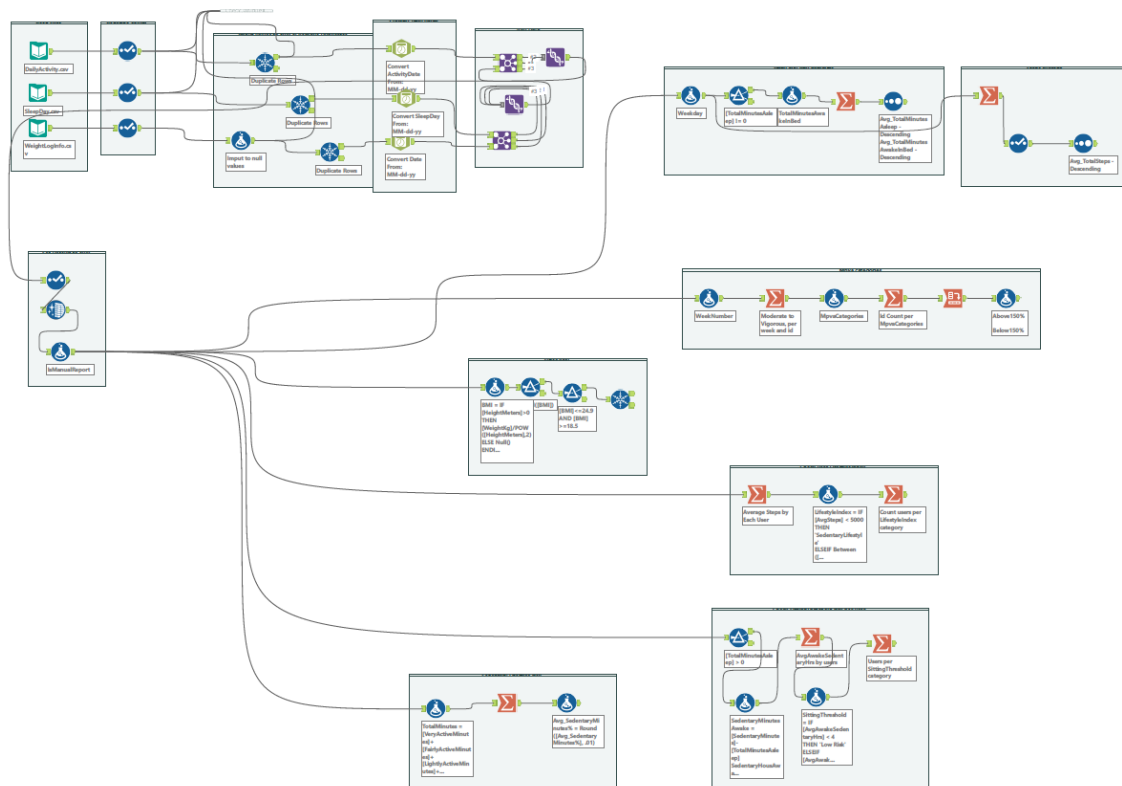


This Alteryx project is a case study in data analysis, based on data of the Bellabeat company that designs smart fitness-tracking products for women.

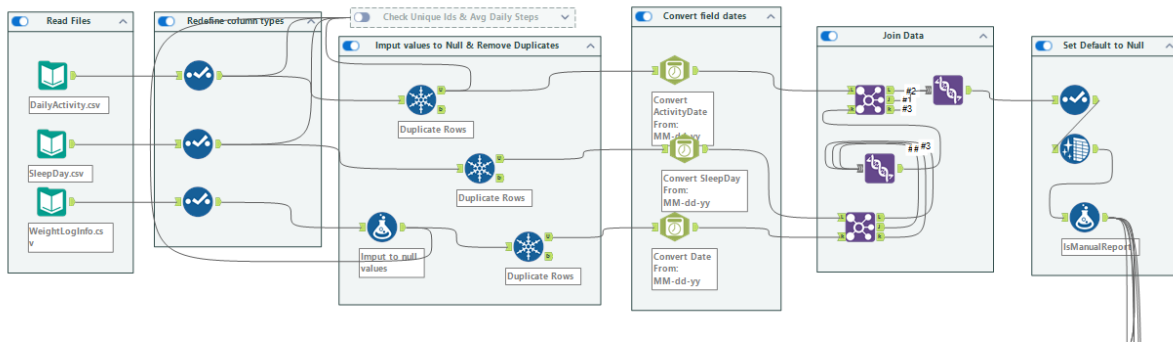
The company seeks to expand its customer base.

## The Workflow

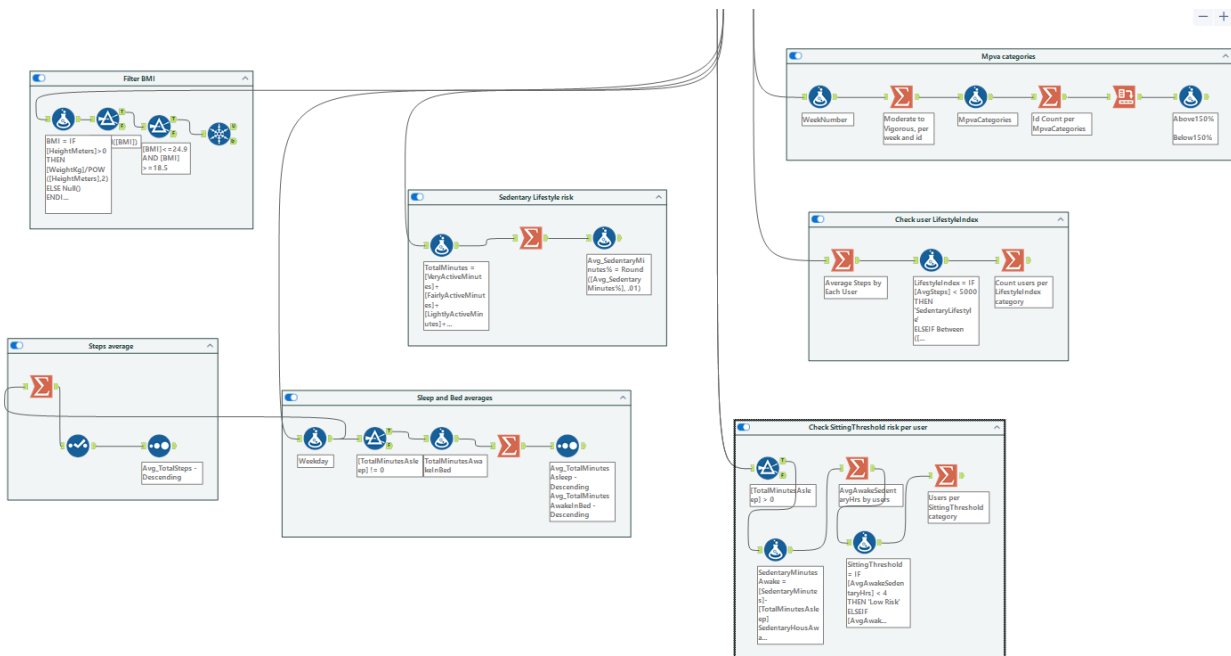
## Overview



## Preparation



## Visualization/Metrics Generation



## Most Relevant Findings

- Sedentary minute percentage of users: 79.98%
- Sunday is the day of the week with the highest average of total minutes asleep and total minutes awake in bed. However, the sleep quality is not necessarily better than on weekdays as indicated by the high average of minutes awake in bed.
- Individuals are more active/walking during the weekend (Saturdays) and the beginning of the work week (Tuesdays and Monday).
- 45.75% is the proportion of incidents where MPVA (*Moderate to vigorous physical activity*) was below 150 minutes. Those individuals are not reaching the recommended activity level, signaling potential for improvement.

## Actionable Insights

- Promote (exclusive discounts on) products on days with decreased activity, such as Wednesdays, Thursdays and Fridays.
- 45.75% of individuals did not reach the recommended MPVA (*Moderate to vigorous physical activity*) goal of 150 minutes. There's potential for improvement, and the company could send reminders to those individuals as a call to action.
- 79.98% of users are sedentary and the company could offer them customized exercise plans to attract them and enhance marketing strategy. In fact, only 7 users have a very active lifestyle.