

Analyzing Sedentary Habits, Physical Activity, and Sleep Patterns

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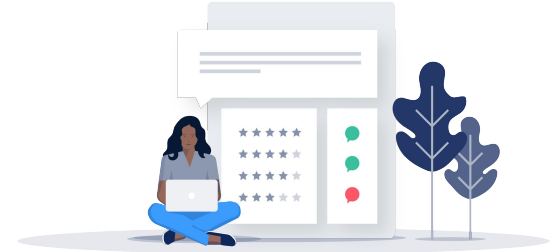
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Introduction

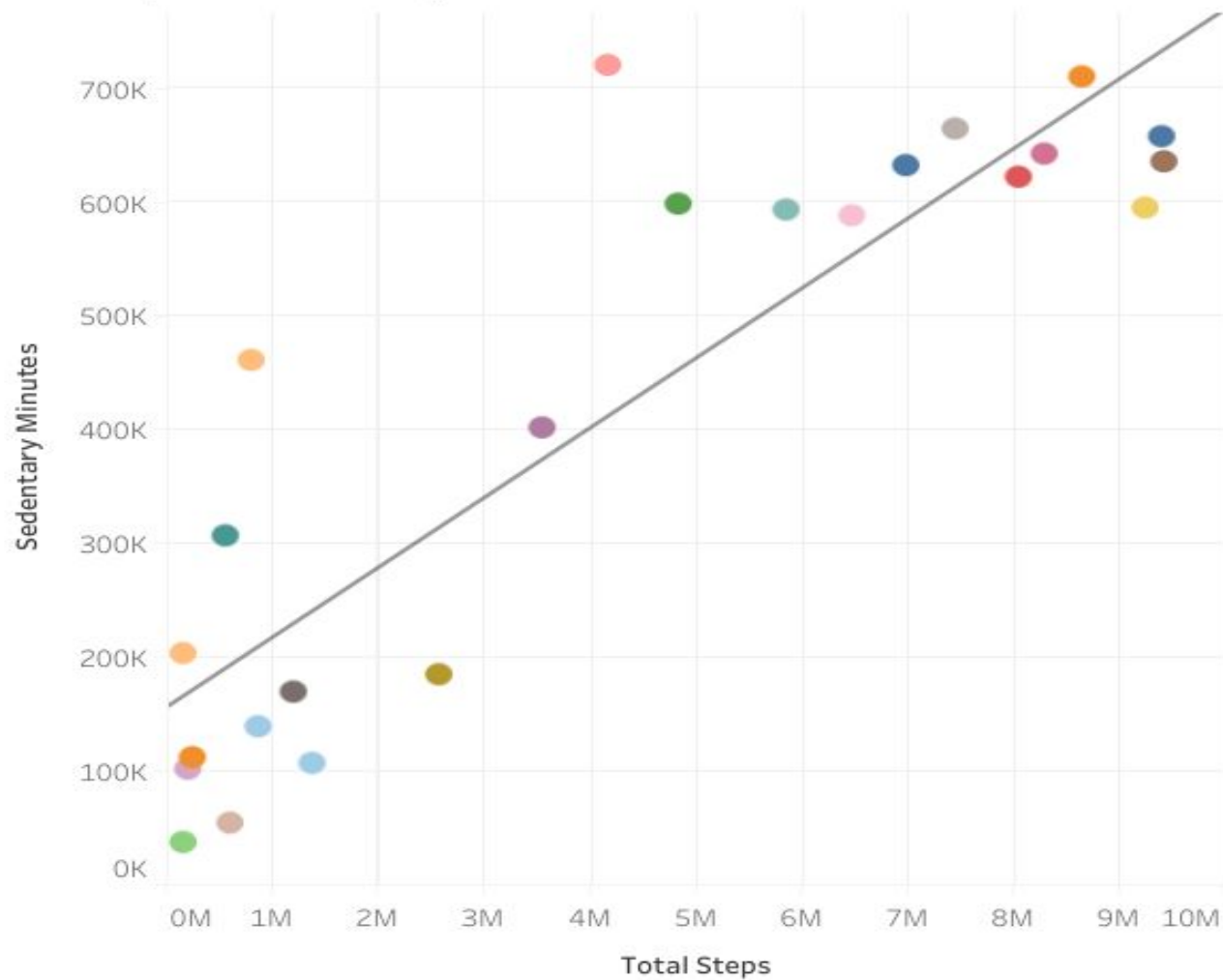


- In today's presentation, we embark on a journey into the realm of smart device fitness data, exploring its potential to be a catalyst for new growth opportunities within our company.

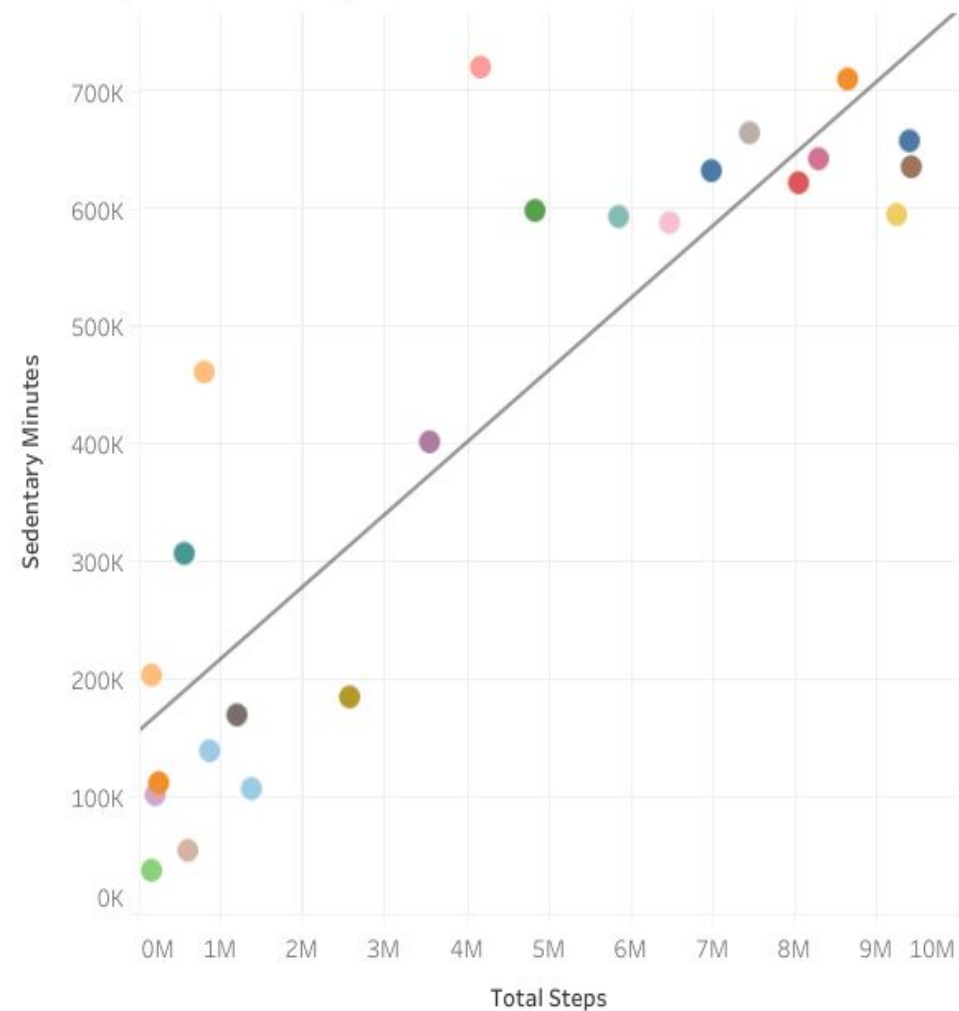
Our analysis delves deep into the intricacies of user behavior, focusing on the relationships discovered among sedentary habits, physical activity, and sleep patterns.

Sedentary Minutes vs. Steps taken

Sedentary minutes VS steps taken



Sedentary minutes VS steps taken

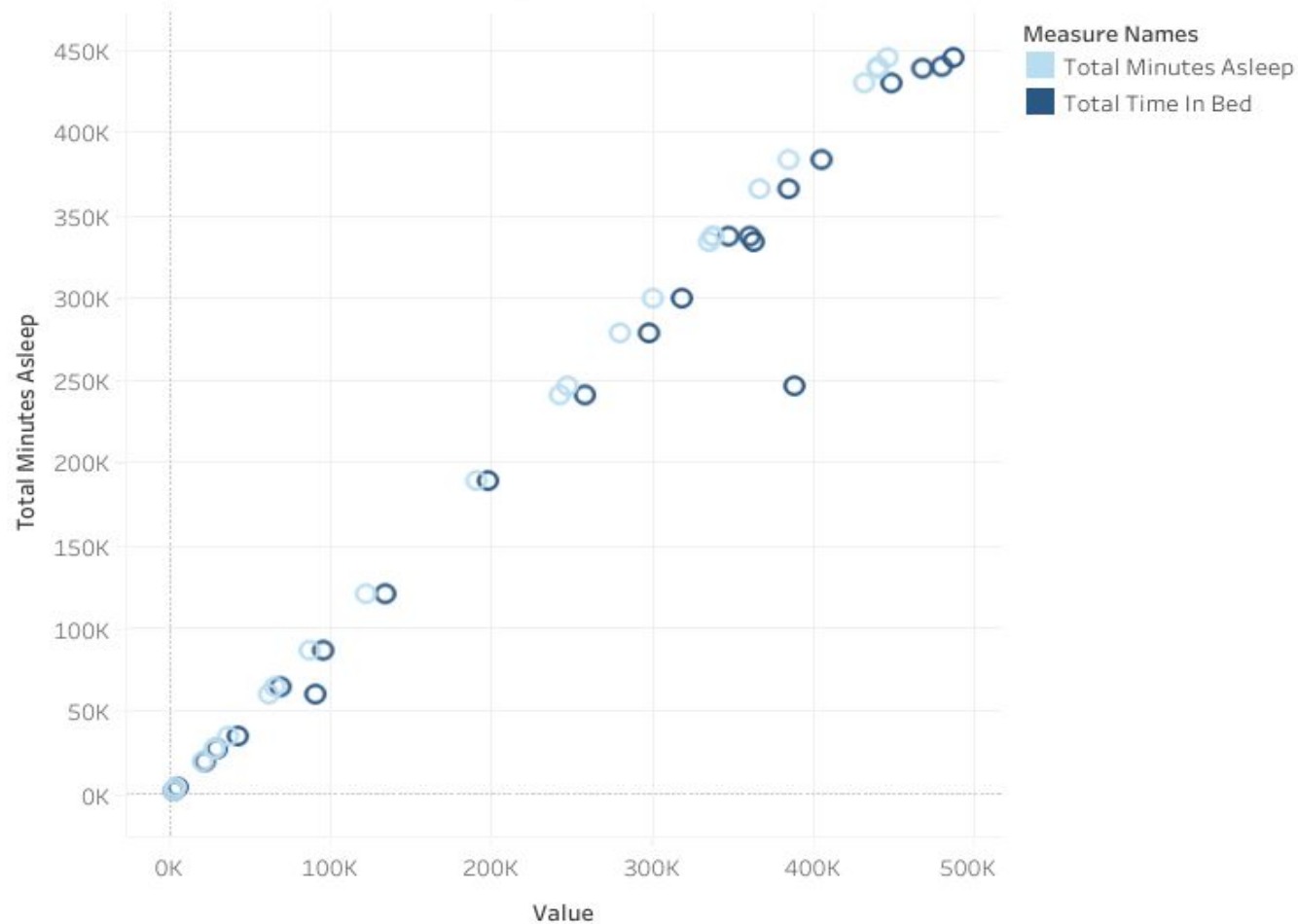


We've have discovered a negative correlation indicating that as sedentary minutes increase, steps taken decrease.

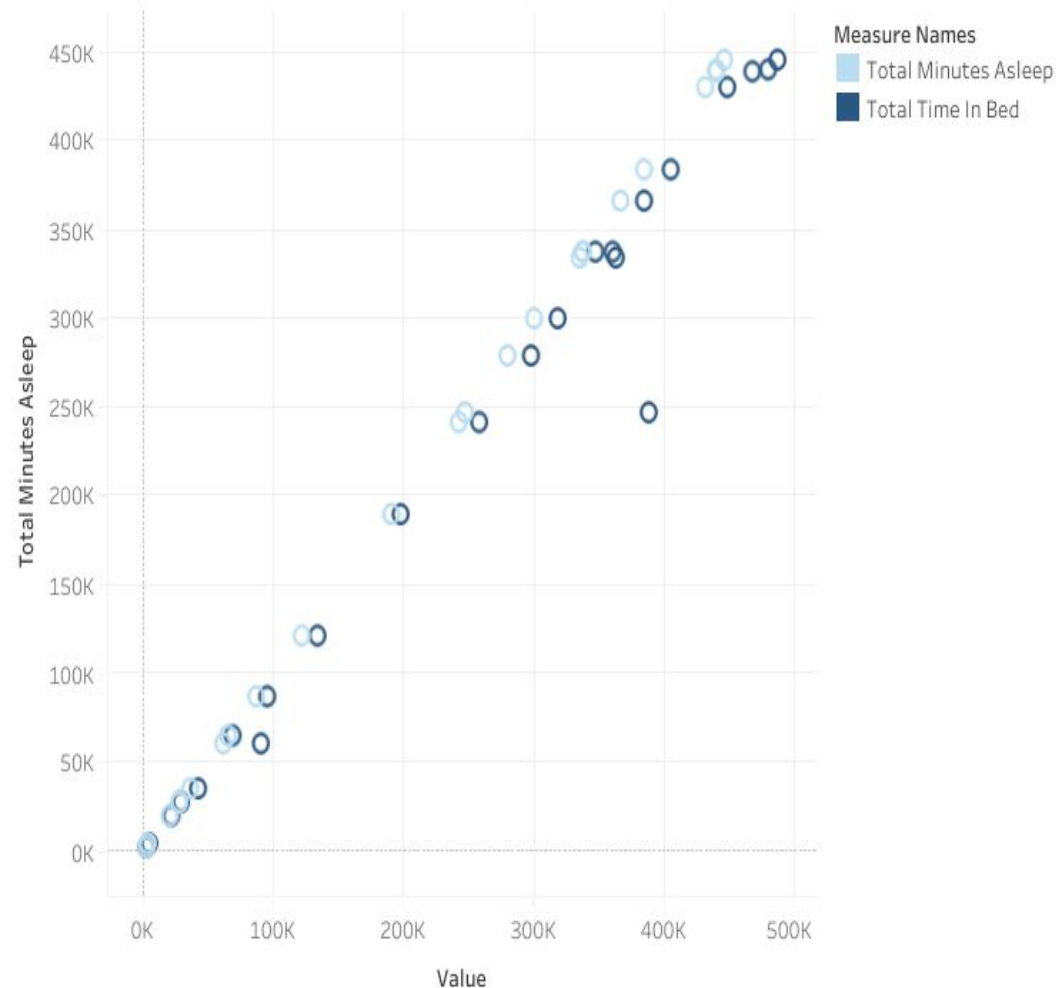
This insight suggests a compelling narrative: heightened sedentary behavior corresponds with a reduction in daily steps.

Time in bed vs Minutes asleep

Time in bed vs Minutes asleep



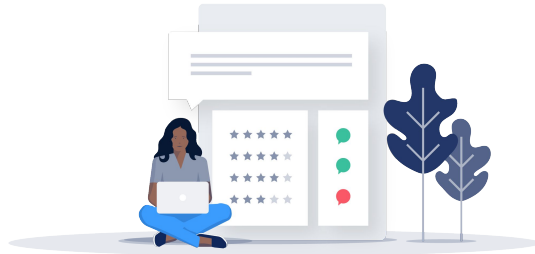
Time in bed vs Minutes asleep



The data indicates a consistent pattern of spending more time in bed than the actual time asleep.

This pattern prompts exploration into factors influencing sleep quality, including irregular sleep patterns or non-sleep activities in bed.

Recommendations



Sedentary Behavior vs. Steps:

Leverage the negative correlation between sedentary minutes and steps by introducing targeted interventions, such as activity reminders, personalized fitness plans, and incentives to encourage increased physical activity.

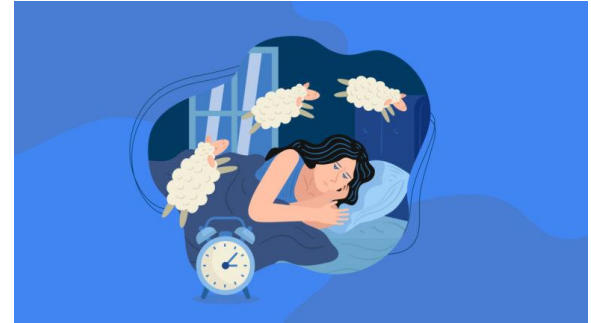
Implement a user-friendly app interface that provides real-time feedback and motivates users to achieve daily step goals.



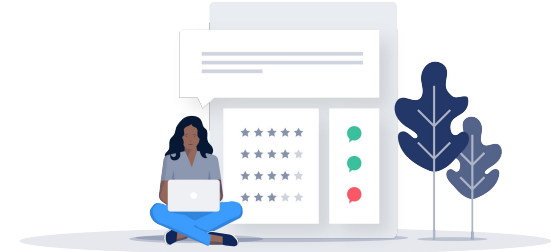
Sleep Efficiency Improvement

Enhance sleep quality by addressing prolonged time in bed relative to sleep duration. Introduce features like smart bedtime reminders, relaxation exercises, and personalized sleep insights.

Incorporate user-friendly sleep tracking metrics to empower users to optimize their sleep habits.



Conclusion



In conclusion, optimizing the interplay between sedentary behavior and physical activity, as well as addressing sleep efficiency, is crucial for enhancing the wellness technology company's offerings.

By implementing personalized interventions and innovative marketing strategies, the company can not only improve user experiences but also attract new customers seeking comprehensive solutions for their health and fitness needs.

