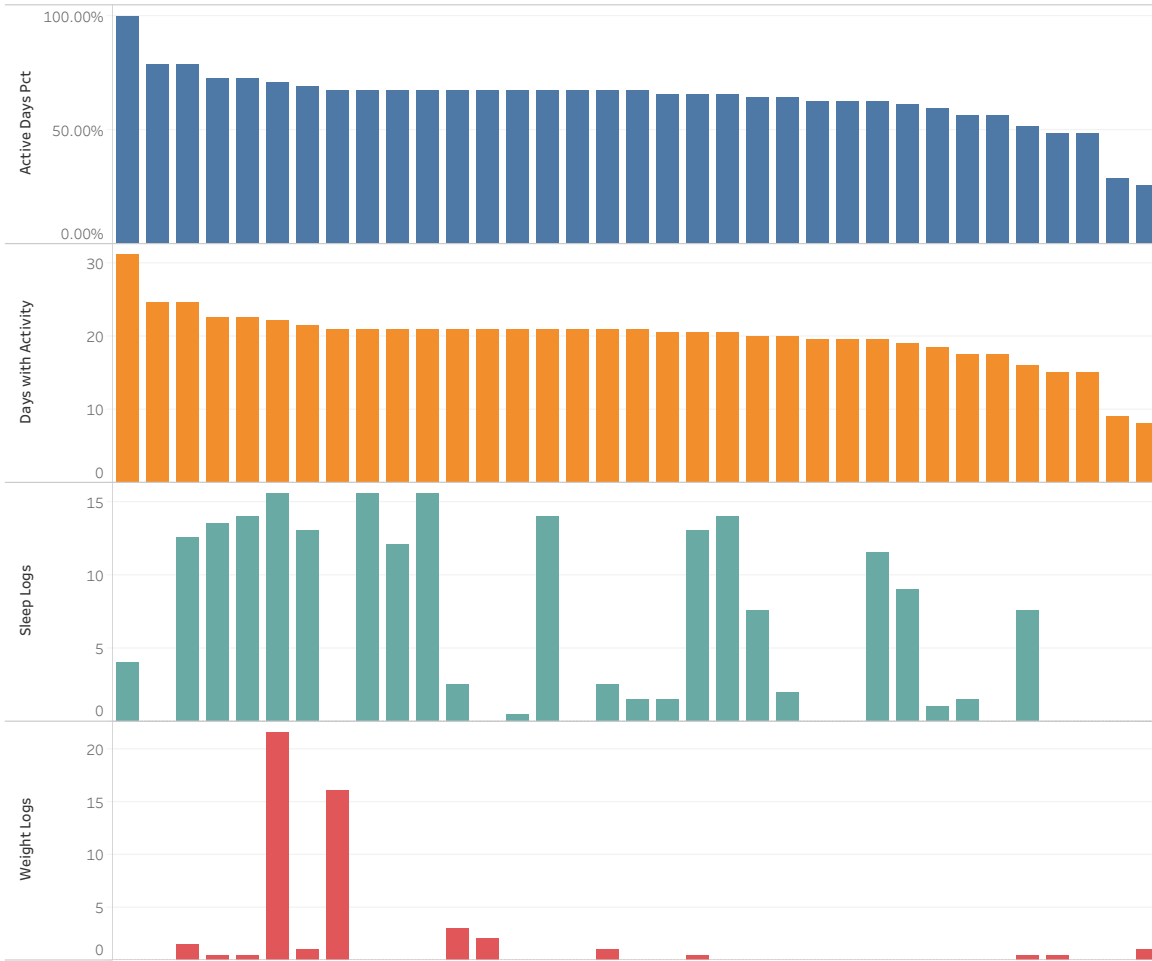
### Number of Sleep Logs per Day



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## Logs per User

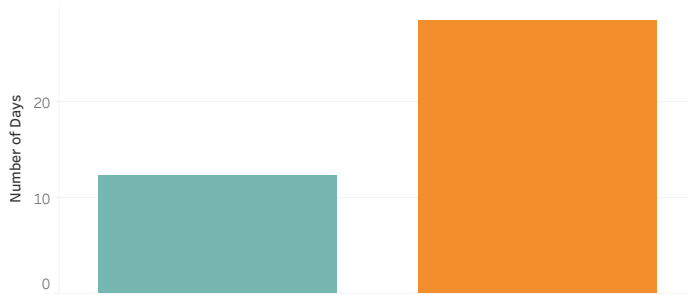
Time Period

☒ 03-12 to 04-11☒ 04-12 to 05-12

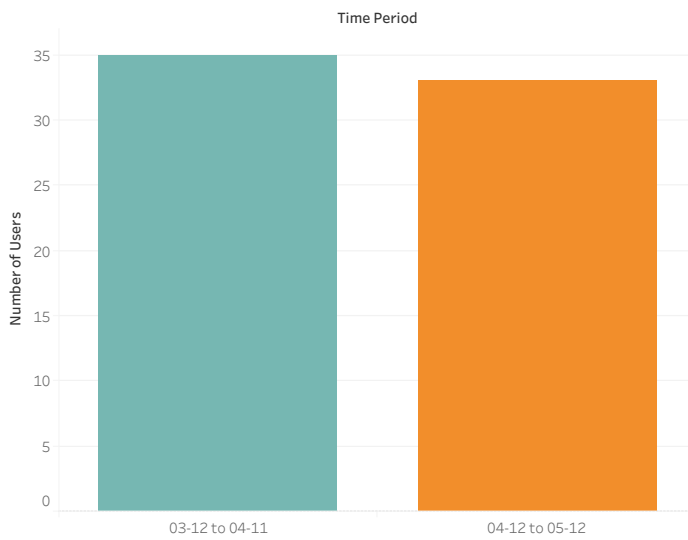
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Time Period  
03-12 to 04-11  
04-12 to 05-12

### Average Number of Days with Activity for All Users

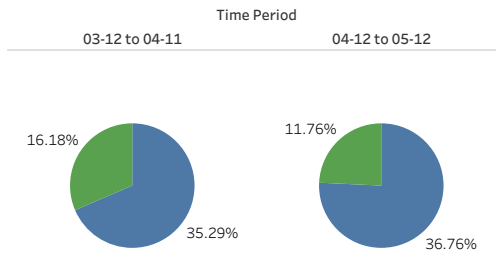


### Number of Users per Time Period



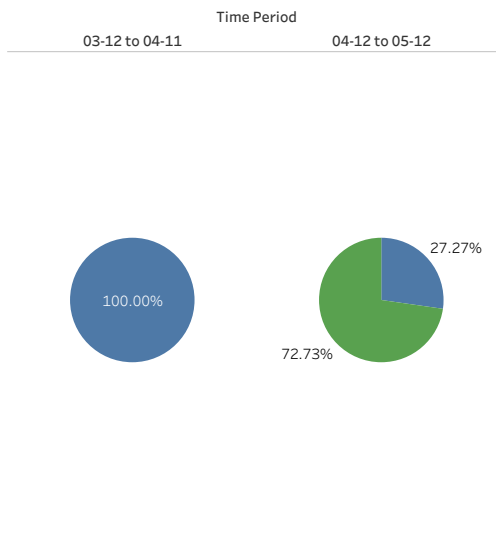
### Number of Users with Weight Logs per Time Period

Has Weight Log  
False  
True



### Number of Sleep Logs per Time Period

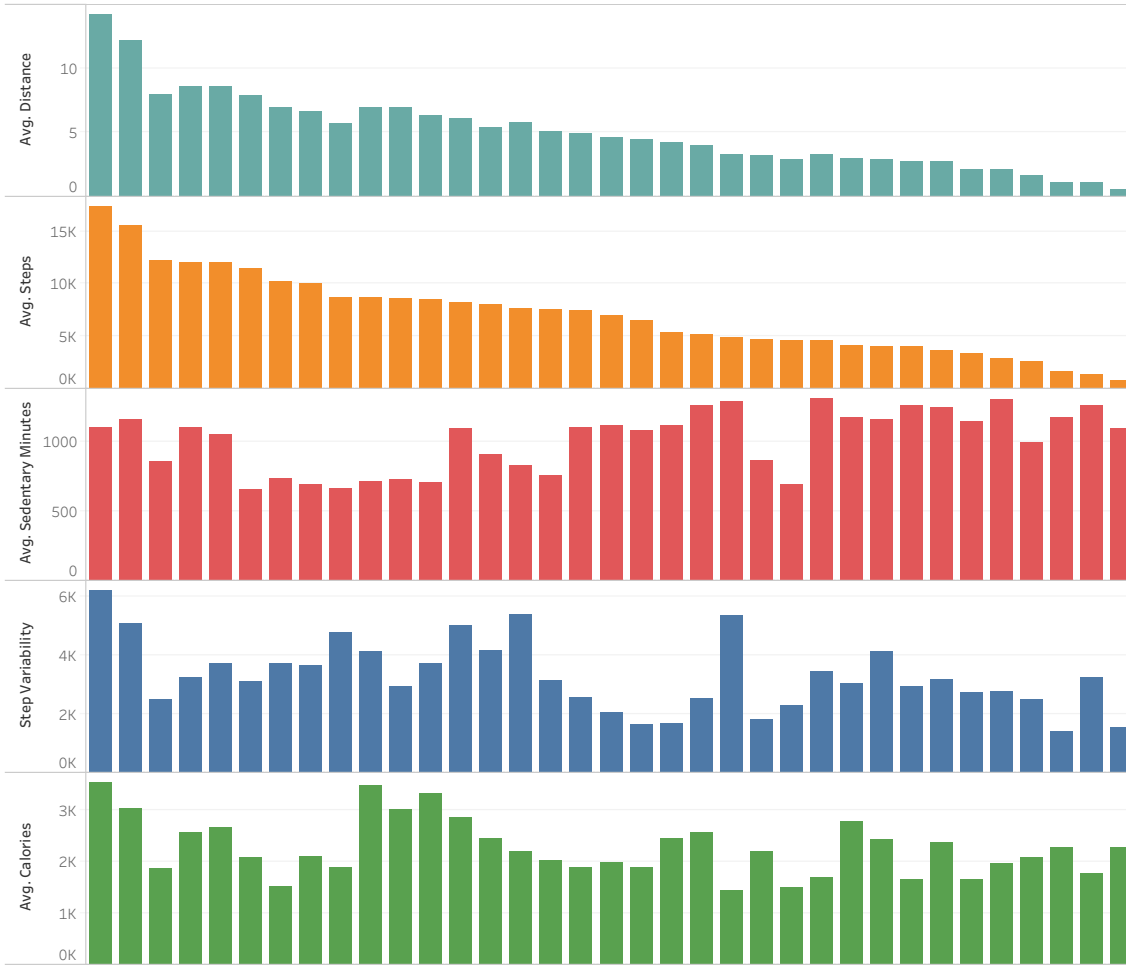
Has Sleep Log  
False  
True



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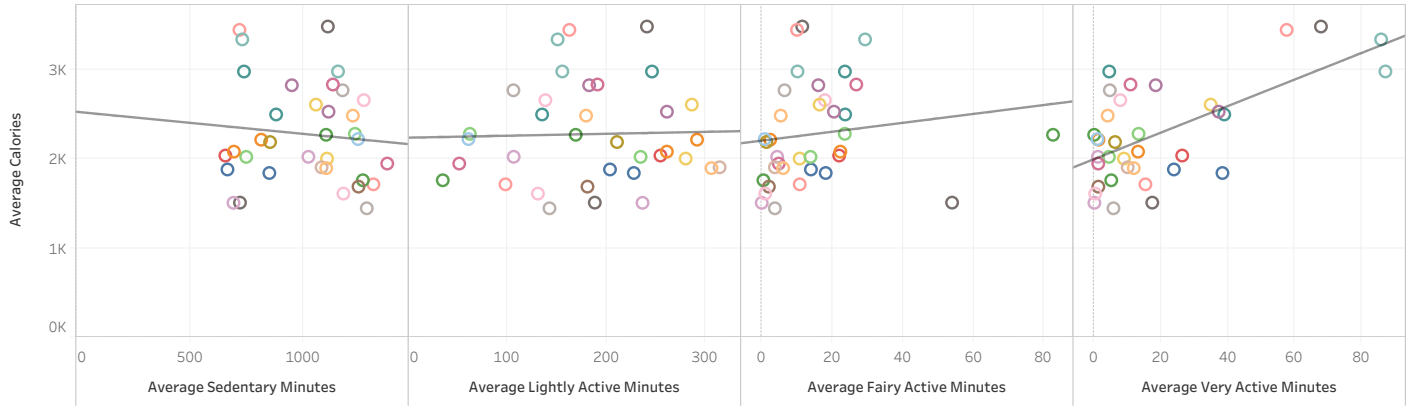
## Activity per User

Time Period

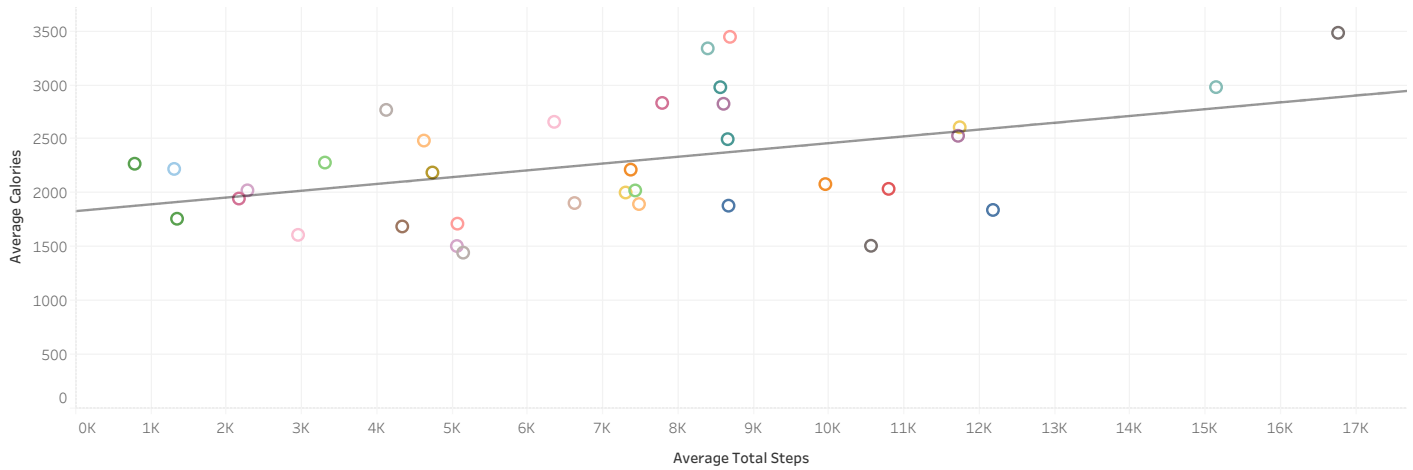
☒ 03-12 to 04-11☒ 04-12 to 05-12

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### Average Calories VS Activity Minutes (per user ID)

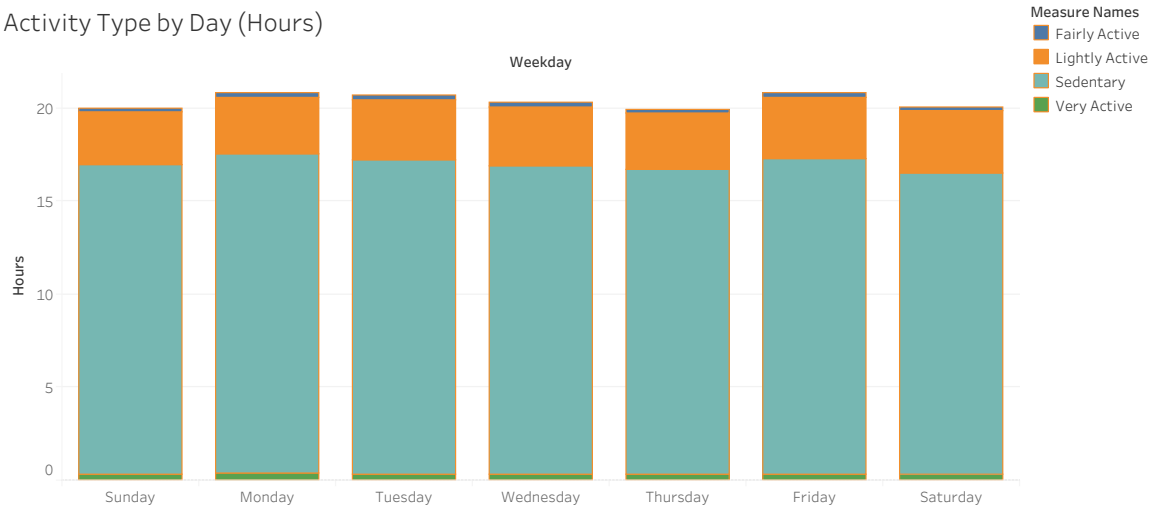


### Average Calories VS Average Total Steps

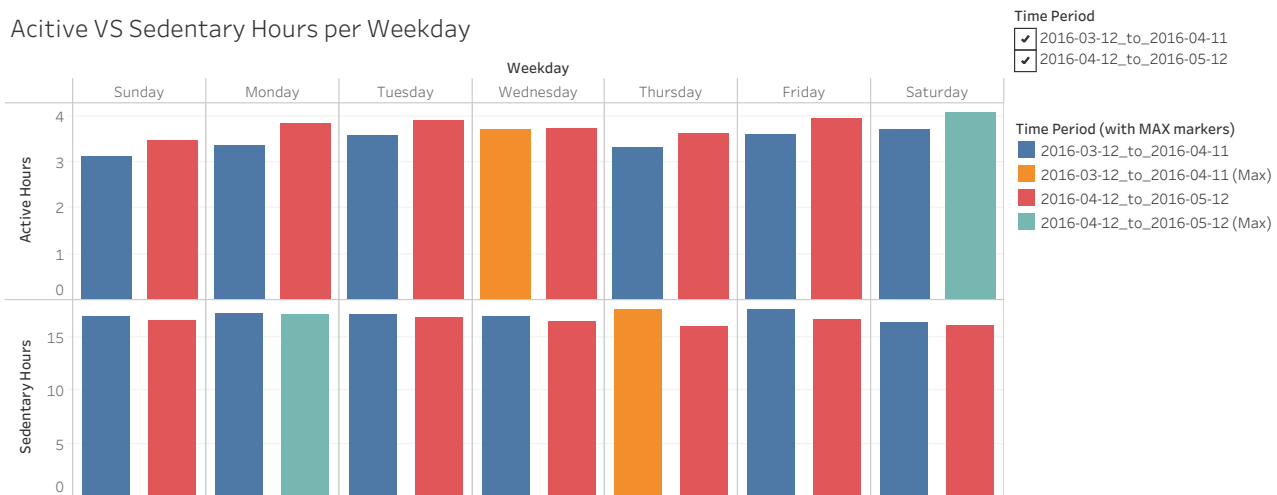


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## Activity Type by Day (Hours)



## Active VS Sedentary Hours per Weekday



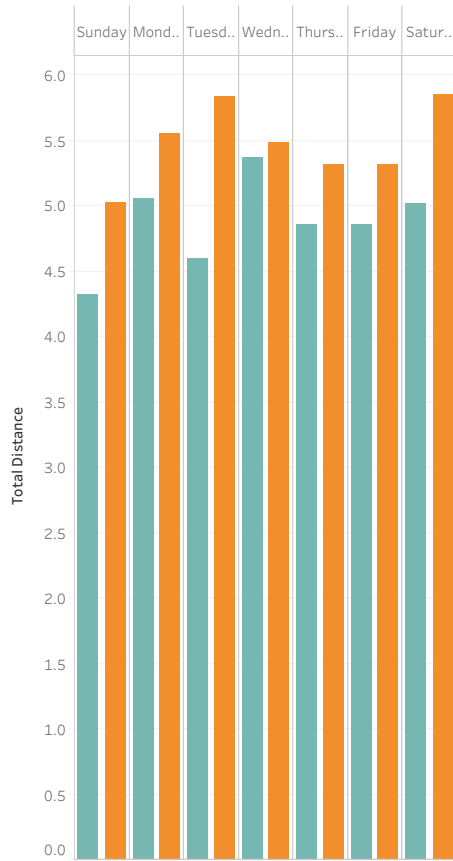
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## Time Period

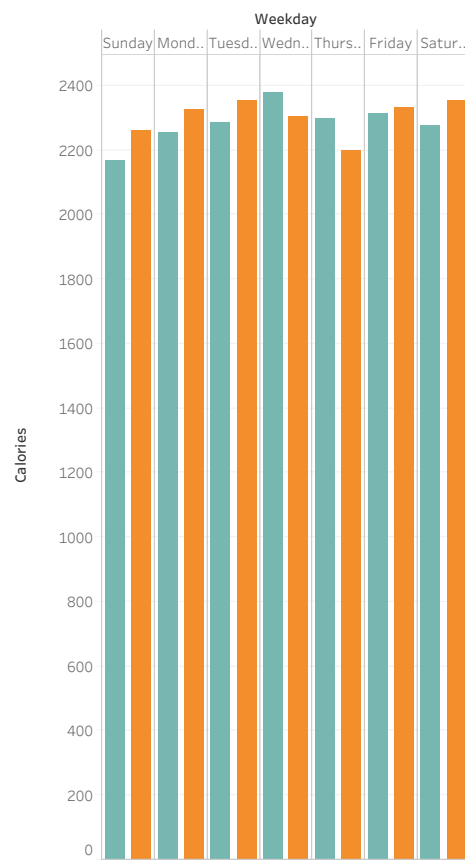
2016-03-12 to 2016-04-11

2016-04-12 to 2016-05-12

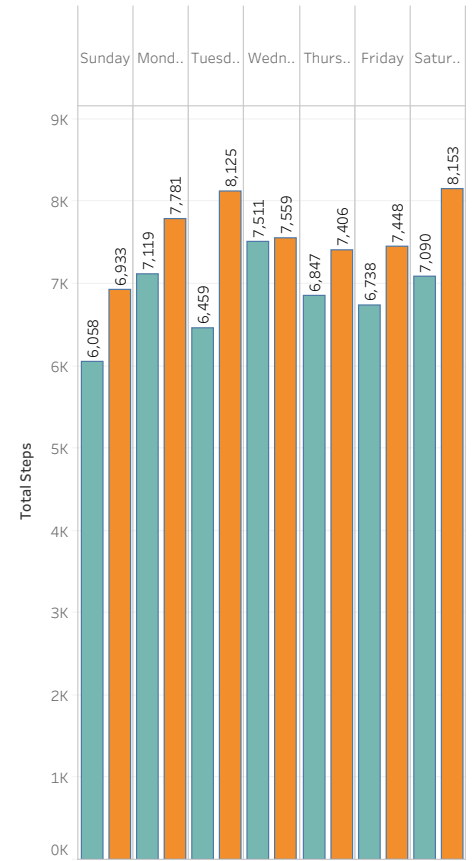
Average Distance by Day of the Week



Average Calories Per Weekday



Average Steps per Day





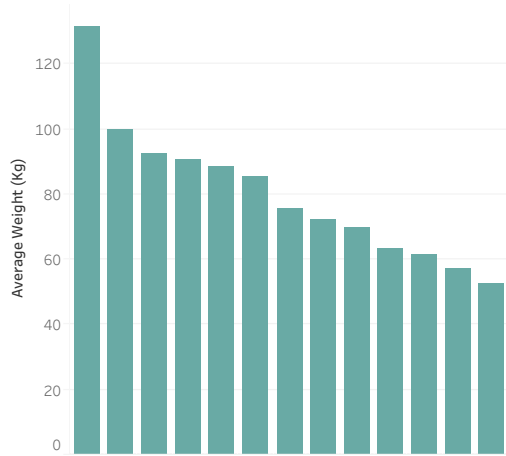
Next

- ☒ 2016-03-12\_to\_2016-04-11
- ☒ 2016-04-12\_to\_2016-05-12

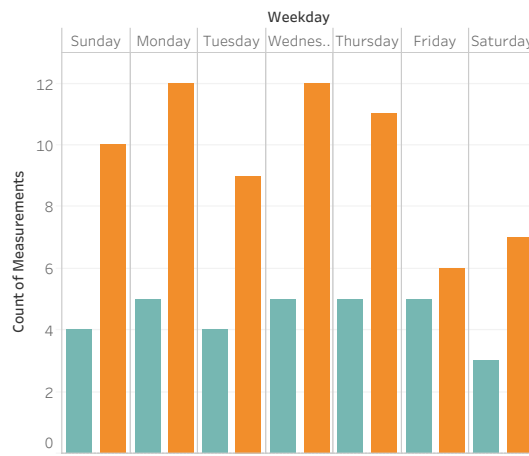
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### Average Weight Per User with Weight Logs



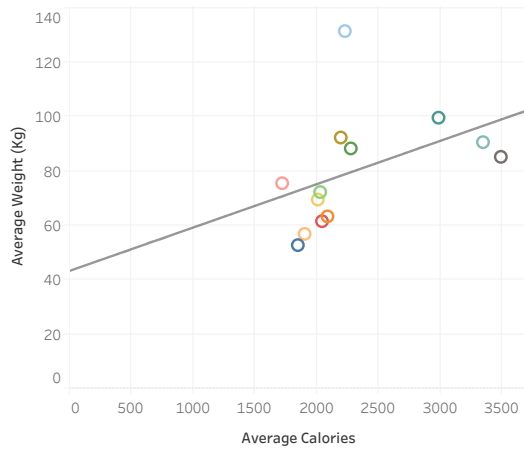
### When Do Customers Measure Their Weight?



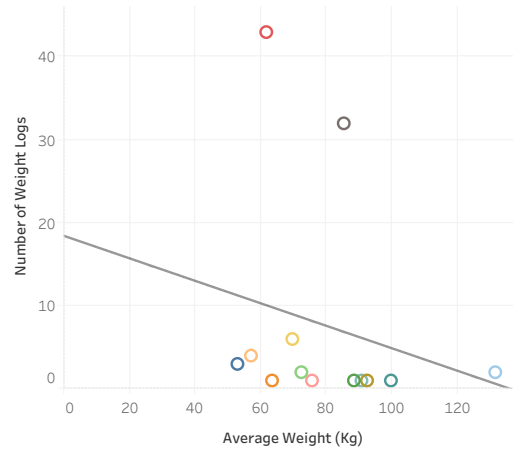
Time Period

☒ 2016-03-12 to 2016-04-11☒ 2016-04-12 to 2016-05-12

### Average Calories VS Average Weight

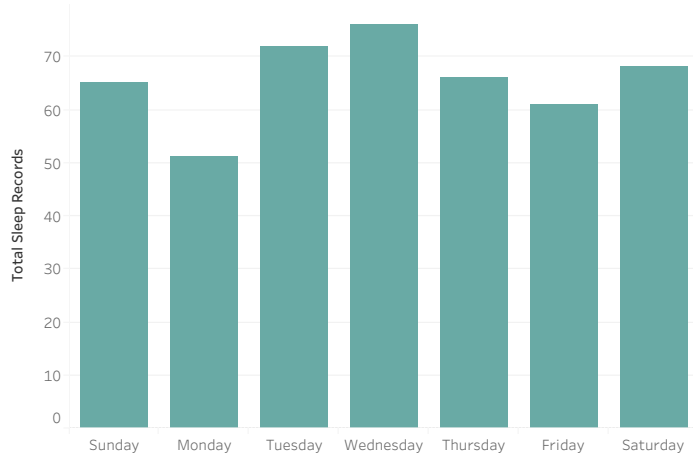


### Average Weight VS Number of Weight Logs

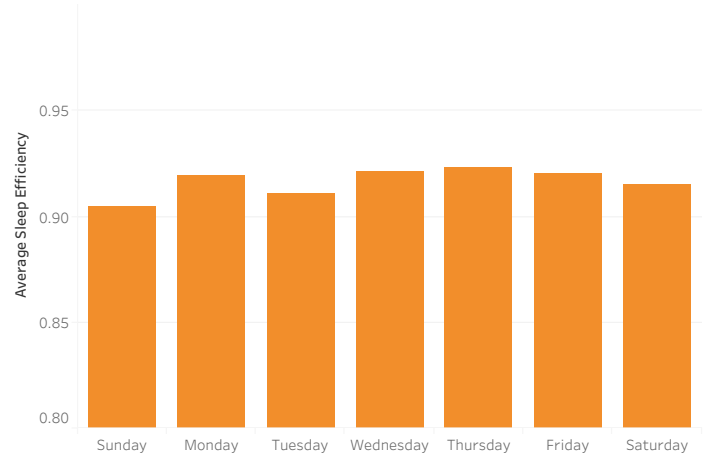


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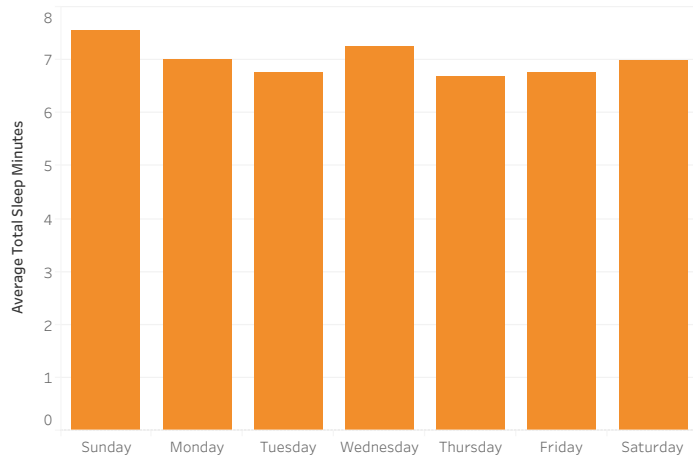
Number of Available Sleep Records



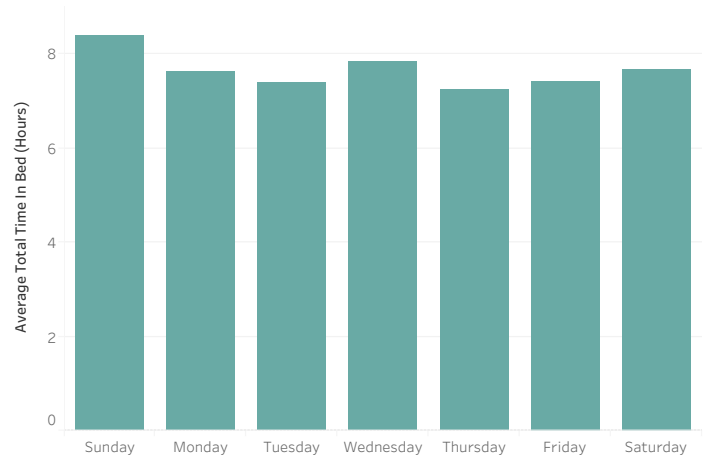
Average Sleep Efficiency



Average Sleep Minutes

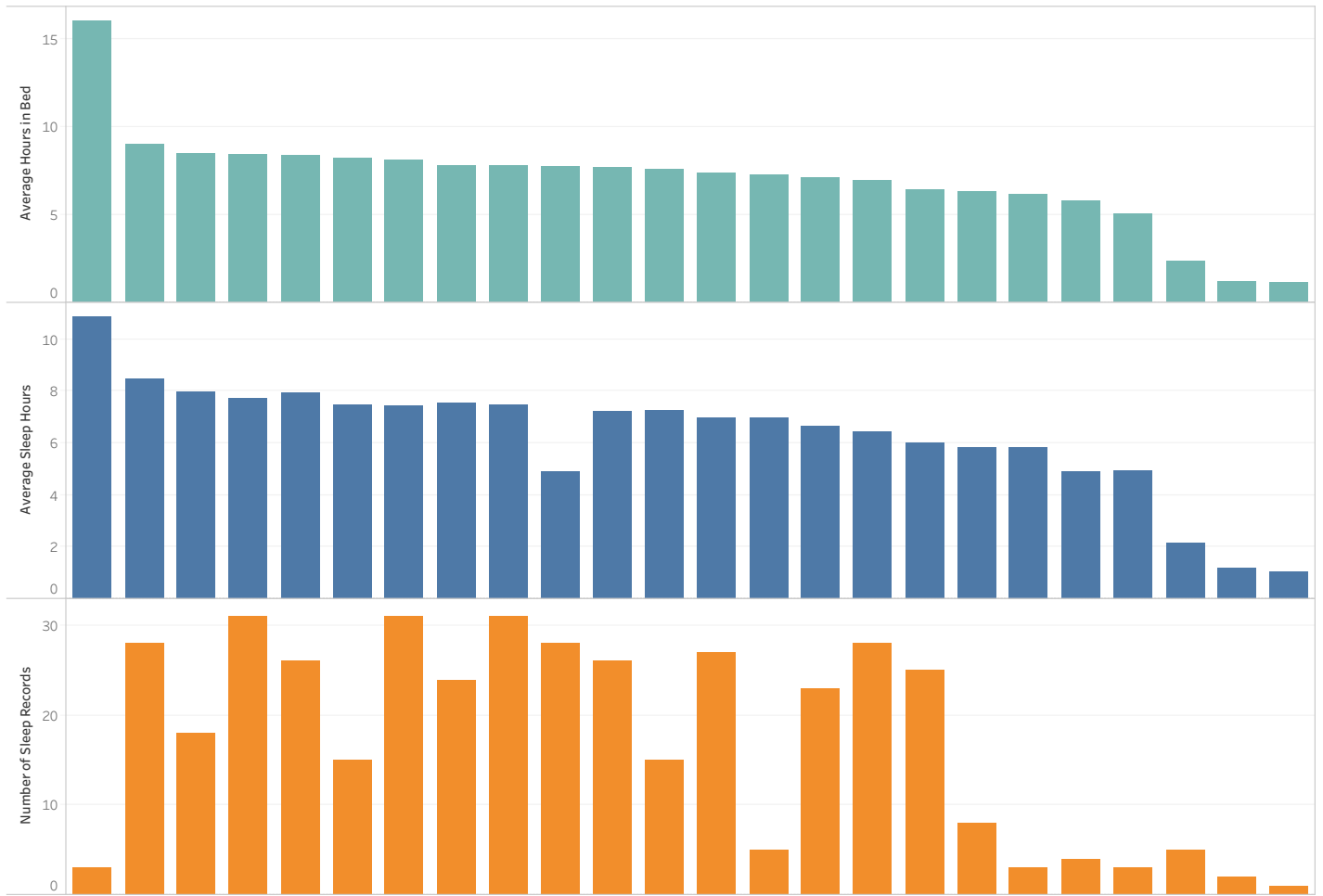


Average Time in Bed

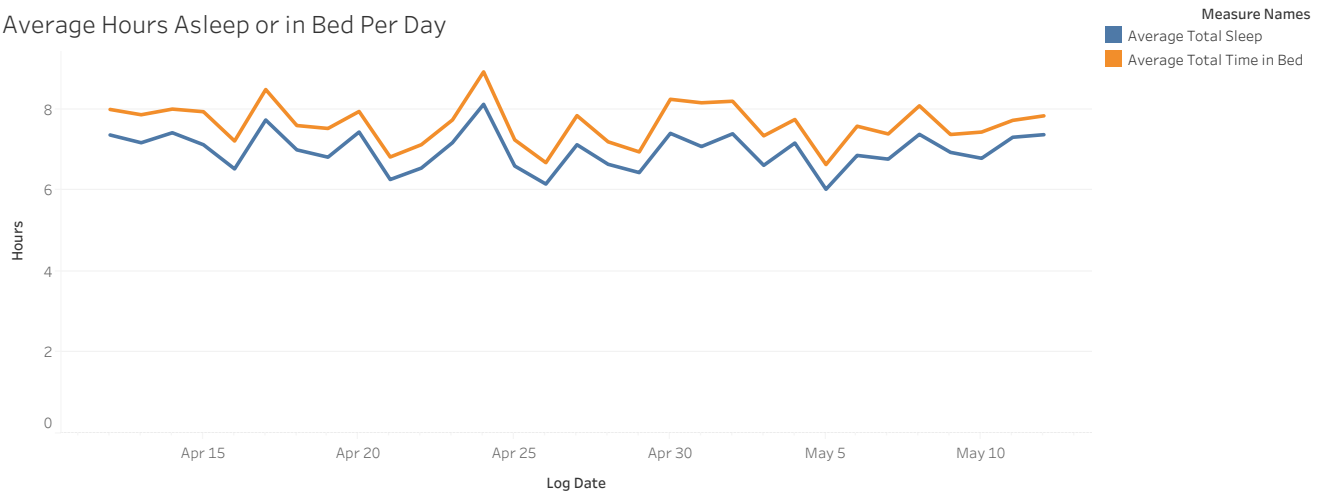


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## Sleep Analysis per User Id



## Average Hours Asleep or in Bed Per Day



## Sleep Efficiency over Time

