

## **Bellabeat Fitness Case Study — Executive Summary**

This summary highlights key behavior patterns based on user activity and sleep data to support strategic decisions for Bellabeat wellness products.

### **Key Findings**

- Most users average **5,000–10,000 steps** per day.
- A smaller, highly active segment regularly surpasses **15,000 steps**.
- Around **15–20%** of users show very low step counts (**<2,000**), indicating inactivity or inconsistent device usage.
- Daily steps and calories burned show a **clear positive correlation**.
- No strong relationship exists between step counts and sleep duration.
- Most users sleep **5.5–7.5 hours**, slightly under recommended guidelines.

### **Recommendations**

1. Encourage healthier routines by linking activity goals with sleep guidance.
2. Re-engage low-activity users using reminders, gamification, or streak-based incentives.
3. Provide calorie-burn insights to highly active users to reinforce ongoing device value.