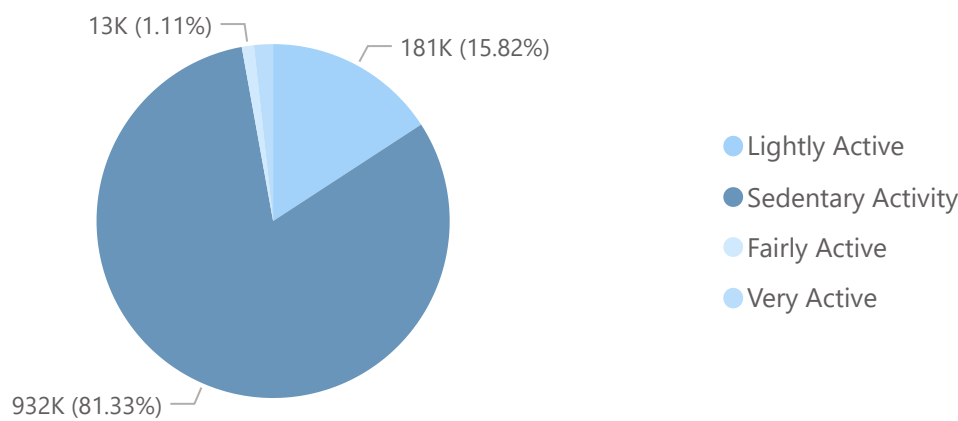


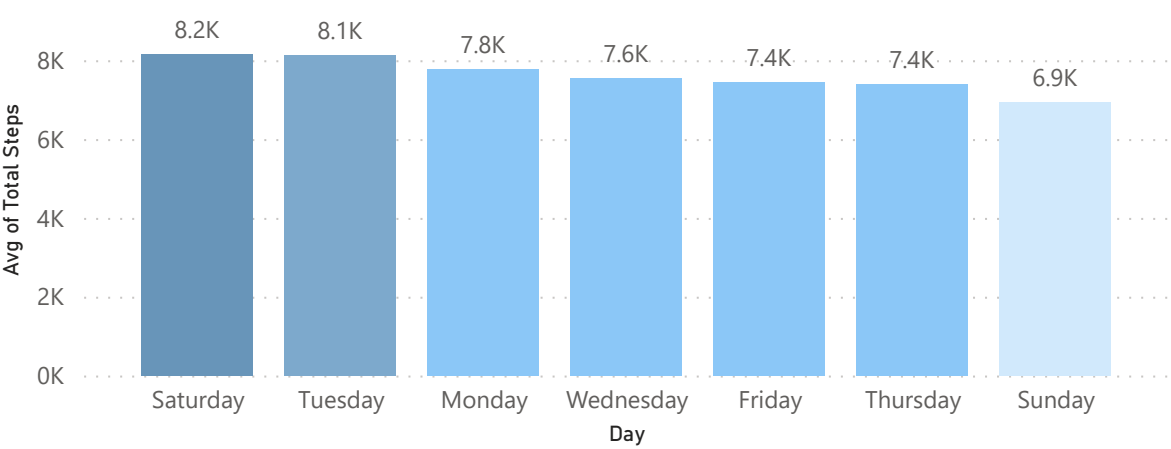
Bellabeat Case Study

Activity total



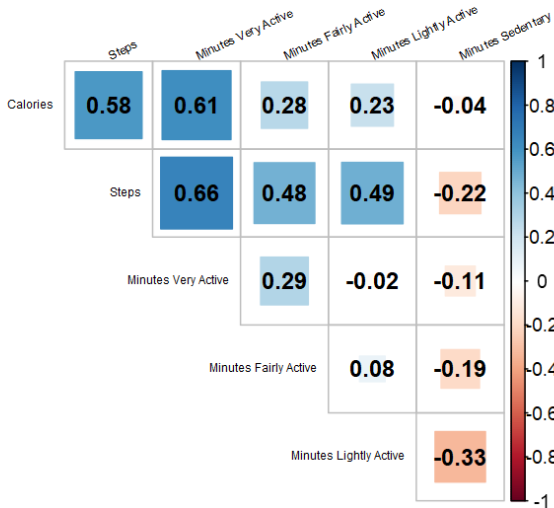
- Sedentary Activity accounts for **81%** of the time spent on daily activities.
- Fairy and Very Activity accounts for **2.85%**

Total Steps by Day



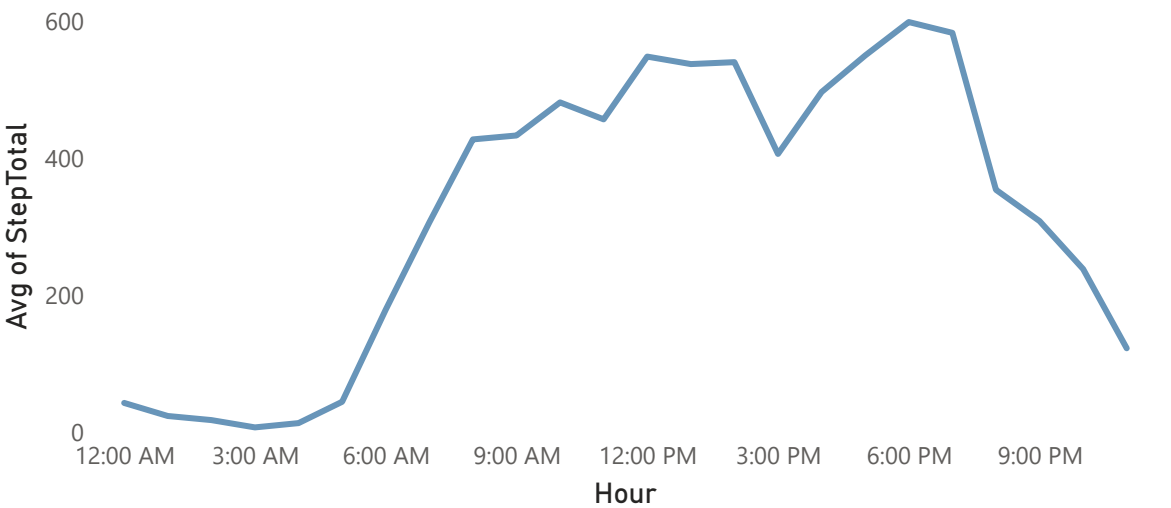
Most active on *Saturday, Tuesday*
Least active on *Sunday*

Correlation Calories and Activities



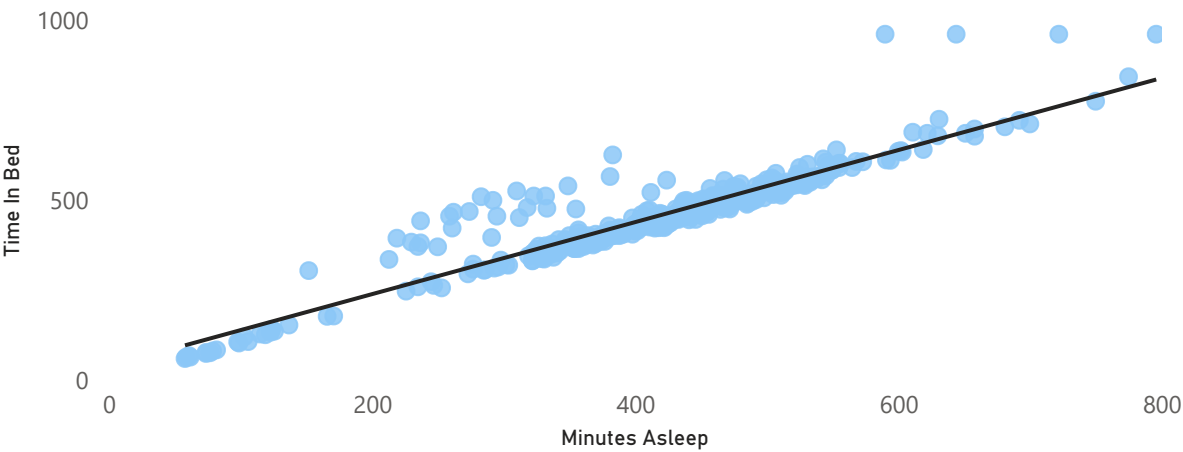
- The calories burned is strongly related to amount of *steps* and *active minutes*.
- *Minutes sedentary* has a negative correlation with calories

Total Steps by Hour



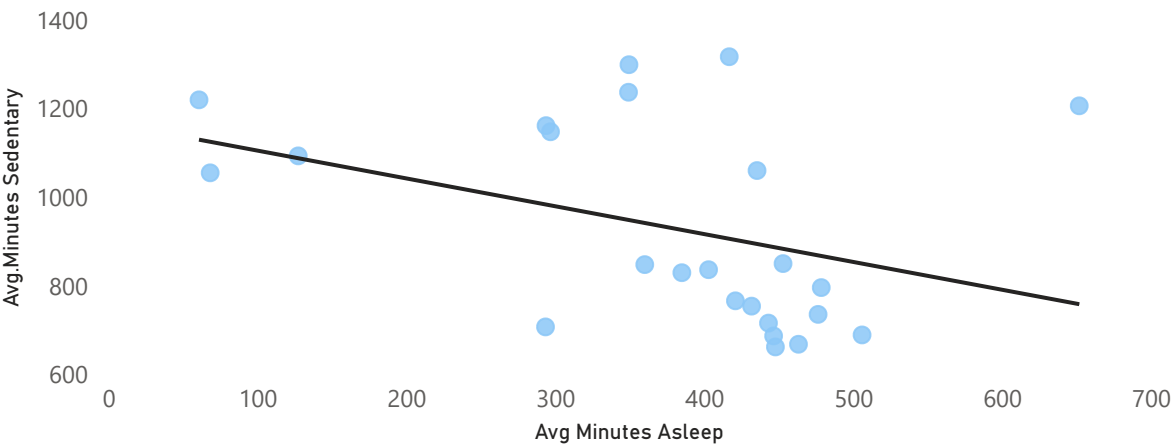
Lots of activity on **12PM - 2PM** and **5PM - 7PM**

Minutes Asleep and Time In Bed



Sleep time and time in bed have a linear relationship

Avg Minutes Asleep and Avg.Minutes Sedentary by Id



Minutes Sedentary have a negative effect on *Minutes Asleep*. The more *Minutes Sedentary* increase, the more *Minutes Asleep* decreases.

Recommendations

- Campaign for *Sunday activities* to improve user activity. Small gifts can be included to encourage users.
- The period from *5PM - 7PM* is the busiest time of activity. Bellabeat can set up notifications to remind everyone to participate during this time.
- For those who pay attention to how to *burn calories*, Bellabeat can suggest to everyone that in addition to having a reasonable diet, they need to combine regular and proper exercise.
- Bellabeat can remind everyone to reduce *Sedentary activities* instead of higher intensity activities and increase time in bed to improve sleep. As well as reminding about proper sleep time.
- Only data on the sleep of 24 users out of a total of 33 users is available, which shows that users may feel uncomfortable wearing wrist-worn products while sleeping. Bellabeat can suggest those customers to other products with similar features available from the company to reduce discomfort when wearing devices while sleeping.