

# Bellabeat Leaf Urban

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# WHAT ARE WE TALKING ABOUT?

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# THE WHAT?

Finding and analyzing smart device usage data related to the “Bellabeat Leaf Urban” so that we can find how users interact with non-Bellabeat products.



# Objectives

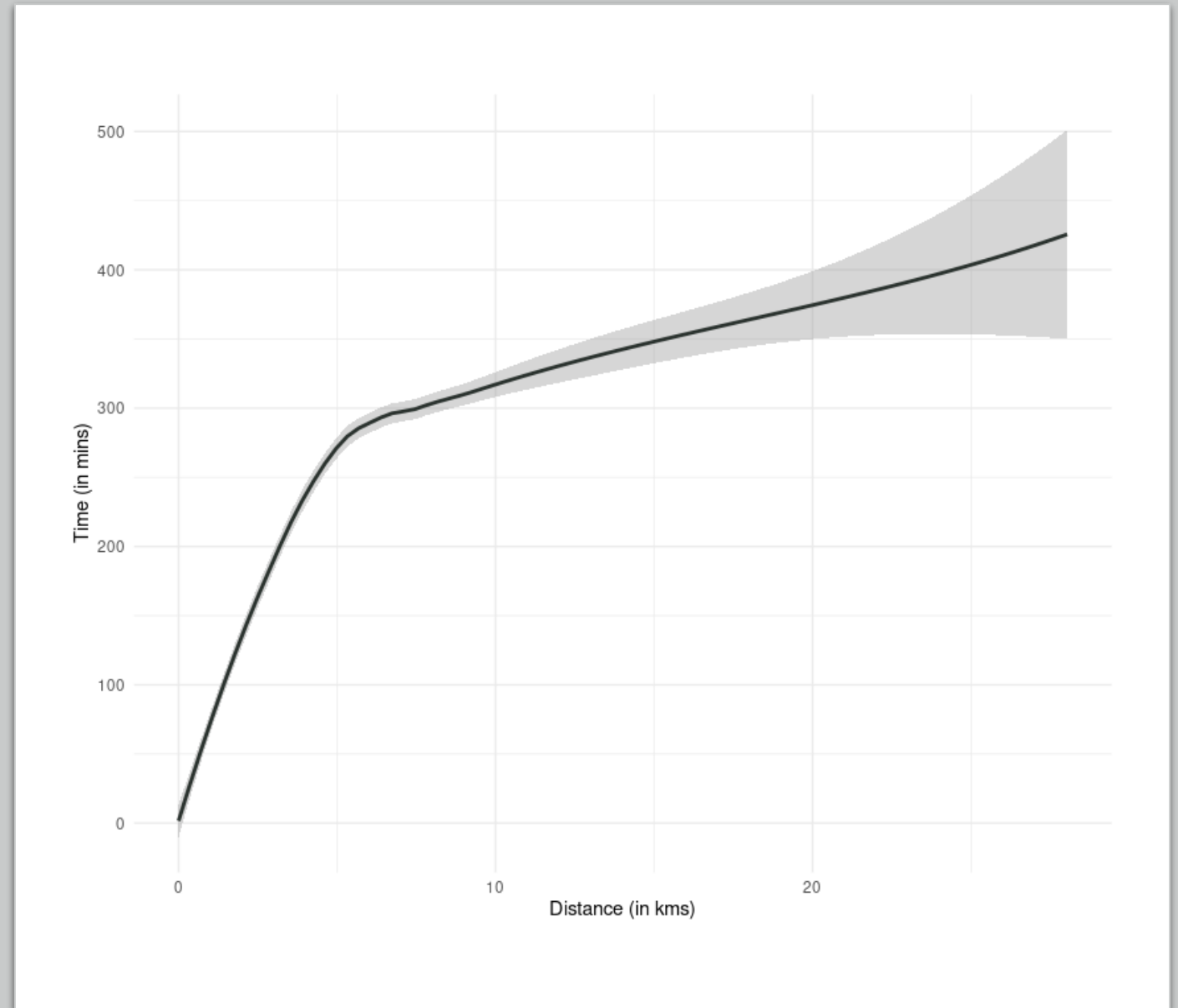
- Find trends in smart device (especially smart watches) usage data.
- How do these trends apply to Bellabeat customers?
- How do the results influence our marketing strategy?





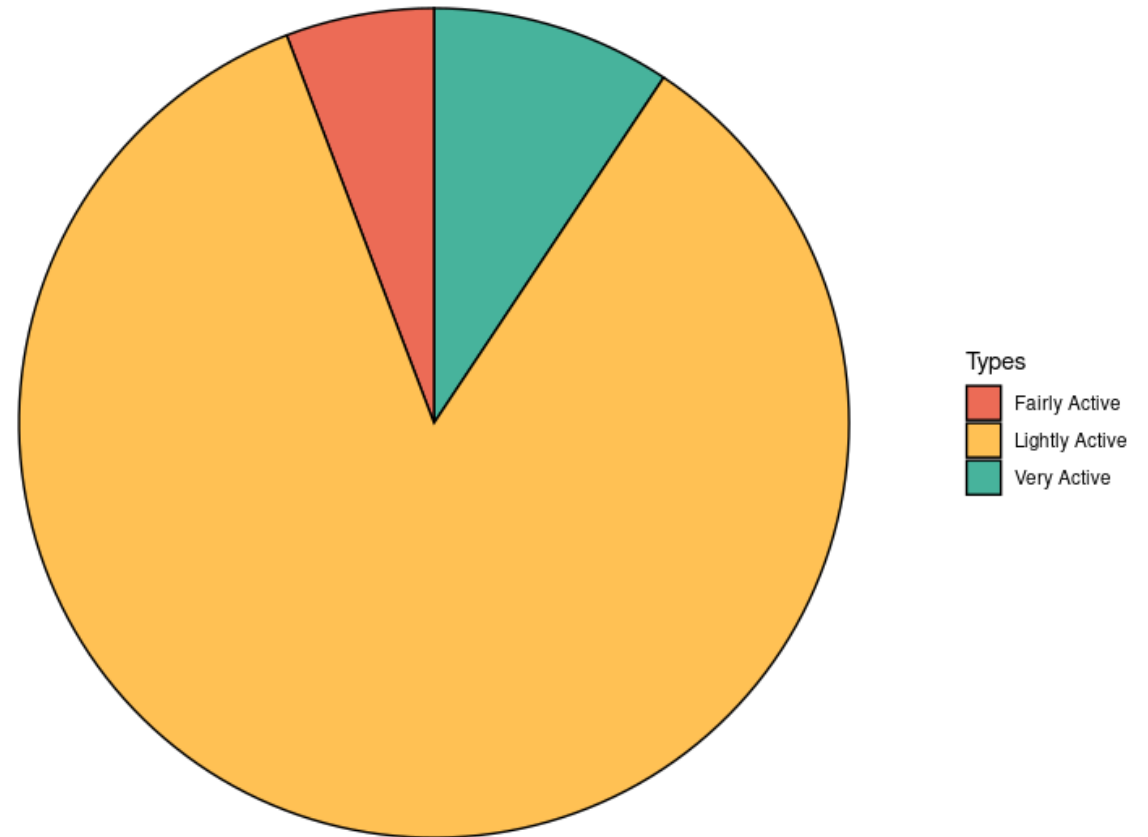
# Time and Distance

- Distance covered and time spent by a person during an average day.
- Average time spent covering distances at an activity level above being sedentary is  $3\frac{3}{4}$  of an hour.
- Average distance traveled at an activity level above being sedentary is 5.4 km.



# Time

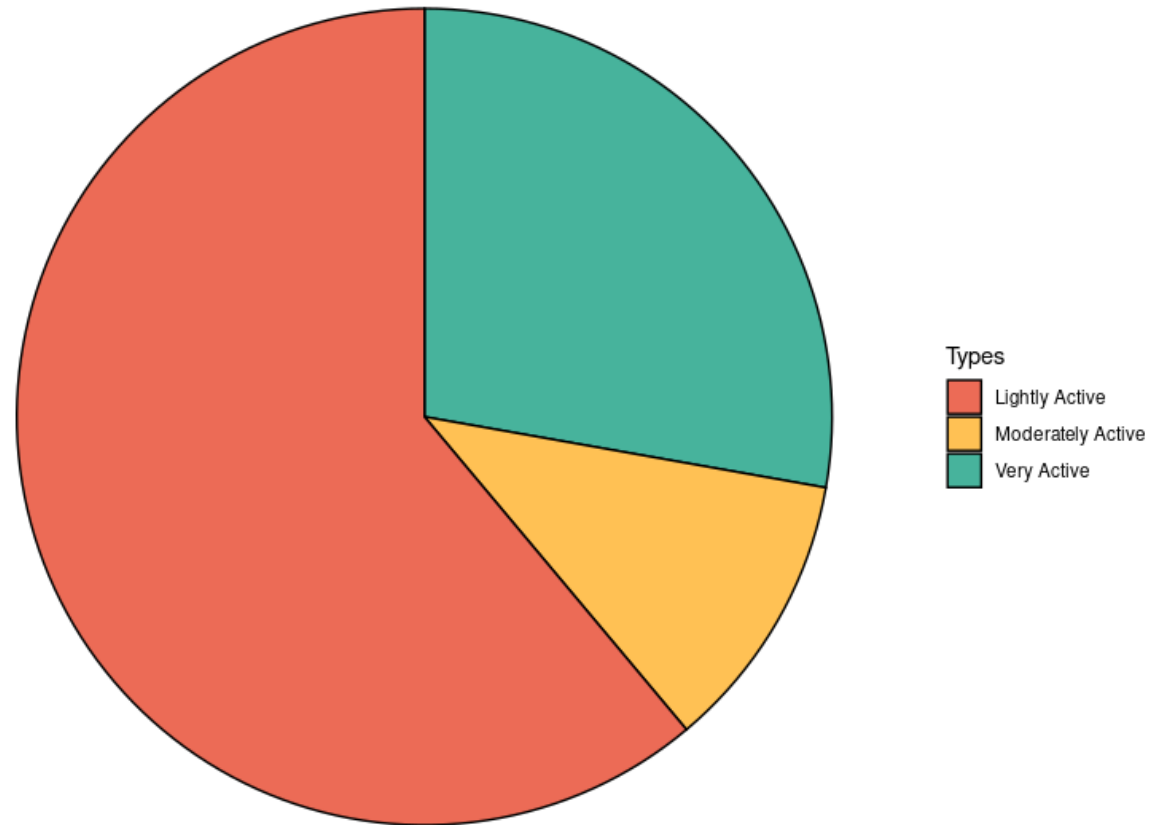
- ❑ Analysis of the type of variations of activity levels distributed over minutes spent in an average day.
- ❑ A person on average spends 191 minutes lightly active, 13 minutes fairly active, and 21 minutes being very active.





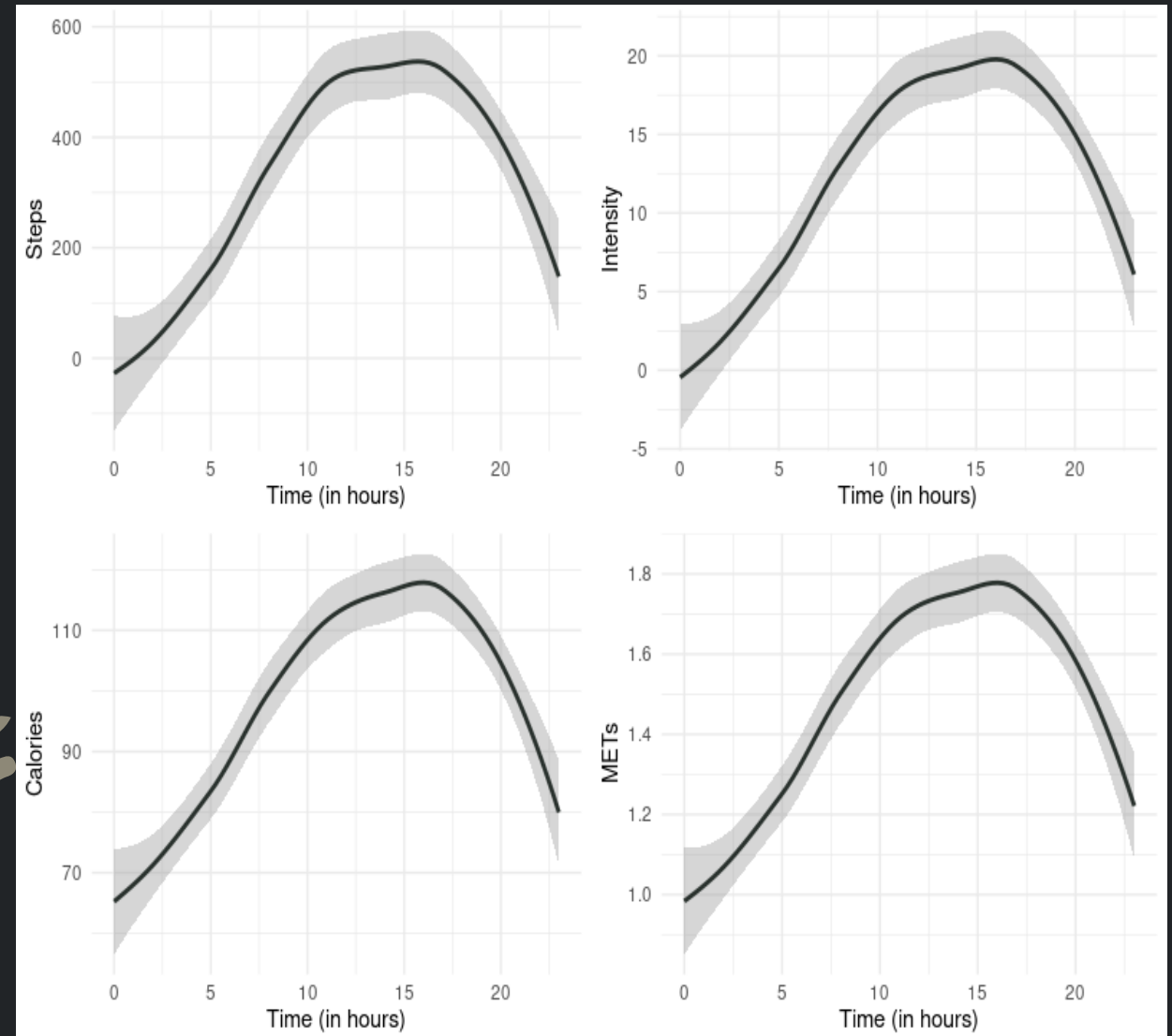
# Distance

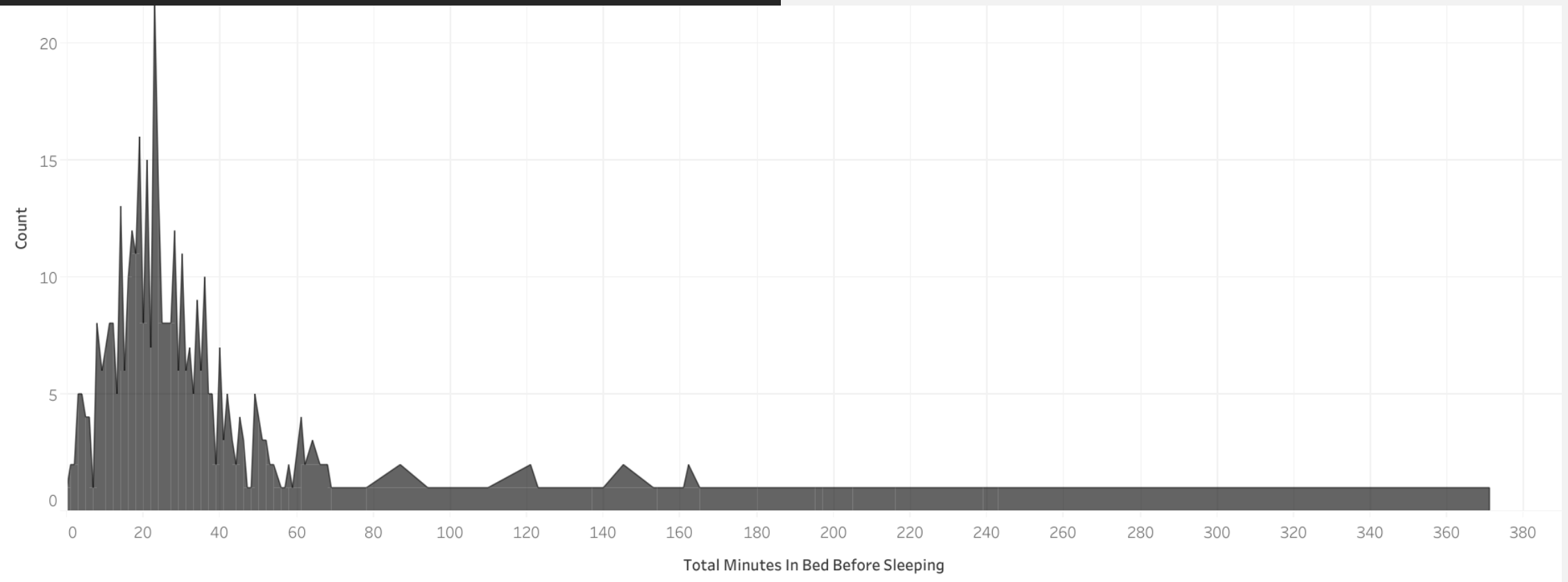
- ❑ Analysis of the type of variations of activity levels per distance traveled in an average day.
- ❑ A person on average spends 3.3 km lightly active, 0.6 km fairly/moderately active, and 1.5 km being very active.



# Activity by Hour

- ❑ Significant growth during early hours, with the peak at 5:00 pm.
- ❑ Significant decrease after 5:00 pm.
- ❑ Average steps traveled per day are 7530.
- ❑ Average calories burnt per day are 2296.

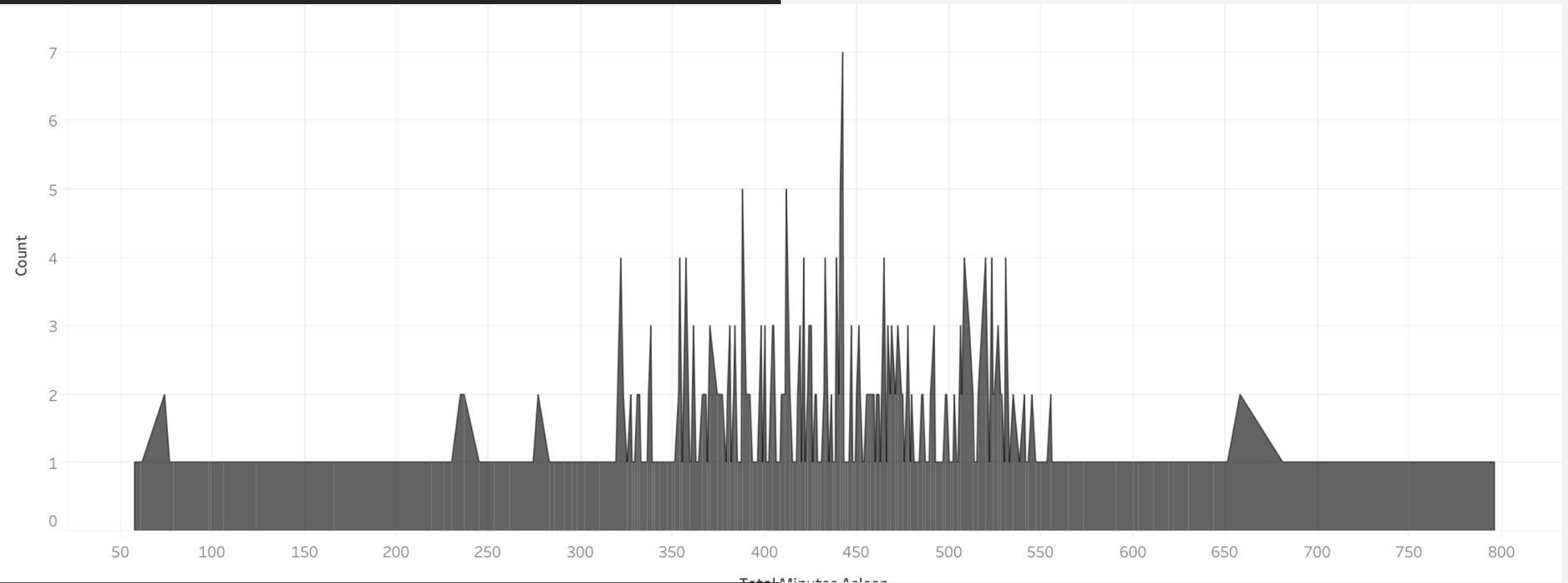




**In Bed**

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The average time spent in bed before sleeping is 39 mins.



# Sleep

The average time spent sleeping is about 7 hours.

# Sleep Stages

## SLEEP STAGES: MEN VS. WOMEN

### MEN

TIME ASLEEP  
**6 HRS & 26 MINS**

REM SLEEP  
**21%**

LIGHT SLEEP  
**52%**

DEEP SLEEP  
**15%**

### WOMEN

TIME ASLEEP  
**6 HRS & 50 MINS**

REM SLEEP  
**22%**

LIGHT SLEEP  
**52%**

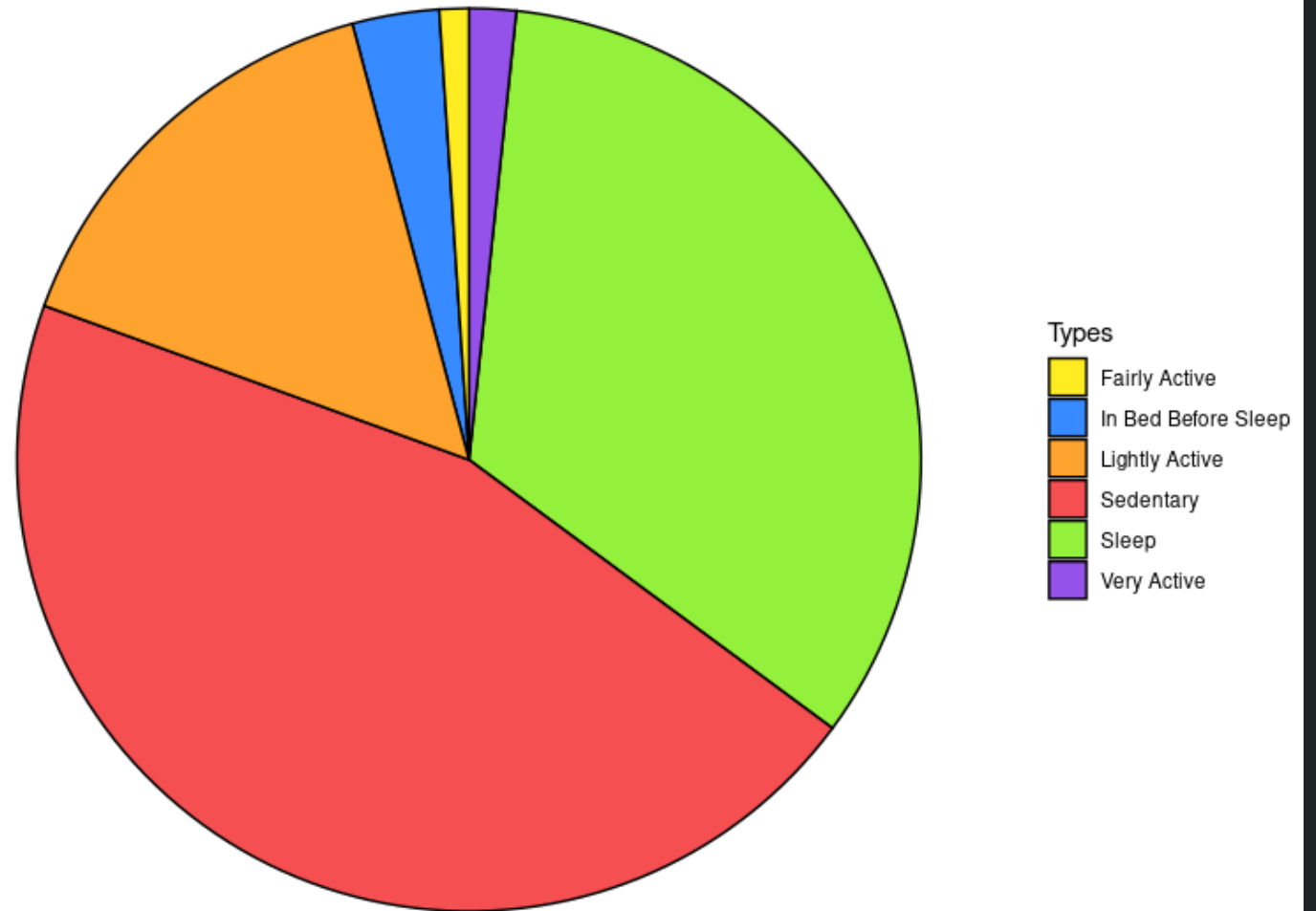
DEEP SLEEP  
**15%**

These results are averages based on millions of nights of anonymized and aggregated Fitbit Sleep Stages data collected in April 2017.  
Sleep duration is based on time asleep and does not include restless or awake time.



How a person  
spends their  
day?

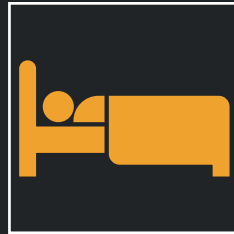
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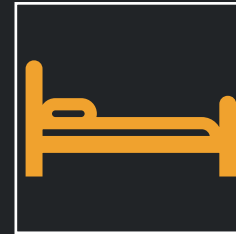
# Conclusion



Average exercise is not carried out so regular reminders to get active between 12-6 pm.



Developing applications within the device that helps with sleeping peacefully.



Addition of applications that help us go to sleep quickly as people take much longer to sleep after going to bed.

# Appendix

- Activity by Hour:

Combination of steps traveled, calories burned, METs, and intensity of activity measured per each hour in a day.

- Sleep Stages:

Different types of stages during our sleep due to the involvement of cranial activity. Those listed in this report are REM, Light, and Deep sleep.

- In Bed:

The time that is spent laying in bed before going to sleep.