Trends in Bellabeat User Activity

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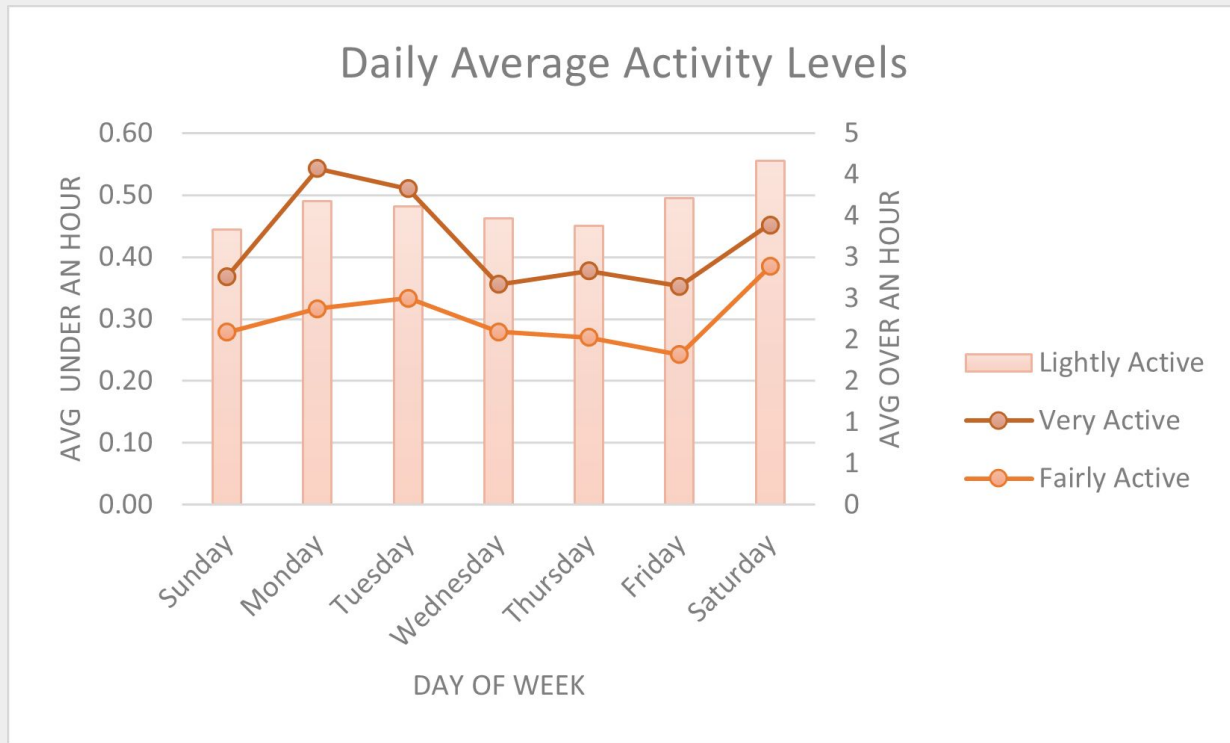
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Objective

Identify health trends among the bellabeat
smart devices.

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Trends in Activity Levels

Daily Average Activity Levels

- Activities peak across the board on Mondays and Saturdays.

- **Fairly** and **lightly** **active** hours increase in direct correlation with **very active** hours.

- Users only have an average of 21 **very** active minutes per day.†

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Trends in Activity & Steps

- In overall active hours, Saturday continues to be the most active day. With Sunday being the least active.

- The more **steps** a user takes, the higher the **average active hours**.

- Users average 7,600 steps per day. [†]

Average Active Hours v Average Daily Steps

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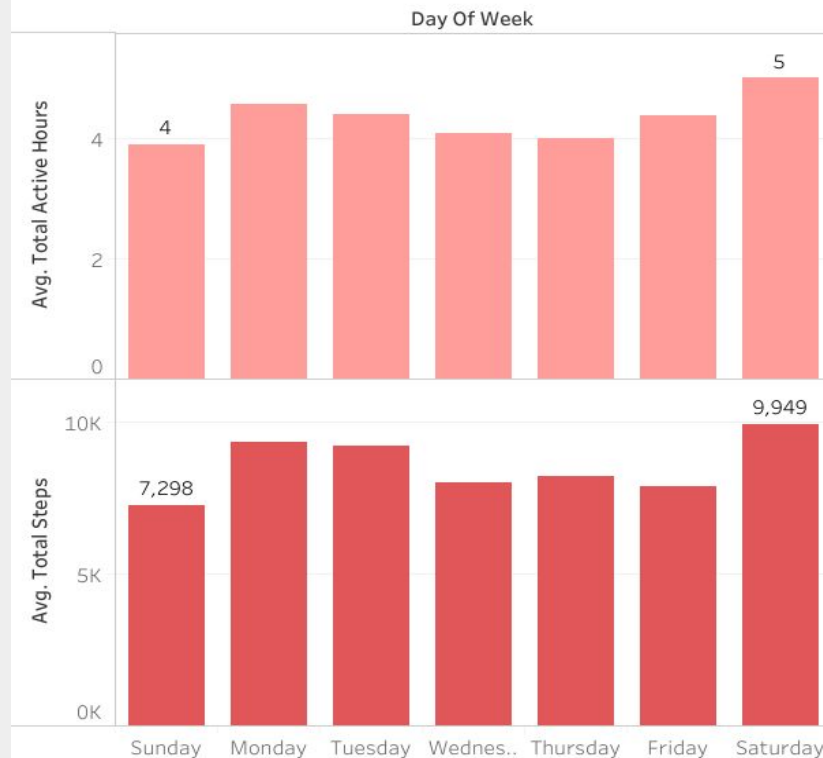
Trends in Activity & Calories

Average Active Hours v Average Daily Calories
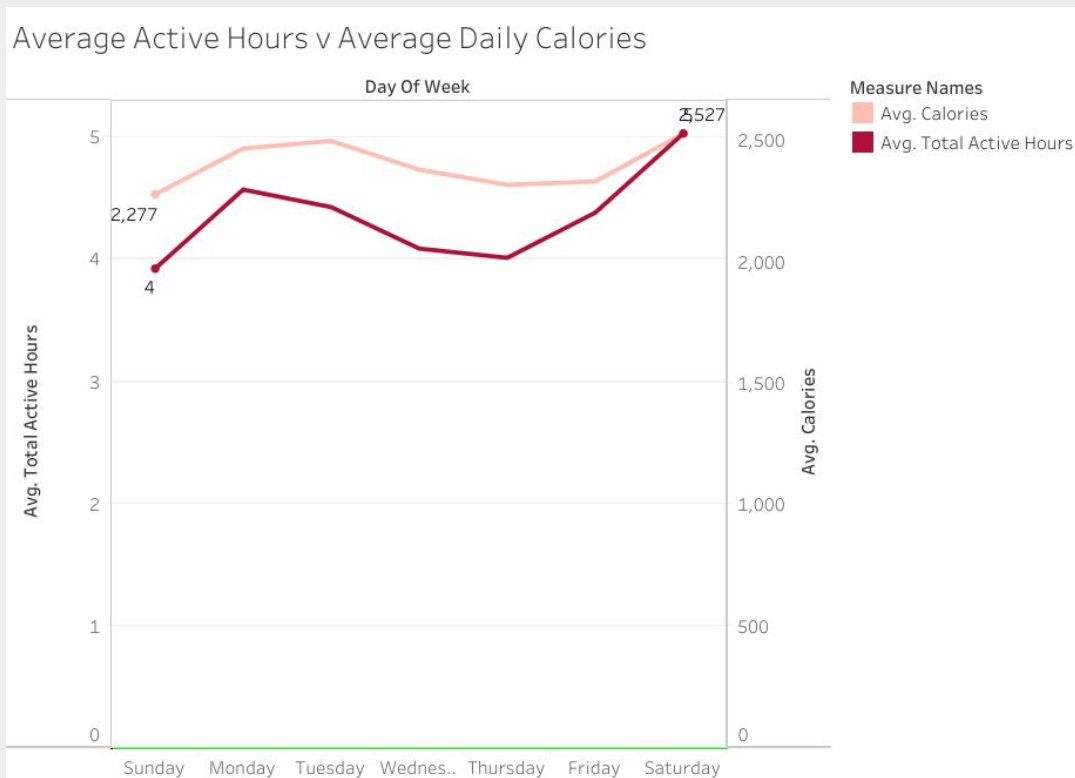
- The more active a user is, the more calories they consume.

- Users tend to be more active and consume more calories on the weekends and into the start of the week.

- Users average 2,300 calories per day.[†]

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Conclusion

1

Users are more lightly active on the weekends and very active at the beginning of the week, but all activity levels decrease by the middle of the week.

2

The more steps a user takes, the higher the average active minutes.

3

The more active users are, the more calories they consume.

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Appendix

- [Cleaning Steps](#)
- [Original Script](#)
- 4.1 - [Script for Daily Average Very Active Minutes](#)
- 5.1 - [Script for Daily Average Steps](#)
- 6.1 - [Script for Daily Average Calories](#)

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