**FitBit Case Study Written Analysis**

**Project Overview:**

We chose to analyze this fitbit dataset to gain insight into other users' workout habits such as time of day with most activity logged, most calories burned, highest intensity levels, and whether there were any noticeable patterns.

**An overview of the exploration process:**

We chose this FitBit dataset from Kaggle because we all have a baseline interest in fitness and were curious to know when other users typically workout, and whether there were any noticeable patterns. The dataset has data collected from 33 unique users over a one month period and the results are fairly straightforward, so we didn't have to do too much cleaning of the data. We did convert the "Time" column into an hour of the day format to ensure the visualizations were cleaner.

1. Q: Was there any particular time of day that saw most average calories burned?

A: Most calories burned between 10am - 11am as well as 2pm - 5pm

1. Q: What time of day were participants most likely to log higher intensity levels?

A: Afternoon: 11am-5pm

1. Q: For the majority of logged sessions, what was the most common amount of calories burned?  
   A: 50-100 calories are the most common calories burned during logged sessions
2. Q: What time of day saw the least amount of calories burned?

A: Least calories were burned between 3am - 4am

1. Is there a time of day when intensity levels drop off?
2. Do users tend to burn more calories with higher intensity?

As expected, there’s a positive correlation between intensity level and calories burned. However, based on the duration of your workout, you can achieve the same number of calories burned as a high-intensity workout at a lower intensity. This could be helpful information for people with health issues that may simply not be able to achieve certain intensity levels.