Findings

1. Total steps by consumers are highest on Saturdays and are lowest on Sundays. Total steps gradually reduce from Monday to Friday.
2. Total distance by consumers is highest on Saturdays and are lowest on Sundays. Total distance gradually decreases from Monday to Friday.
3. Highest calories are burnt on Saturdays and lowest on Sundays. Calories burnt gradually decreases from Monday to Friday.
4. Consumers Slept for largest minutes on Sundays and slept relatively less in weekdays.
5. Time in beds is largest minutes on Sundays and surprisingly second highest on Wednesday.
6. We found a positive correlation between average Total minutes asleep and Total time in bed.
7. We found slightly negative correlation between Total steps and Sedentary minutes. It means those who walk larger number of steps are less likely to be inactive or remain seated.
8. We also found a slightly negative correlation between Total steps and Total minutes asleep. It means those consumers who walk larger number of steps are sleeping lesser.

Inference

1. Consumer behavior changes in weekdays and in weekend. In weekdays activity and sleeping pattern is almost similar but on weekend the variations are high.
2. Walking more means less Sedentary minutes which means Walking for larger number of steps can reduce Sedentary minutes.
3. Walking for larger number of steps could reduce your sleep time.

Recommendations

1. Bellabeat could share these findings with consumers to spread awareness about daily activities and sleeping habits and at the same time to promote how Bellabeat products could benefit the consumers to streamline these habits to make them healthier.
2. Bellabeat could promote their membership program to consumers which offers a subscription-based membership program for users. Membership gives users 24/7 access to fully personalized guidance on nutrition, activity, sleep, health and beauty, and mindfulness based on their lifestyle and goals. This could create discipline and offer healthier life.
3. Bellbeat could use personized adds to promote their products to the targeted group and make them aware that how these products could be used for health benefits.