How does sleep correlate to athletic performance and weight loss?

* Scatter plots of sleep vs activity
* Scatter plot of sleep vs calories

Create a DashBoard of performance and filter by user

Explore user habits to find marketing trends

* What days of the week are users most active?

Explore how activity level (very, moderate, light, sedentary) relates to calories burnt

* Activity rate (activity\_distance / activity\_minutes) vs (calories/total\_minutes)
* Total steps vs calories

**Bellabeat Devices**

Spring (smart water bottle)

* Determine when people tend to be more active to suggest when they should hydrate