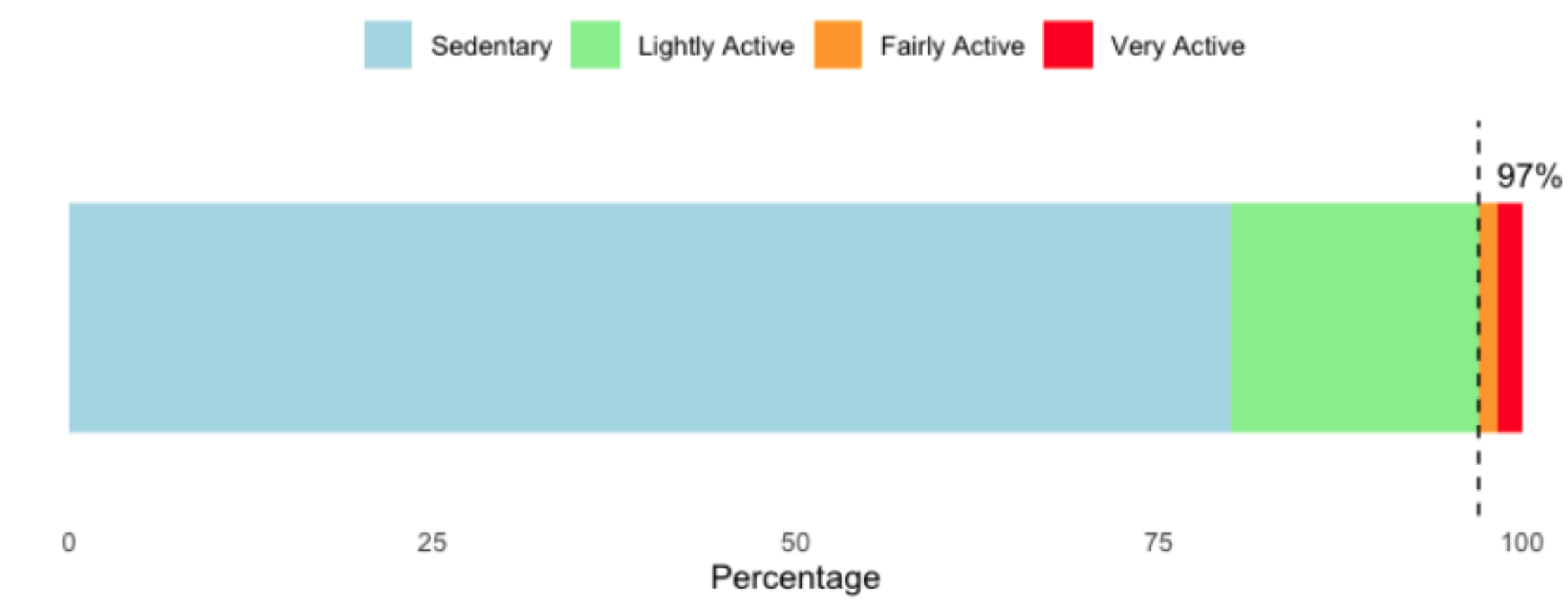


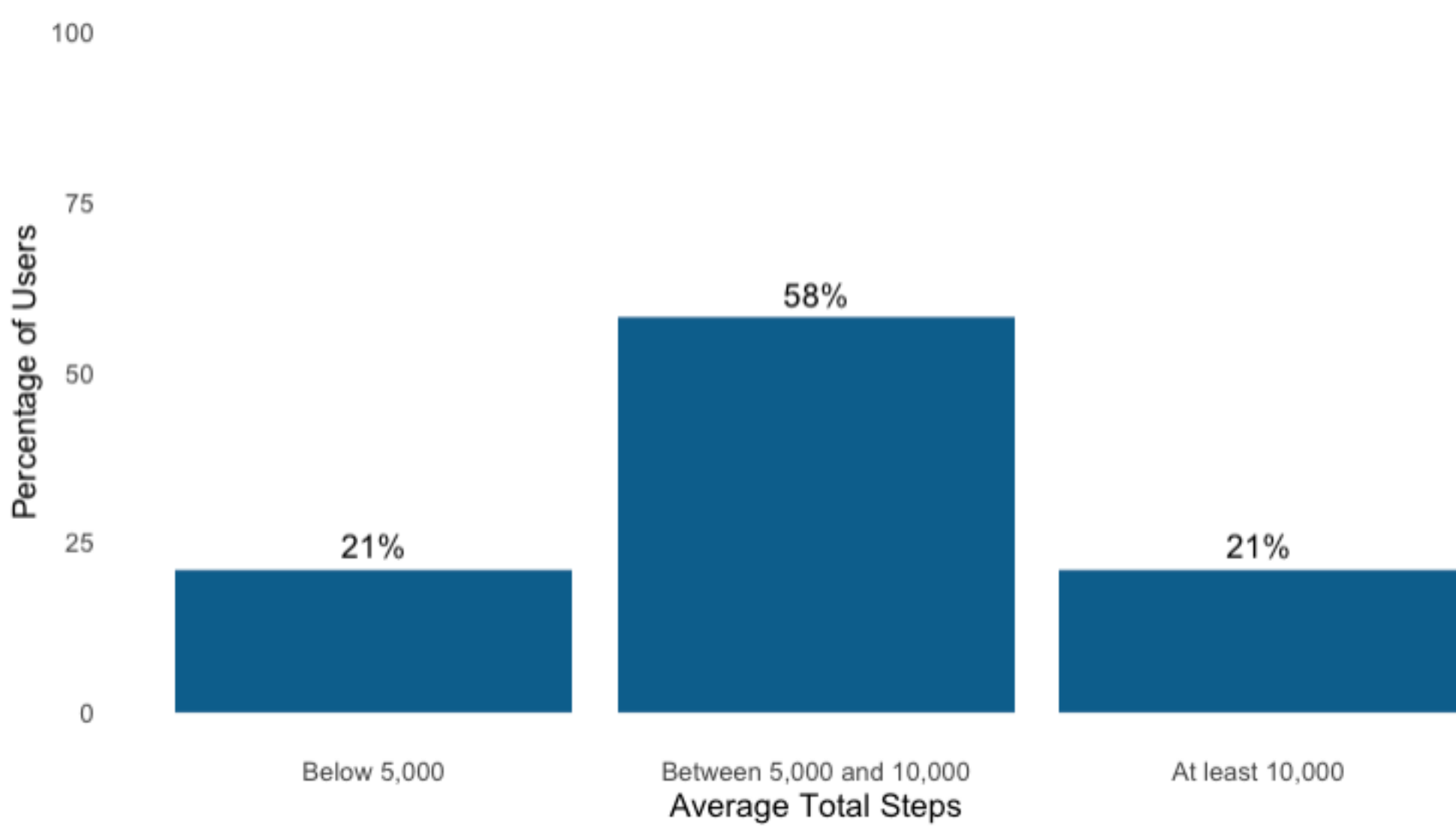
Analyze smart fitness device usage data to gain insight into how people already use them and help guide future marketing strategies for the Bellabeat App.

Activity Insights

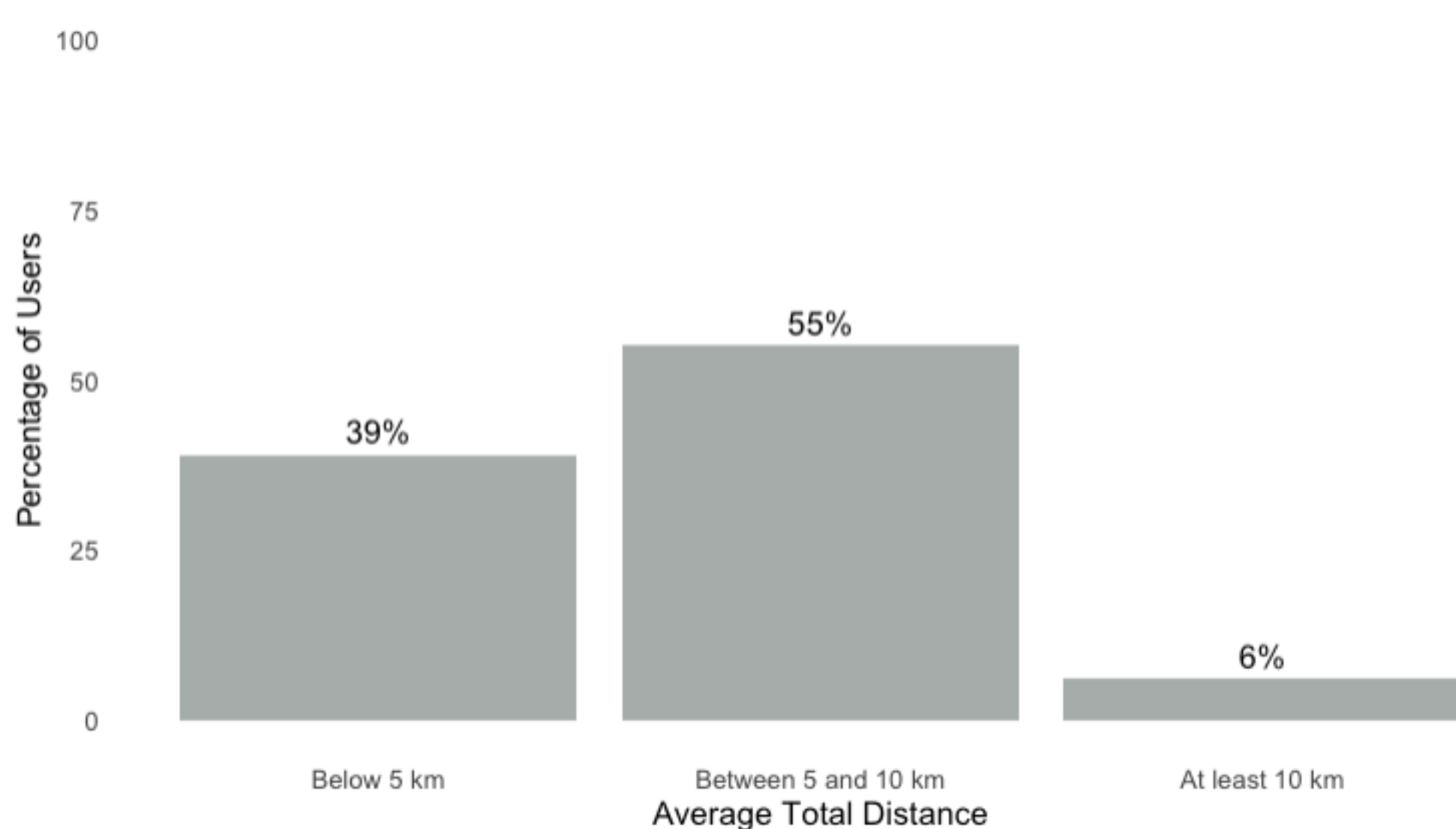
Users' Overall Average Intensity Minutes Consist Primarily of Sedentary and Lightly Active Time



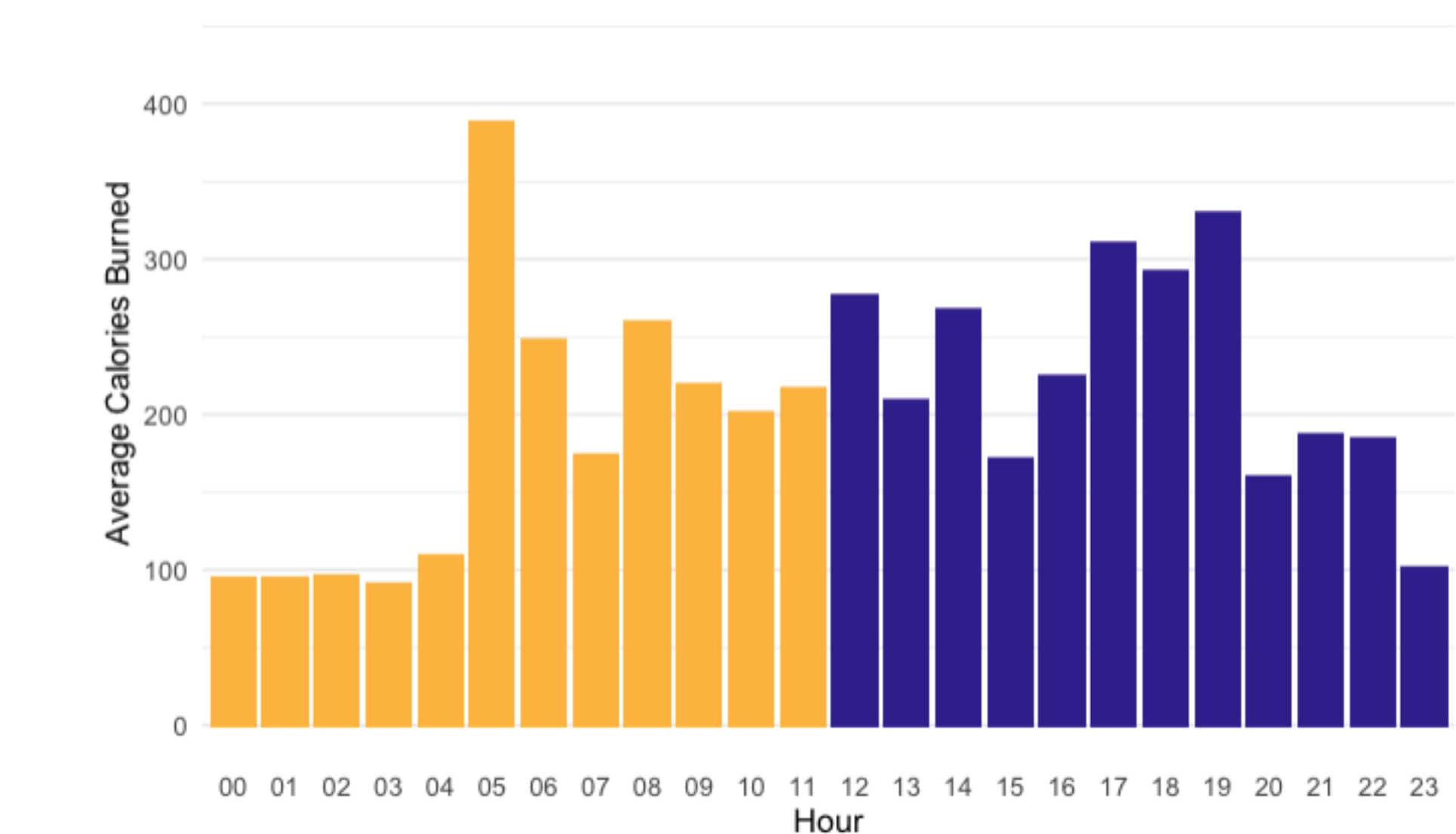
58% of Users Average 5,000-10,000 Step Daily
Only 21% Achieve the 10,000-Step Goal



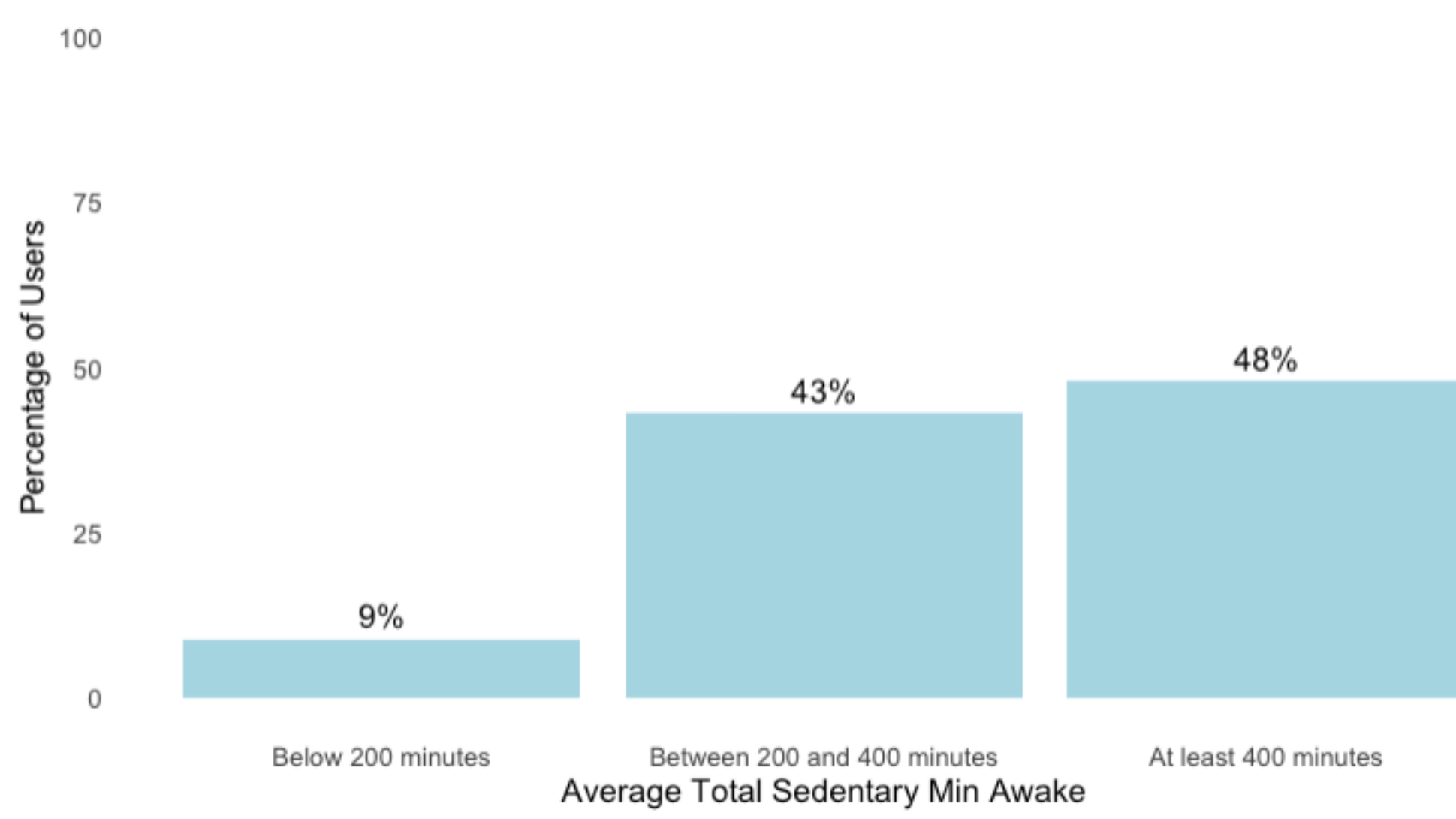
55% of Users Average 5-10 Kilometers Daily
10,000 steps is approximately equal to covering 5 miles (or 8 kilometers)



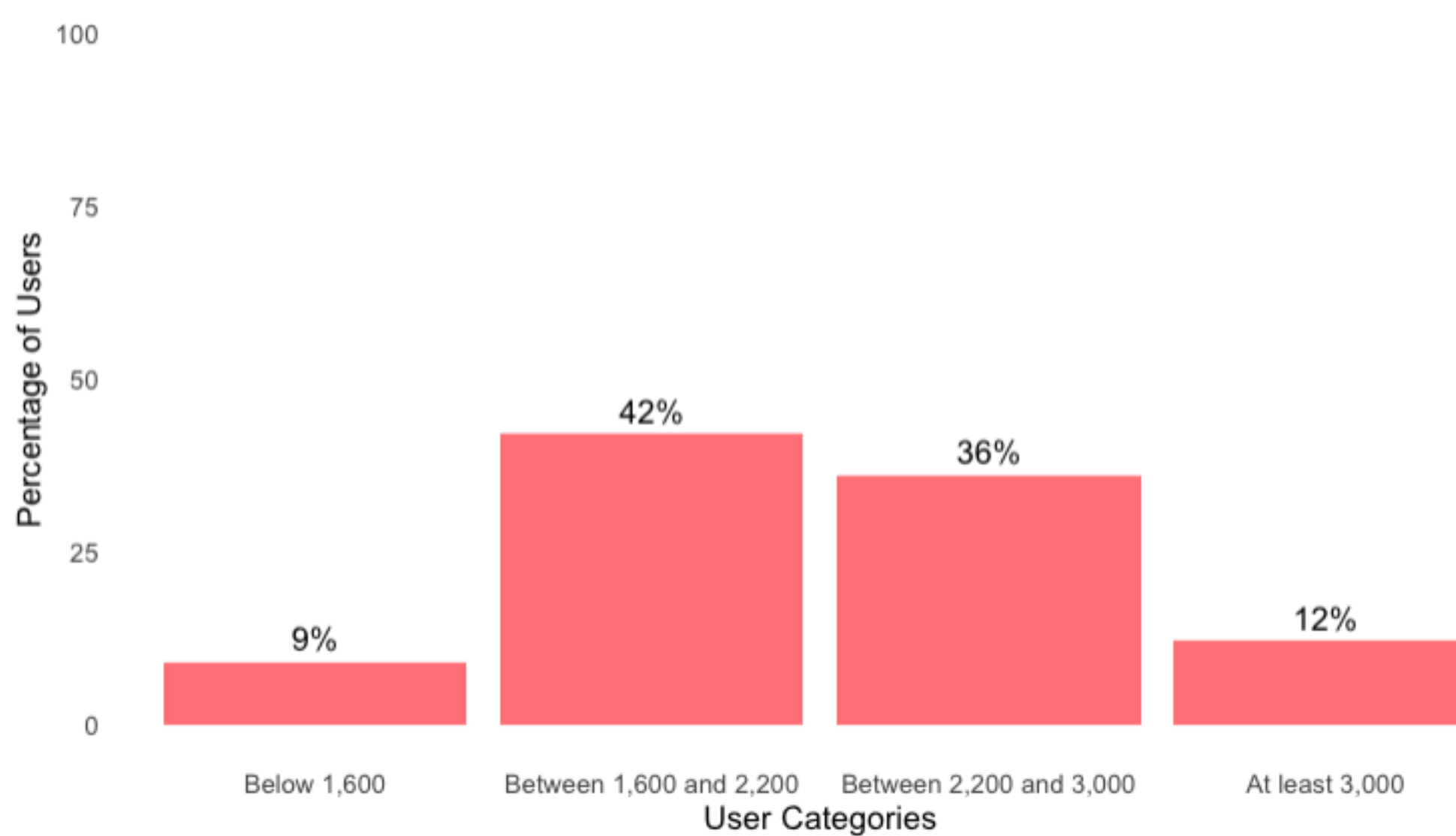
Average Calories Burned by Hour



48% of Users Have an Average of at Least 400 Daily Sedentary Minutes While Awake
In a 2022 study, exceeding 6 hours a day was linked to higher body fat percentages in a representative sample.
6 hours = 360 minutes

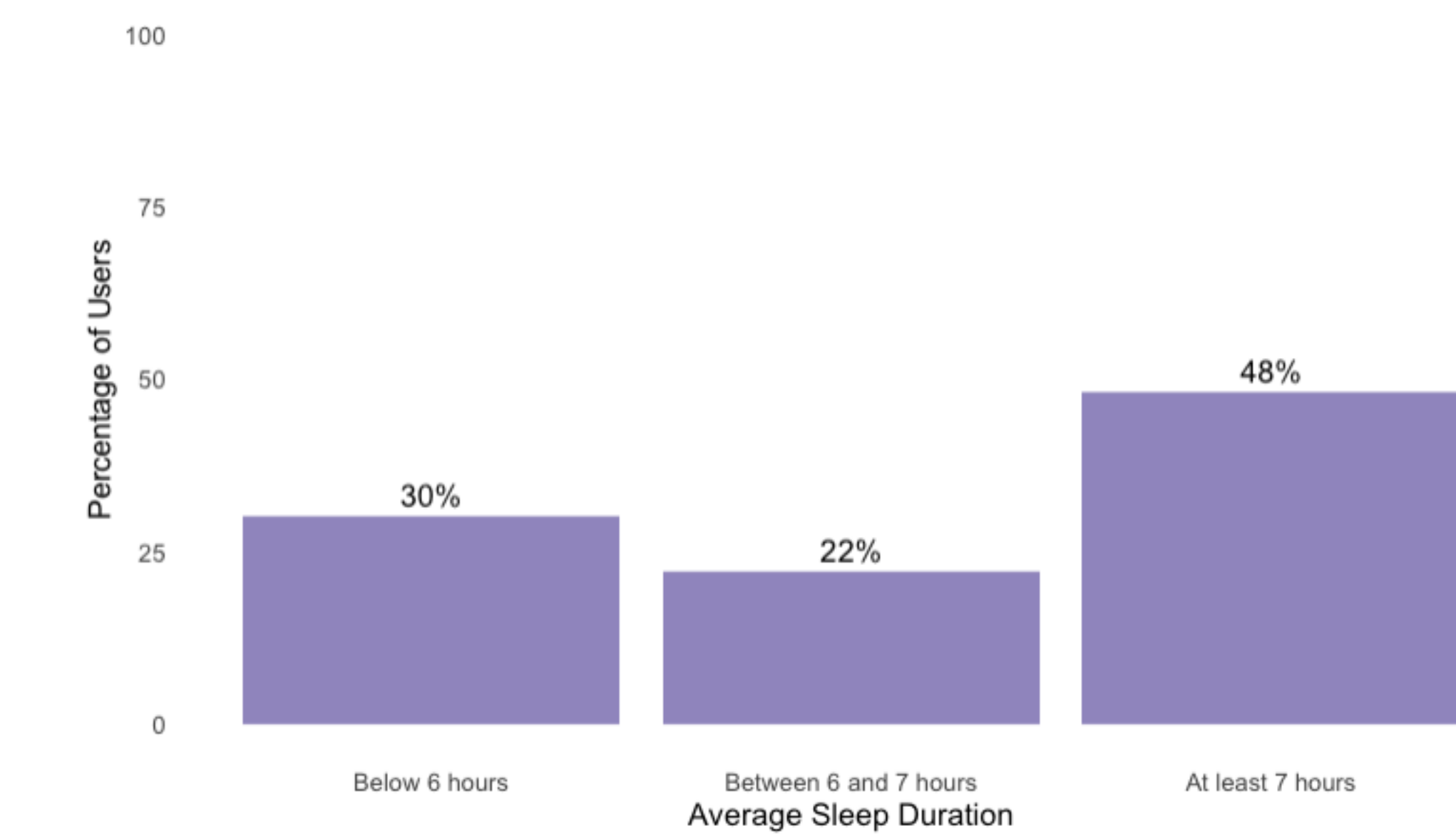


42% of Users Have an Average Daily Calorie Expenditure Between 1,600 and 2,200.
Most females require 1,600 to 2,200 calories per day, as per the Dietary Guidelines for Americans, 2020-2025

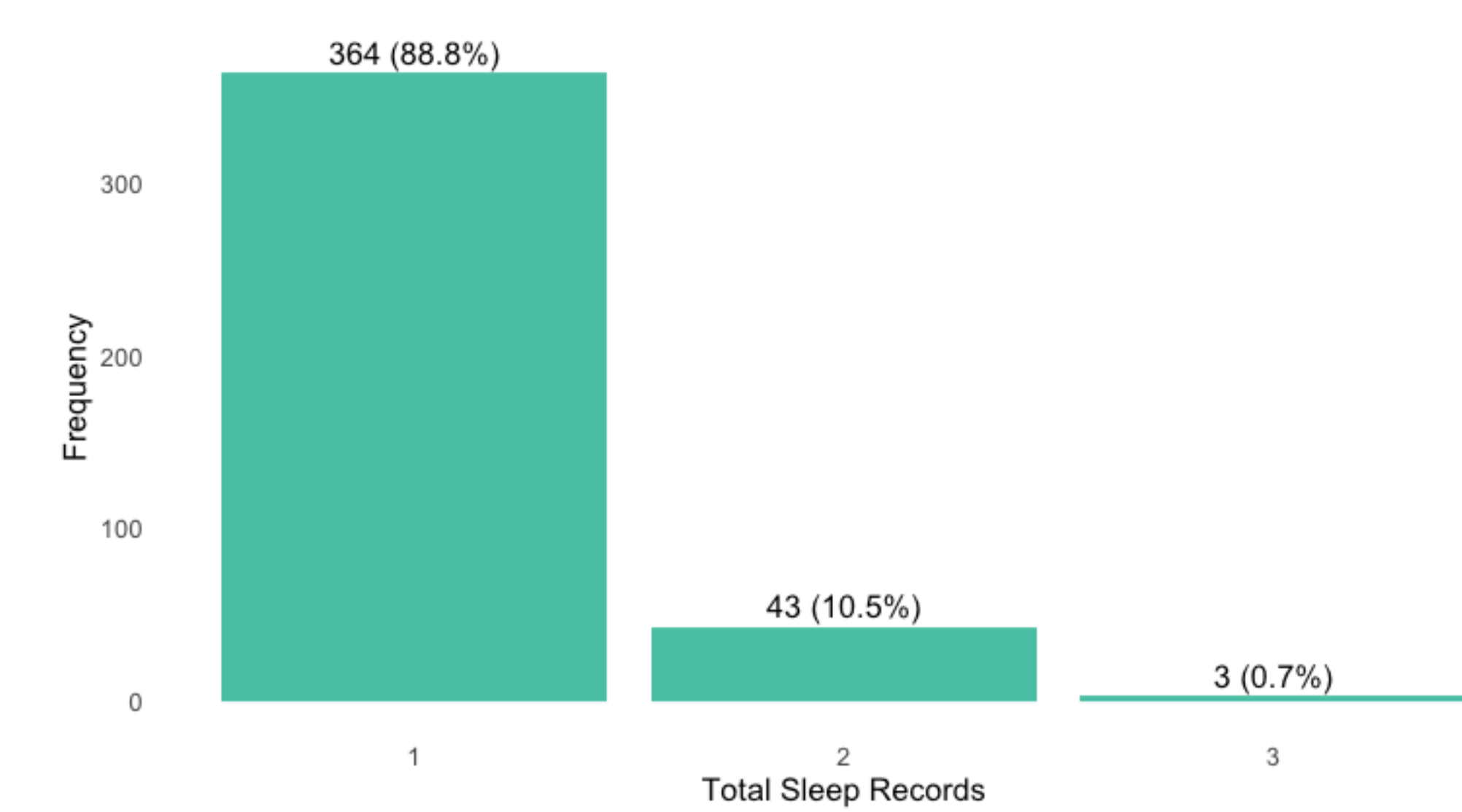


Sleep Insights

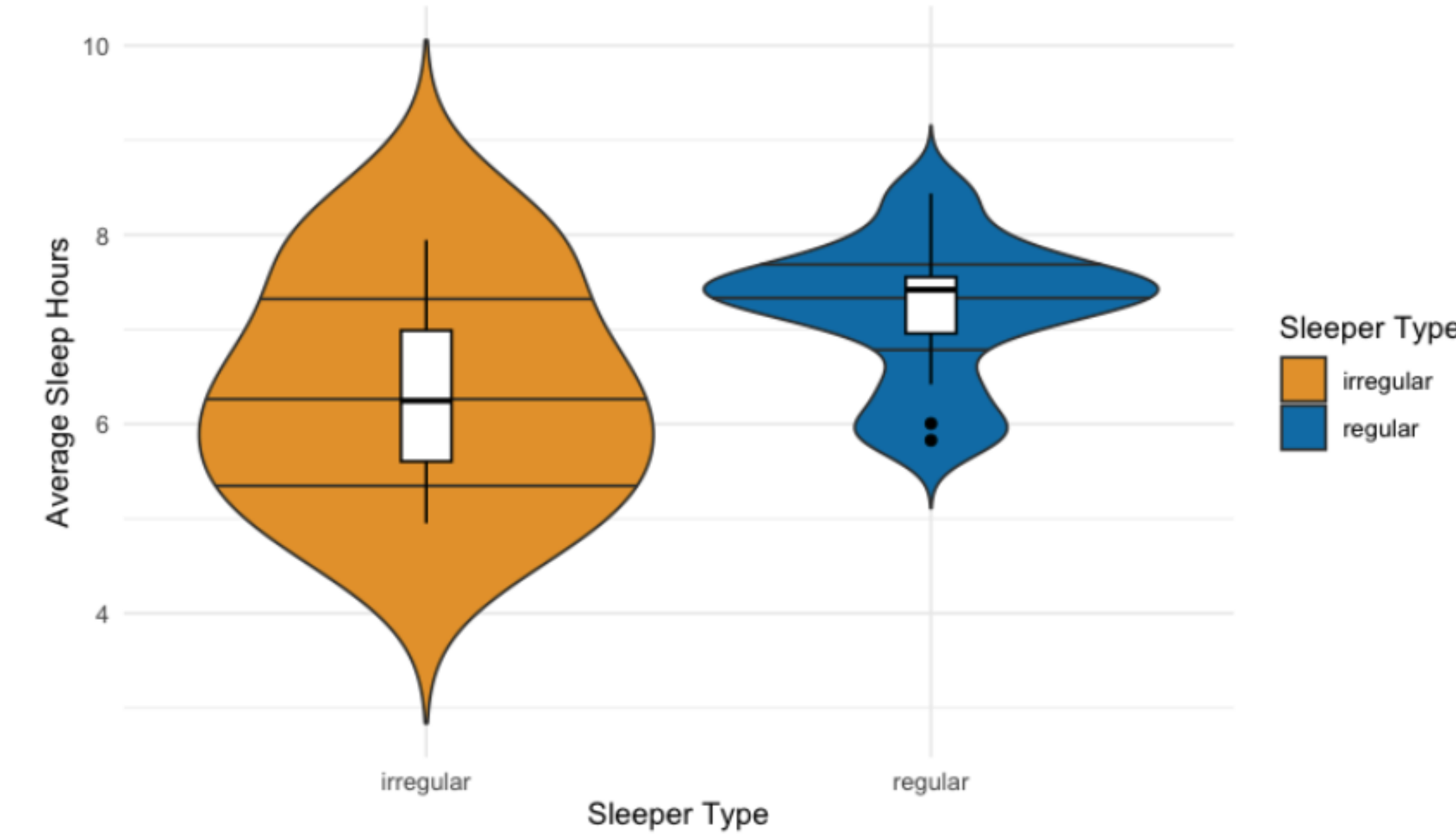
52% of Users Get Less Than 7 Hours of Sleep on Average Daily



Uncommon Napping: 89% of Sleep Records Indicate a Singular Sleep Period.
Includes naps > 60 min.



Comparison Sleeper Type for Average Sleep Hours



Note: The incomplete weight log dataset suggests potential low user engagement.

Bellabeat can use activity, sleep, and engagement insights to craft strategies for diverse user segments, potentially boosting user retention and satisfaction. Encouraging users to log weight data may enhance app usage and data quality.