

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



Weight Logs per Day



Number of Sleep Logs per Day

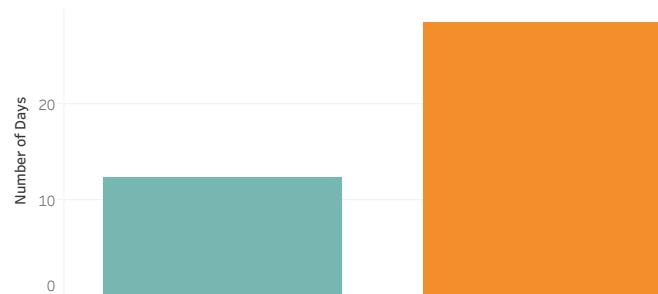




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Time Period
03-12 to 04-11
04-12 to 05-12

Average Number of Days with Activity for All Users

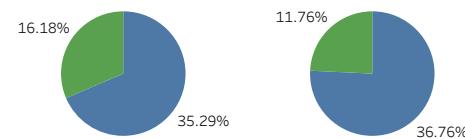


Number of Users per Time Period



Number of Users with Weight Logs per Time Period

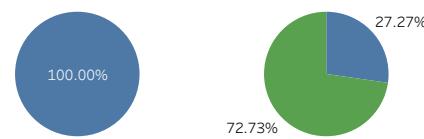
Time Period
03-12 to 04-11
04-12 to 05-12



Has Weight Log
False
True

Number of Sleep Logs per Time Period

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



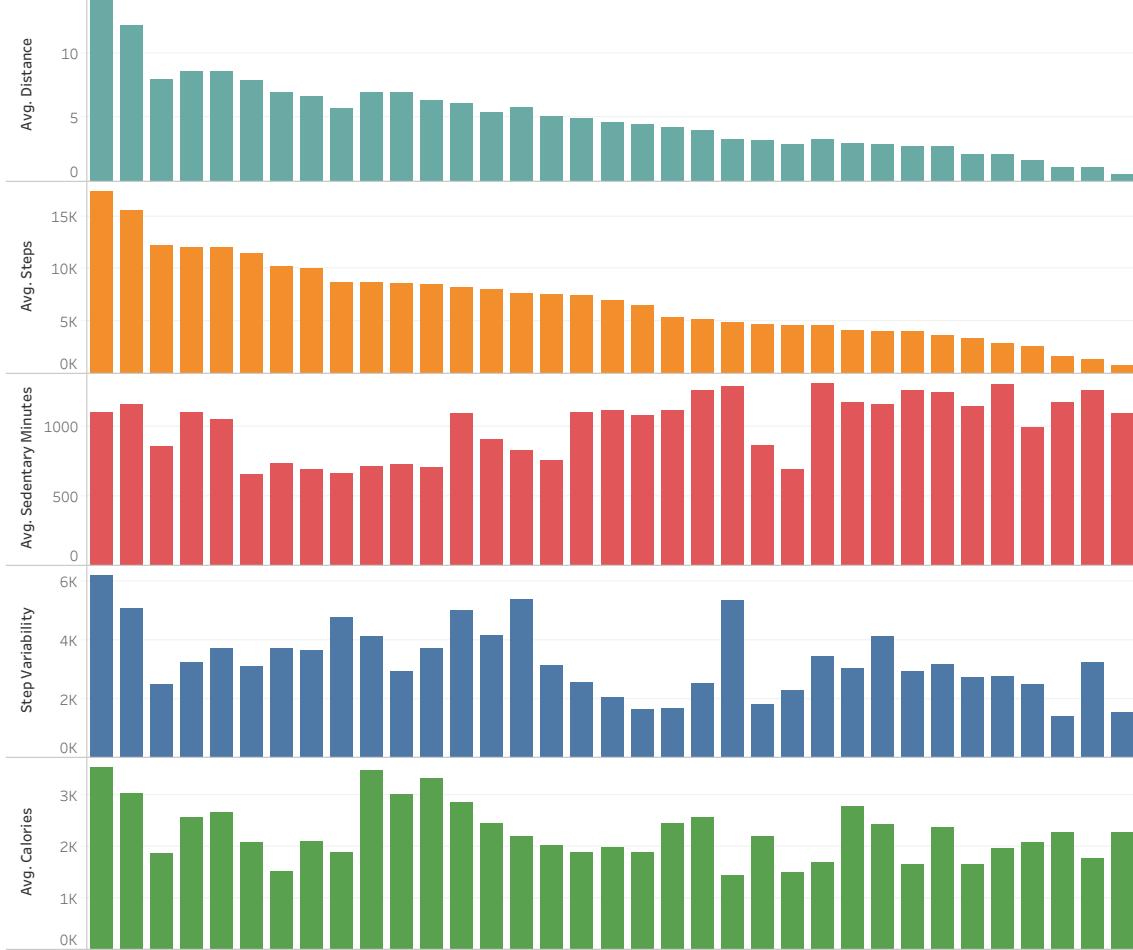
Has Sleep Log
False
True

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Actitivy per User

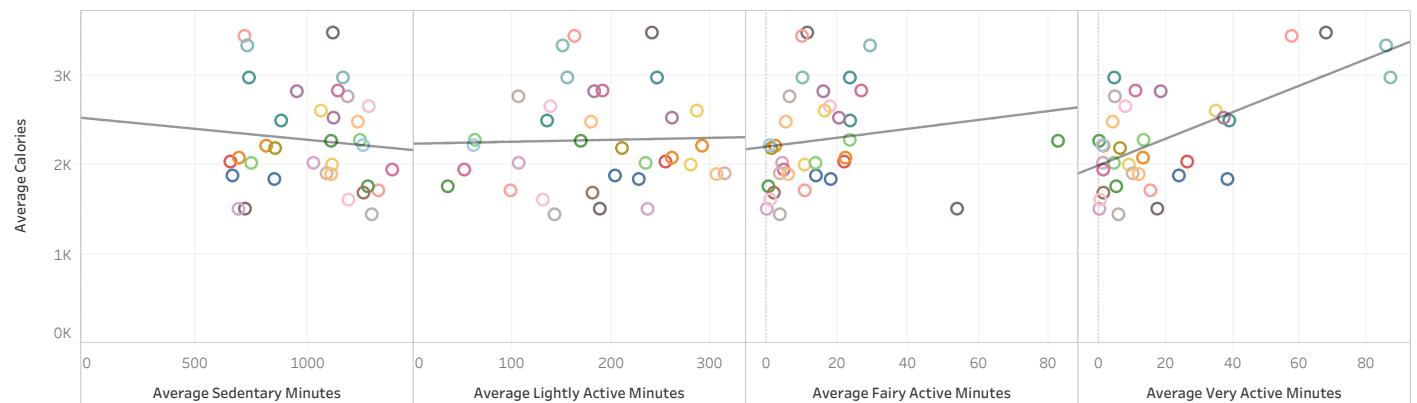
Time Period
 03-12 to 04-11
 04-12 to 05-12



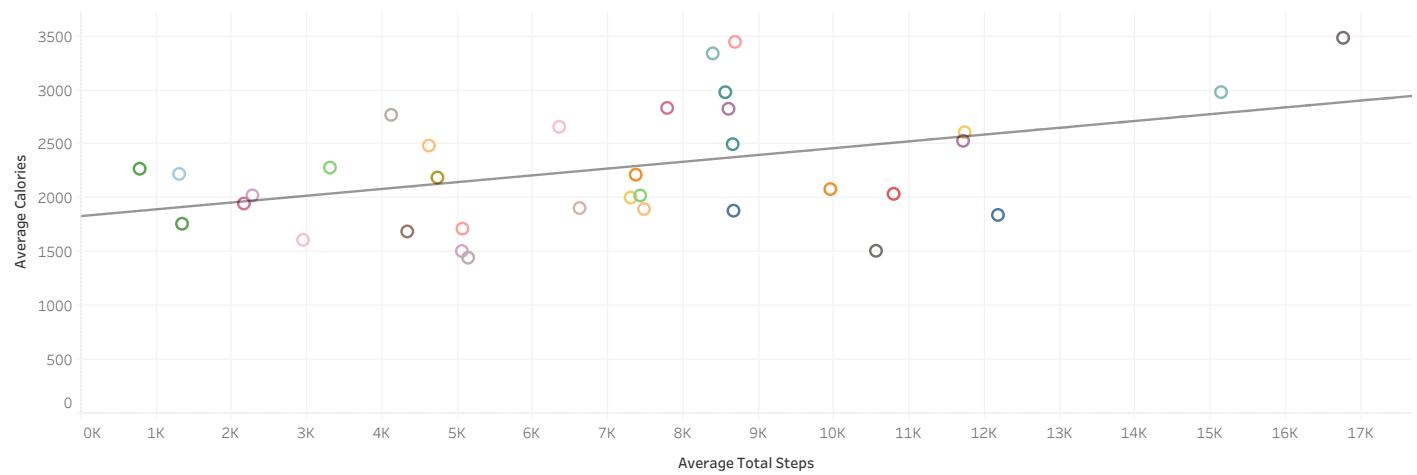
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Average Calories VS Activity Minutes (per user ID)

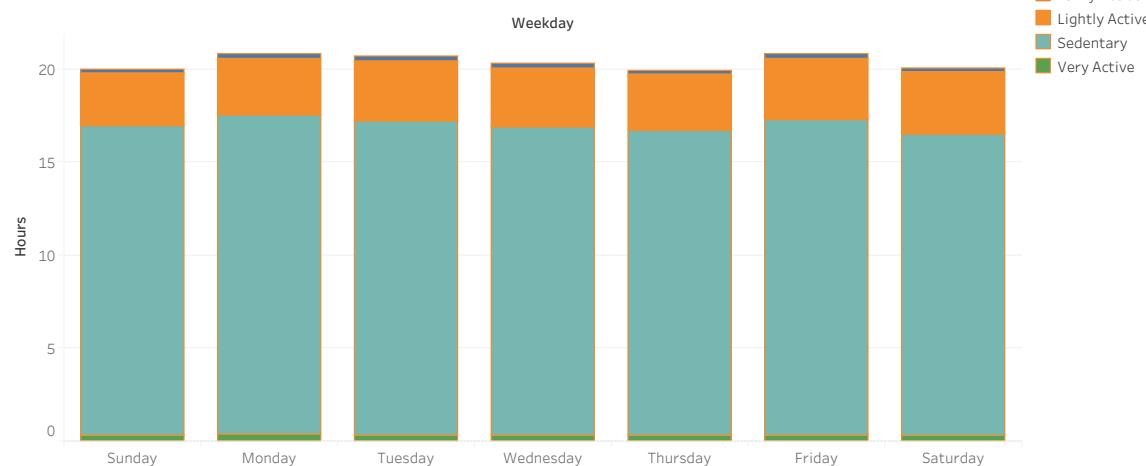


Average Calories VS Average Total Steps

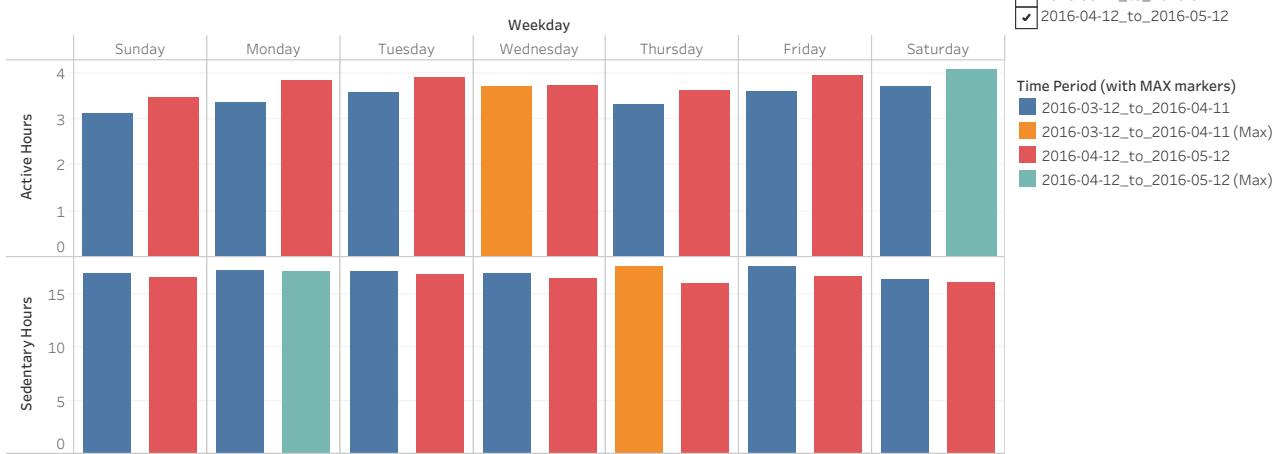


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Activity Type by Day (Hours)



Acitive VS Sedentary Hours per Weekday

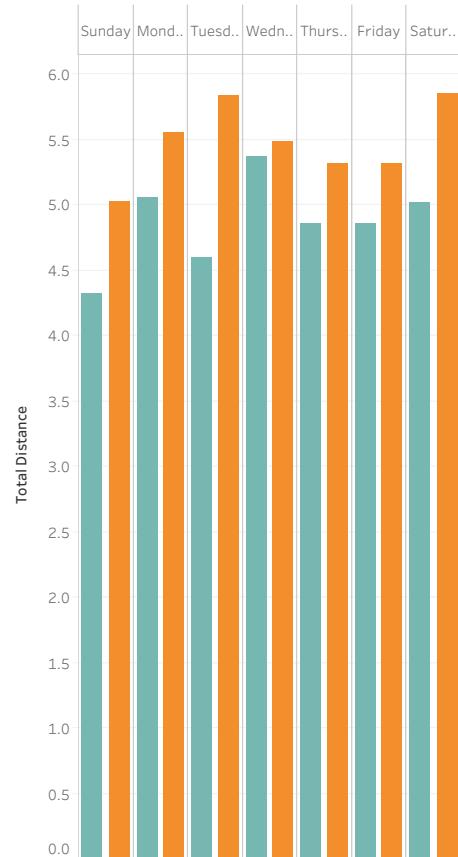


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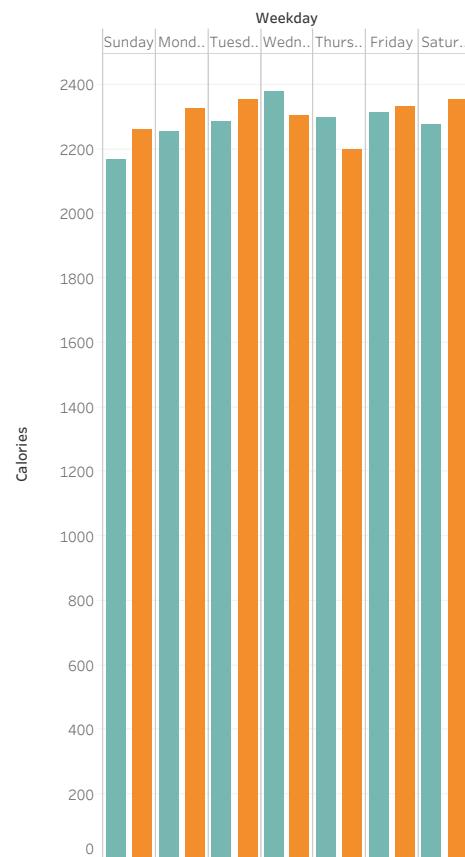
Time Period

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

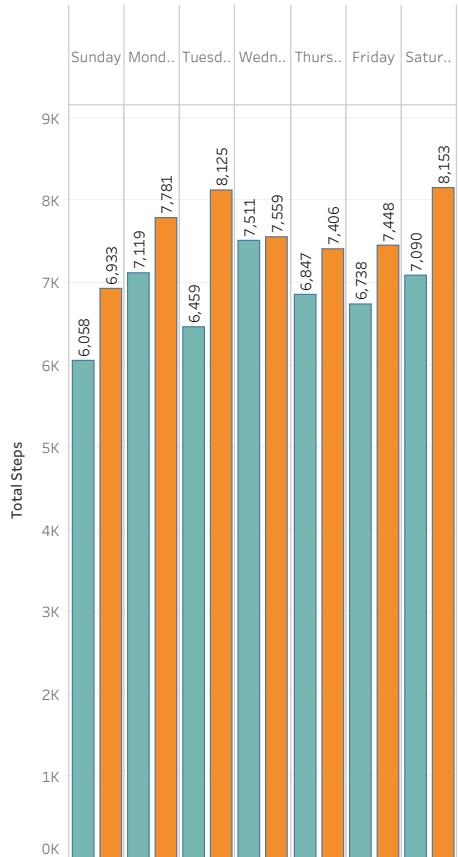
Average Distance by Day of the Week



Average Calories Per Weekday



Average Steps per Day

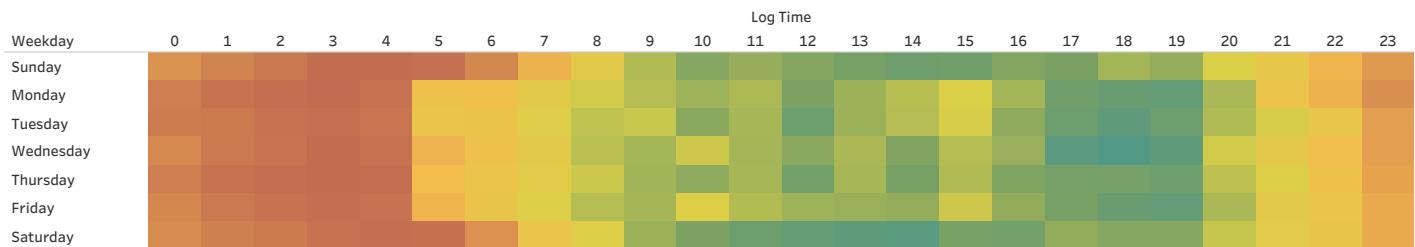


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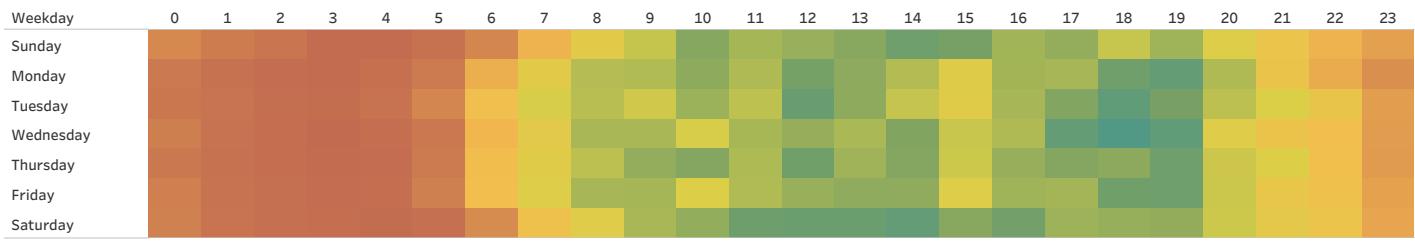
Time Period

- 2016-03-12_to_2016-04-11
- 2016-04-12_to_2016-05-12

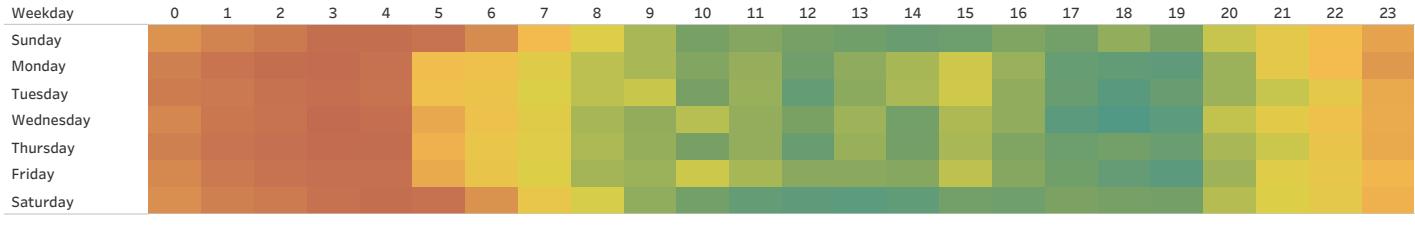
Average Calories per Hour



Average Steps By Hour of the Day



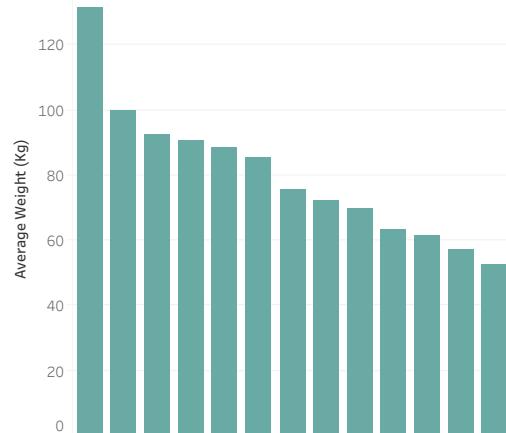
Average Total Intensity By Hour of Day



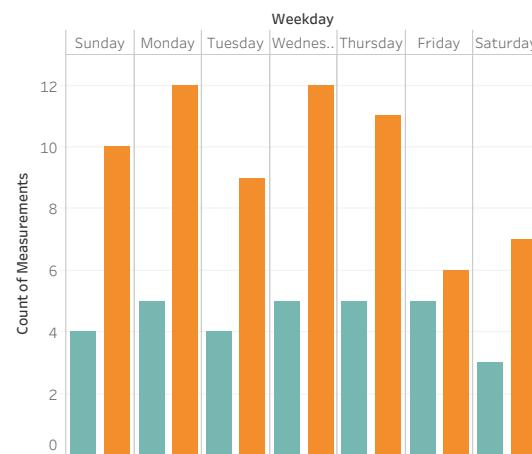
Avg. Calories
67.08 130.48

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Average Weight Per User with Weight Logs

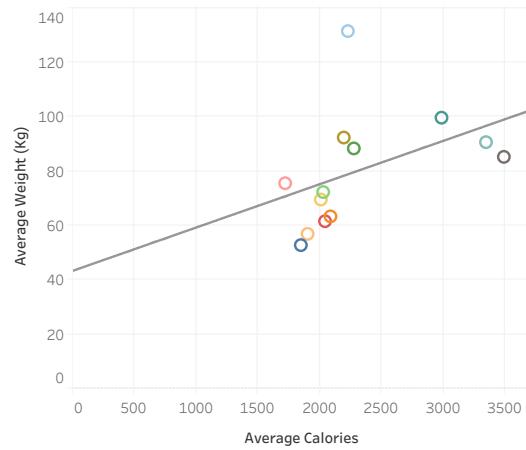


When Do Customers Measure Their Weight?

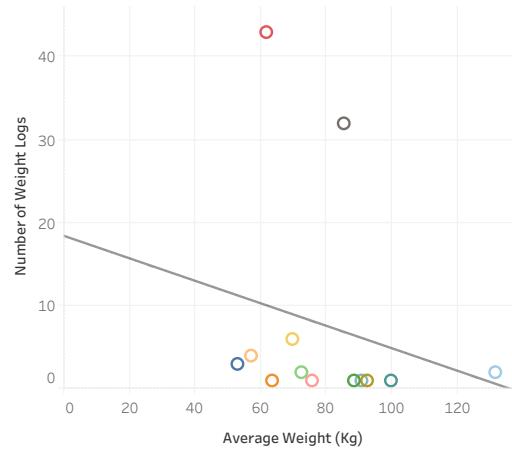


Time Period
 2016-03-12 to 2016-04-11
 2016-04-12 to 2016-05-12

Average Calories VS Average Weight

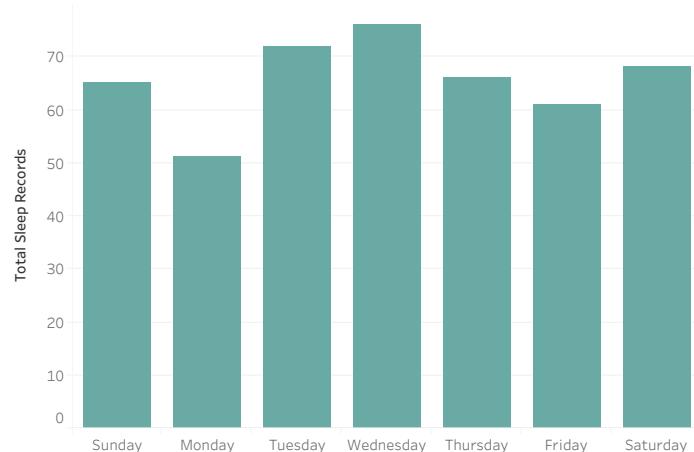


Average Weight VS Number of Weight Logs

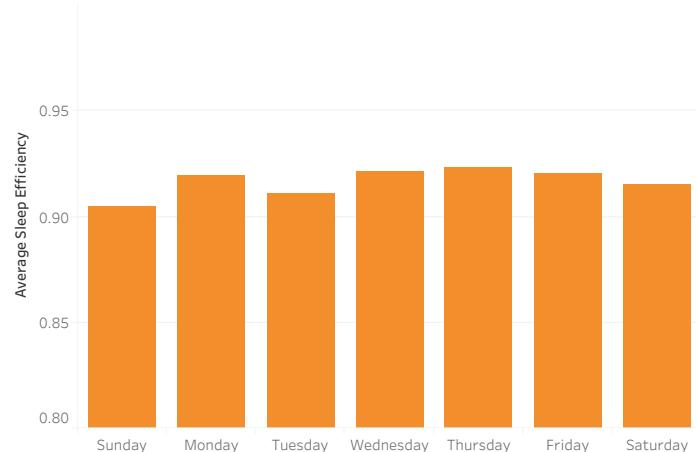


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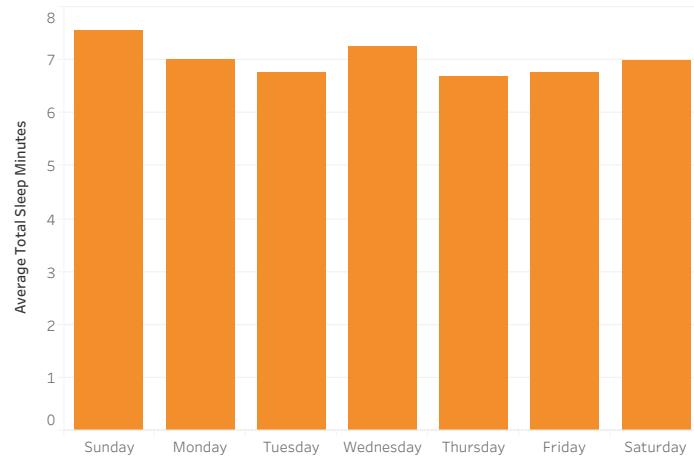
Number of Available Sleep Records



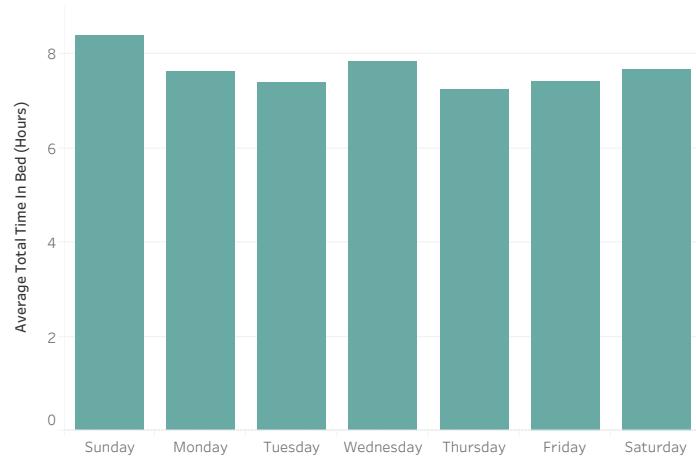
Average Sleep Efficiency



Average Sleep Minutes

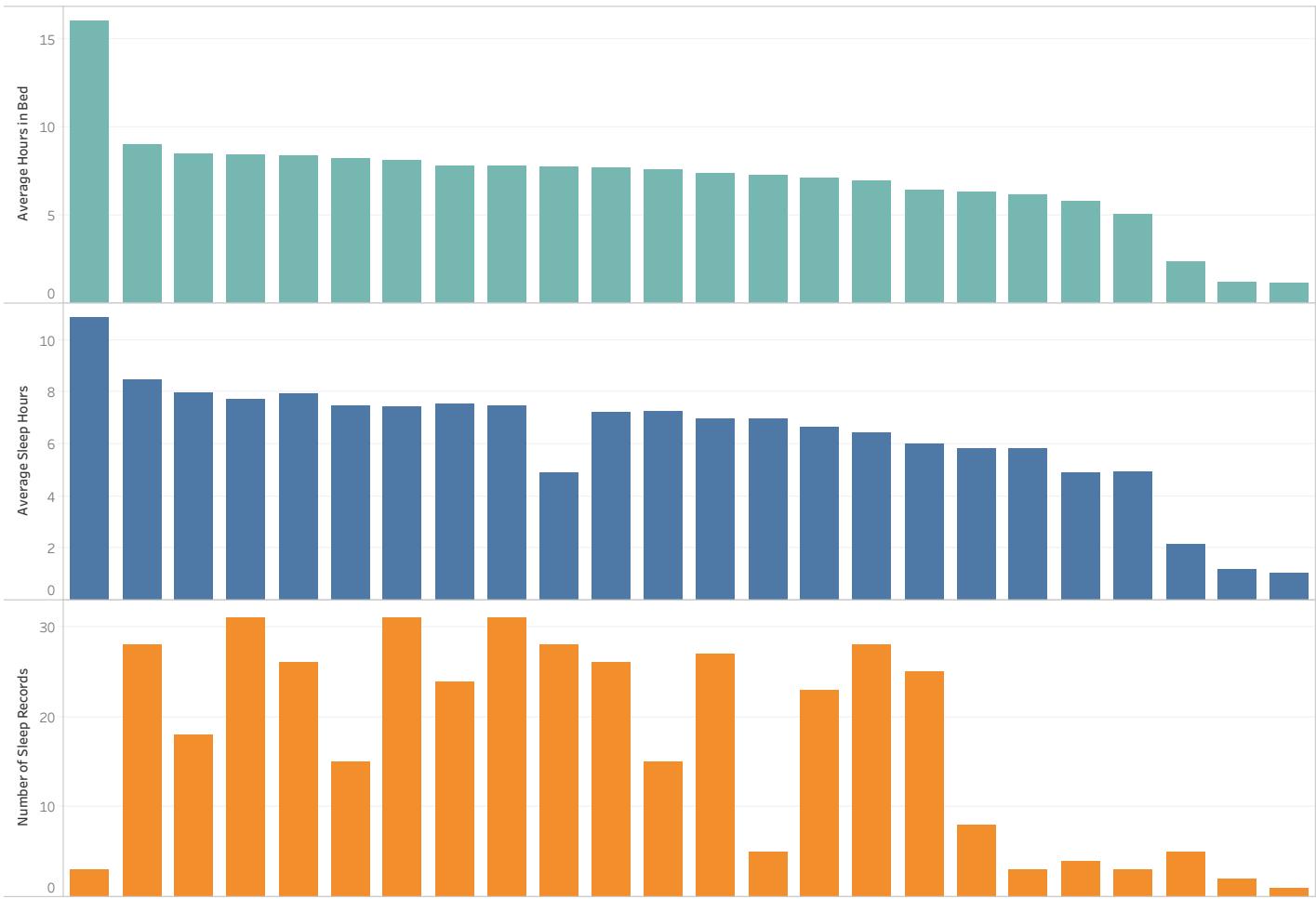


Average Time in Bed



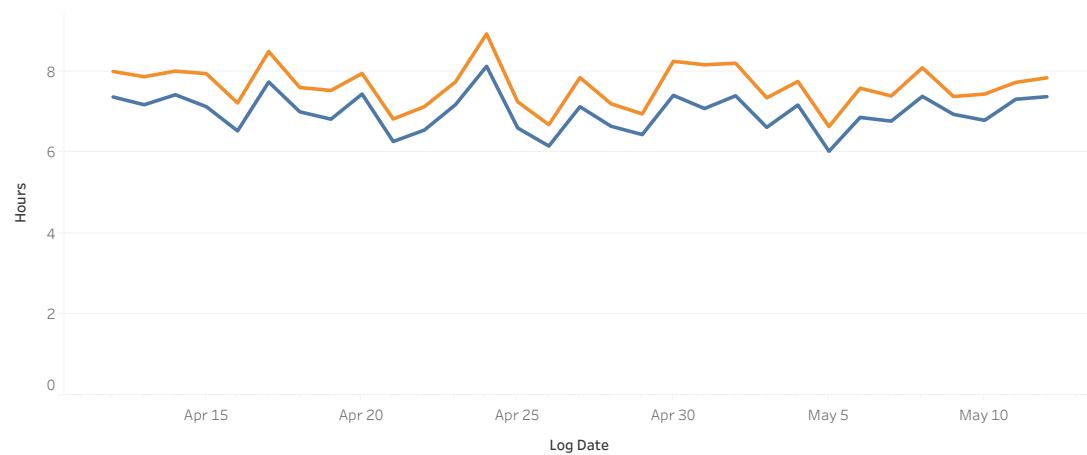
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Sleep Analysis per User Id



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Average Hours Asleep or in Bed Per Day



Sleep Efficiency over Time

