

Bellabeat STRAVA SQL Analysis Report

Query 1: Average Daily Steps per User

This query calculates the average number of steps per user from the activity dataset.

Insight: Most users average between 5,000 and 12,000 steps/day. One user exceeds 16,000 — potential power user or ambassador.

Query 2: Average Calories per User

This query calculates the average calories burned per user.

Insight: Higher activity levels correlate with higher average calorie burns.

Query 3: Average Sleep Duration per User

This query calculates the average number of minutes each user sleeps.

Insight: Most users average 350–500 minutes of sleep, which is in the healthy 6–8 hour range.

Query 4: Join Activity and Sleep Data

This query joins activity and sleep tables to compare daily steps with sleep duration.

Insight: This combined data can help determine if better sleep leads to higher physical activity.

Query 5: Top 5 Most Active Users

This query identifies users with the highest total step counts.

Insight: These users are highly active and could be targeted as ambassadors.

Query 6: Average BMI and Weight per User

This query calculates average weight and BMI per user.

Insight: Useful for tracking user health improvements over time and tailoring personalized advice.