Power BI Dashboard
Designed by **Kushan Sharma**
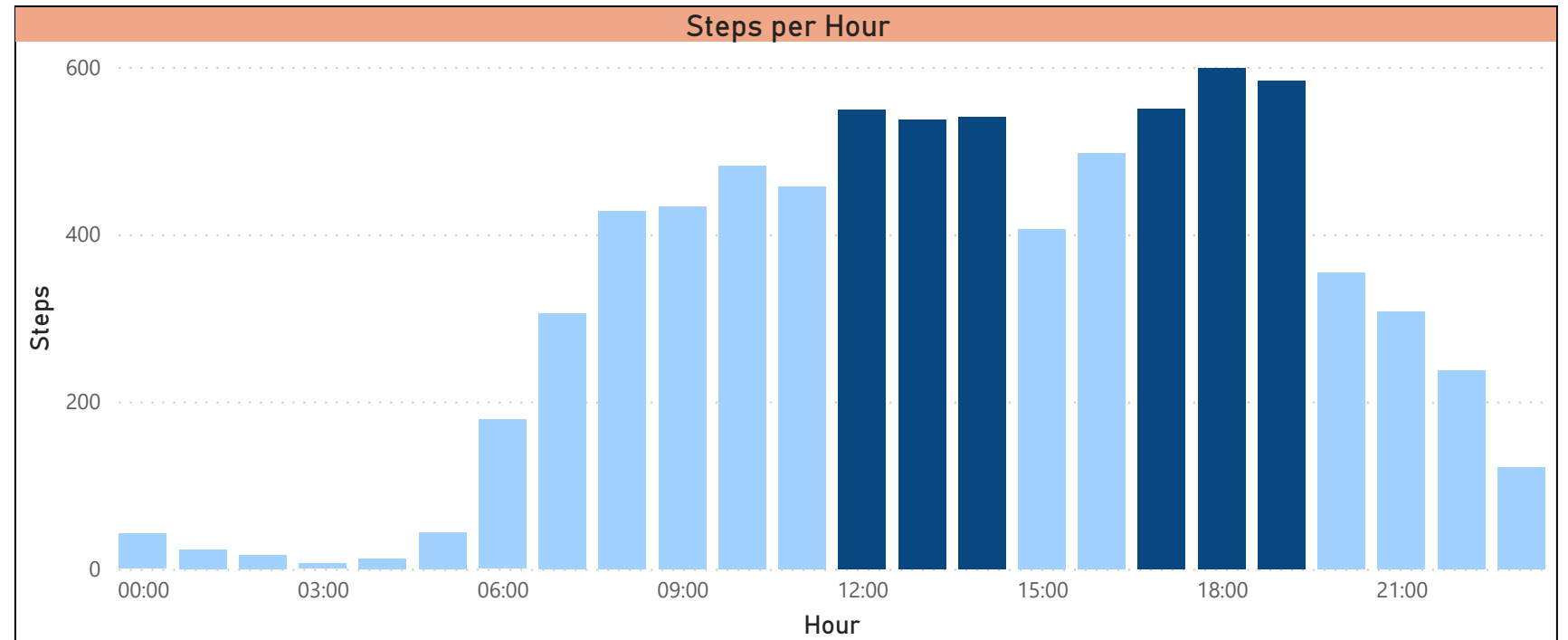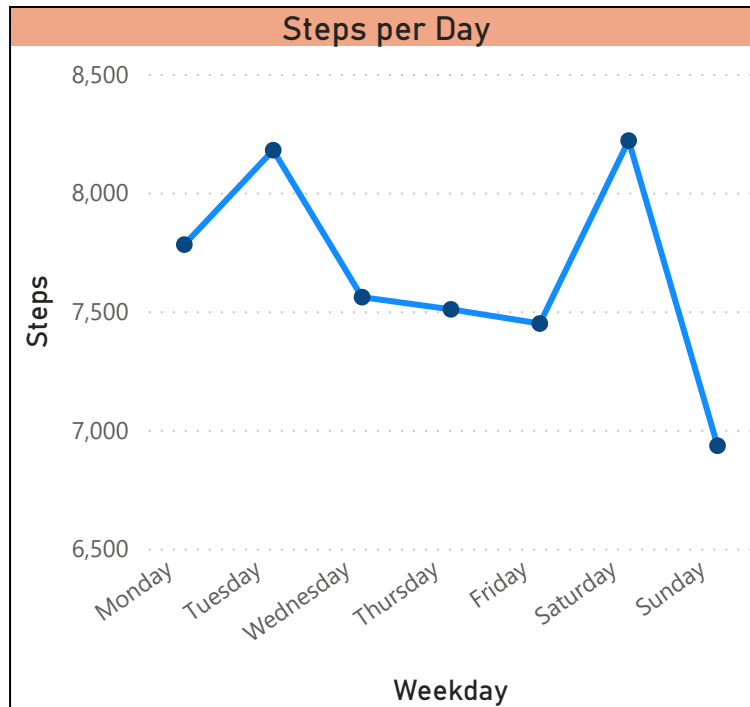kushansharma1@gmail.com

bellabeat

A Google Data Analytics Capstone Case Study
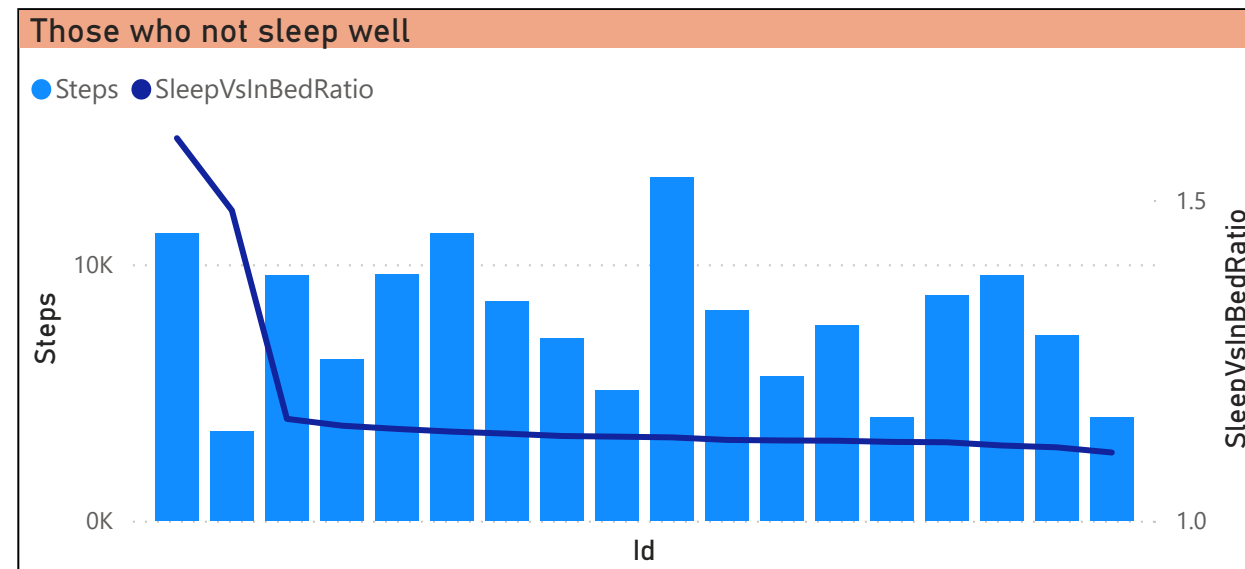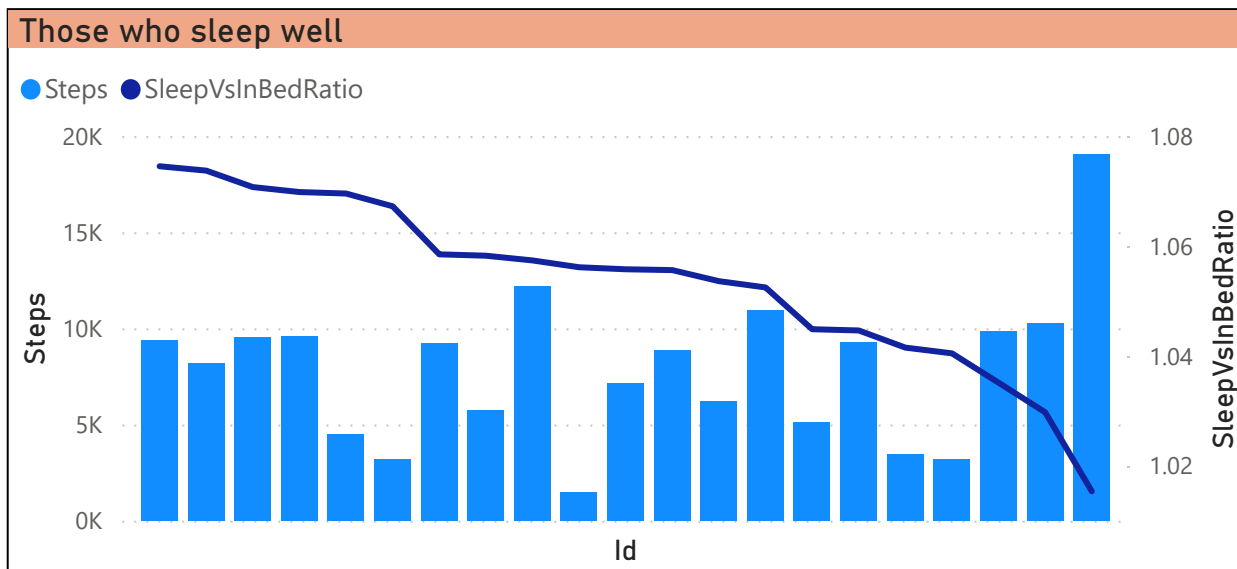
Business Task

Analyze smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices.

WHERE IS THE JUMP ?

MORE steps from 12 PM to 2 PM
MOST steps from 5 PM to 7 PM.

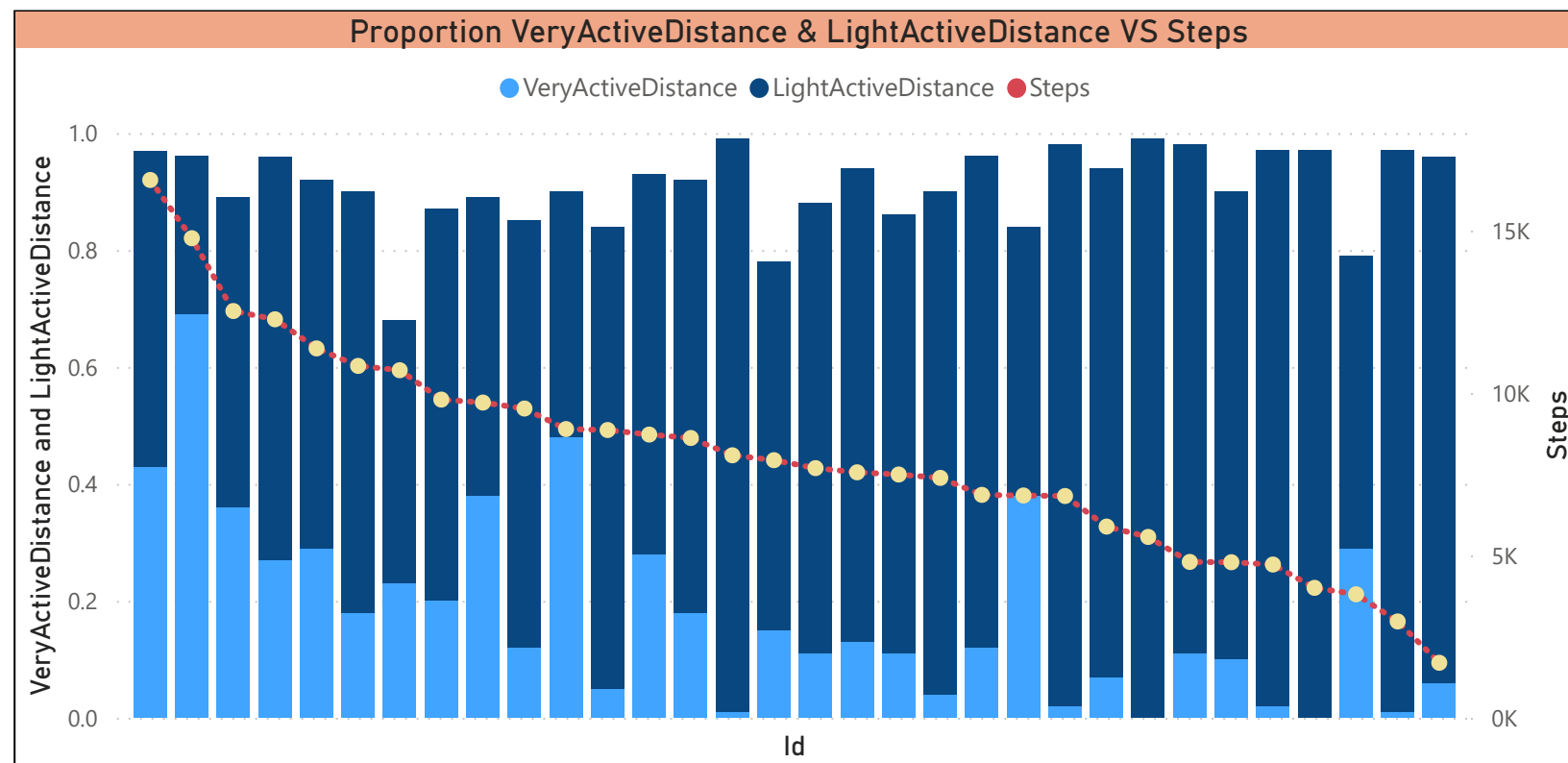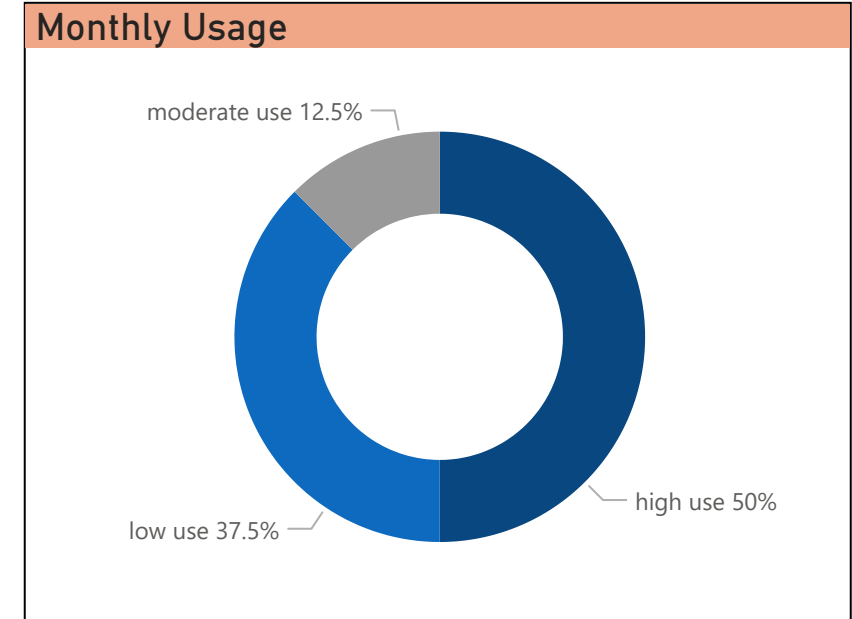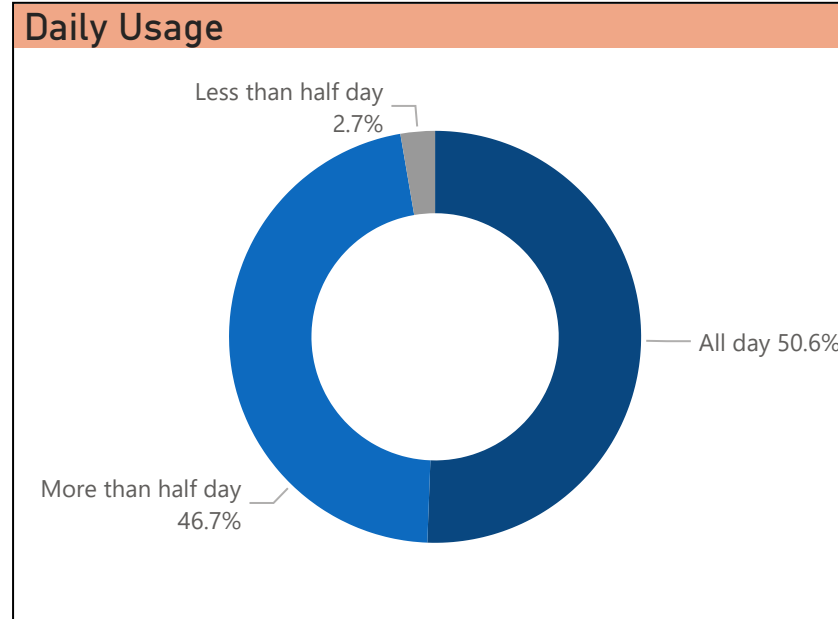**On SATURDAY, users are MORE ACTIVE**
On SUNDAY, users are LESS ACTIVE

Steps per Day

Steps per Hour

Those who sleep well
Steps ● SleepVsInBedRatio

Those who not sleep well
Steps ● SleepVsInBedRatio

HOW CAN I SLEEP BETTER ?

Those who **SLEEP BETTER** have increase in **STEPS** with decrease in **POOR SLEEPING.**

Those who **NOT SLEEP BETTER** have decrease in **STEPS** with decrease in **POOR SLEEPING.**

And also with decrease in **STEPS**, there is decrease in **VERYACTIVEDISTANCE** and increase in **LIGHTACTIVEDISTANCE.**

Proportion VeryActiveDistance & LightActiveDistance VS Steps
● VeryActiveDistance ● LightActiveDistance ● Steps

User Type

fairly active 17.4%

very active 32.4%

lightly active 18.3%

sedentary 31.9%

Daily Usage

Less than half day 2.7%

All day 50.6%

More than half day 46.7%

Monthly Usage

moderate use 12.5%

high use 50%

low use 37.5%
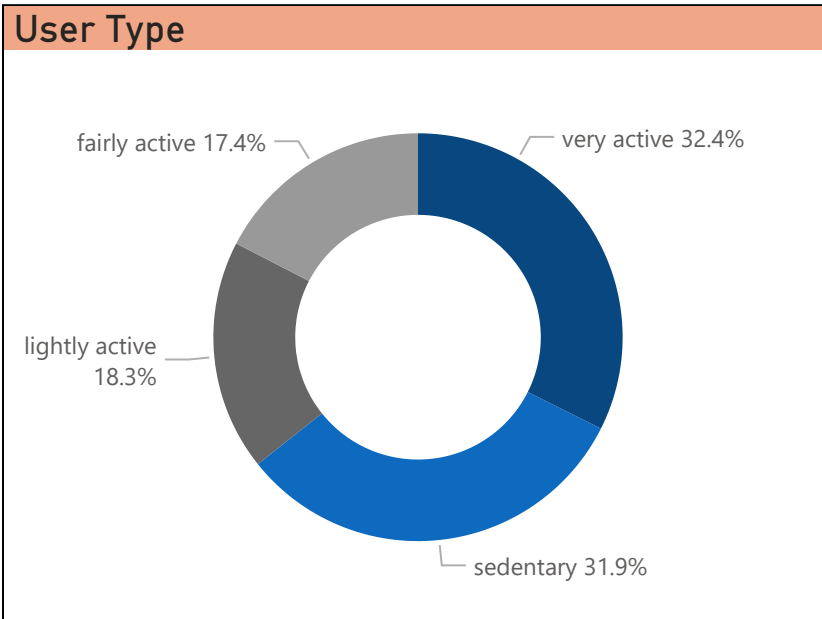
RECOMMENDATIONS

• Our TARGET AUDIENCE are SEDENTARY and VERY ACTIVE USERS, that's why our new ad campaign needs to focus and encourage only these two groups.

• As we saw earlier, our user can SLEEP BETTER by meeting the VERY ACTIVE DISTANCE goal set by the **BELLABEAT** smart device.

• We also need to include some long term programs to increase our MONTHLY DEVICE USAGE.