

## **Bellabeat Dashboard Summary Report**

### **1. Daily Activity Analysis**

#### **Summary:**

Users display moderate to low levels of physical activity. The average step count is 7,770 steps per day, which is below the recommended 10,000 steps. Most of the day is spent in sedentary behavior (986 minutes), while time spent in very active movement is limited (around 21 minutes). Only 21% of users exceed 10,000 steps daily, while 29% are considered sedentary.

#### **Recommendation:**

Bellabeat should encourage more physical movement by implementing motivational challenges, personalized reminders, and in-app step goals. Reducing sedentary time and promoting moderate activity can significantly impact user wellness.

### **2. Sleep Analysis**

#### **Summary:**

Users sleep an average of 7.6 hours per day with a high average sleep efficiency of 91%. However, about 24% of the days recorded less than 6 hours of sleep, indicating irregular sleep patterns. Most users fall within the 6–9 hours range.

#### **Recommendation:**

Introduce features to help users maintain consistent sleep schedules, such as bedtime reminders, sleep hygiene tips, and relaxing content like guided meditation. Helping users improve sleep duration can further enhance their wellness.

### **3. Monthly Activity Trends**

#### **Summary:**

Step counts, calories burned, and distances walked vary noticeably between months. These fluctuations may be due to seasonal changes, holidays, or shifts in user motivation and routines.

#### **Recommendation:**

Bellabeat can implement seasonal challenges, activity campaigns, or personalized insights to help users stay active throughout the year—regardless of external conditions. Highlighting trends can also help users stay aware of behavior changes over time.

#### 4. BMI (Body Mass Index) Analysis

##### Summary:

The average BMI is 25.37, which is in the overweight range. 53.8% of users are overweight, 30.8% fall in the normal range, and 15.4% are obese. Additionally, users with higher BMI tend to sleep less on average, suggesting a potential link between poor sleep and weight gain.

##### Recommendation:

Bellabeat should promote personalized wellness programs targeting users with higher BMI. These could include nutrition tips, physical activity challenges, and sleep improvement plans. A holistic approach can help users achieve healthier weight and lifestyle outcomes.