GOOGLE CAPSTONE PROJECT: - Bellabeat User Activity Analysis

Key Decisions –

Q.1) What business tasks need to be accomplished?

Ans – 1) The business task that needs to be accomplished is analyse smart device usage data to gain insight into how consumers use non-Bellabeat smart devices & to select one Bellabeat product to apply these insights.

Q.2) What data is needed to accomplish this task & describe the information being used?

Ans – 2) We are using data from Bella beat app where users have consented to provide health data related to their activity which includes total steps taken by the user, total calories burned by the user, average daily heart rate, daily MET's, and total intensity, based on each day for every user.

Q.3) Cleaning & Manipulating the dataset for analysis?

Ans – 3) The dataset for each feature was in a separate .csv file, where the data for each feature was given by minutes, the data was summarized and grouped by day's instead of minutes, each .csv file was then combined and was further cleaned and manipulated in excel for preparing the data for extensive analysis. The data was cleaned and manipulated by using tools like R-Studio & Microsoft Excel.

Summary of Analysis

- Strong positive correlation between Daily MET's & Daily Total Intensity, showing that people in the dataset are participating in intensive activities.
- Trend Analysis between calories burned & distance covered by users which shows a strong positive correlation & a linear relationship between calories burned by users & distance covered by users.
- String positive correlation between Daily Total Intensity & Daily Calories burned by users.
- The positive correlations between significant variables above shows that people in the dataset are fit & Bellabeat users are performing activities on daily basis to keep themselves healthy.