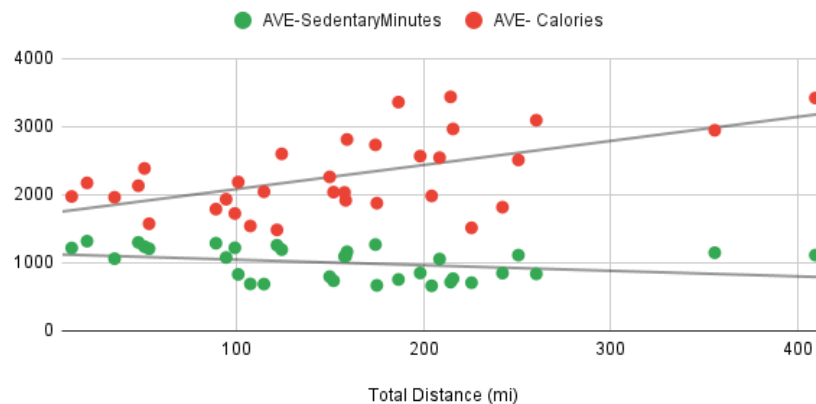


For my very first attempt at analyzing data I chose to use the Fitbit Data from [Kaggle](#). The goal of this project was to find trends in the Fitbit data to lead a recommendation for the wearable technology company BellaBeat.

I took these files and used sheets to clean and aggregate the data. Once it was all together I looked for the trends. I found that there was a direct correlation between Total Distance and calories per day and sedentary minutes(Fig. 1). This graph shows that the more time you sit around you spend less time moving and therefore burn fewer calories in a day. Furthermore I found that sedentary minutes had more relationships (Fig. 2). This graph shows us that you sleep less and have a higher heart rate the more you sit around.

My recommendation to the marketing stakeholders is that if we target sedentary people we can improve their time asleep, lower their heart rate, and expand their calories per day. This could be through the existing bracelet that the company offers as it already has access to this information, and can be promoted through the app or as an advertisement. These promotions could focus on the ability to eat more and still lose/maintain weight just by moving more, or that they would sleep more by lowering their average HR because of moving more often.

Total Distance vs Ave Calories/Day Burned and Sedentary Minutes



Average Time Asleep and Sedentary Minutes vs Ave HR

