

Overview

Summary recommendations

For users whose data are featured in this report, the majority exist within the "Lightly Active" and "Moderately Active" segments. This suggests that the largest, and therefore primary, market opportunity is to try to motivate the more sporadic users to become a little more consistent.

Furthermore, if you breakdown daily intensity at the daily level, you can clearly see that "Sedentary Minutes" dominate users' time. This could be an opportunity to try to convert sedentary time into light activity; and furthermore, light activity into moderate or even vigorous activity.

According to the visualization on Total Intensity Score as well as step count, the best window of opportunity to promote exercise is in the late afternoon, between 5:00 and 7:00pm (17:00 and 19:00). Pushing for communications, or fitness challenges world likely work just before this timeframe, as users may be more likely to act on these with the upcoming exercise window.

For targeted sleep intervention, while the majority of sleep is healthy, there is a noticeable subset of users getting under 6 hours. Programming focused on sleep hygiene education might work for this group to boost user engagement.

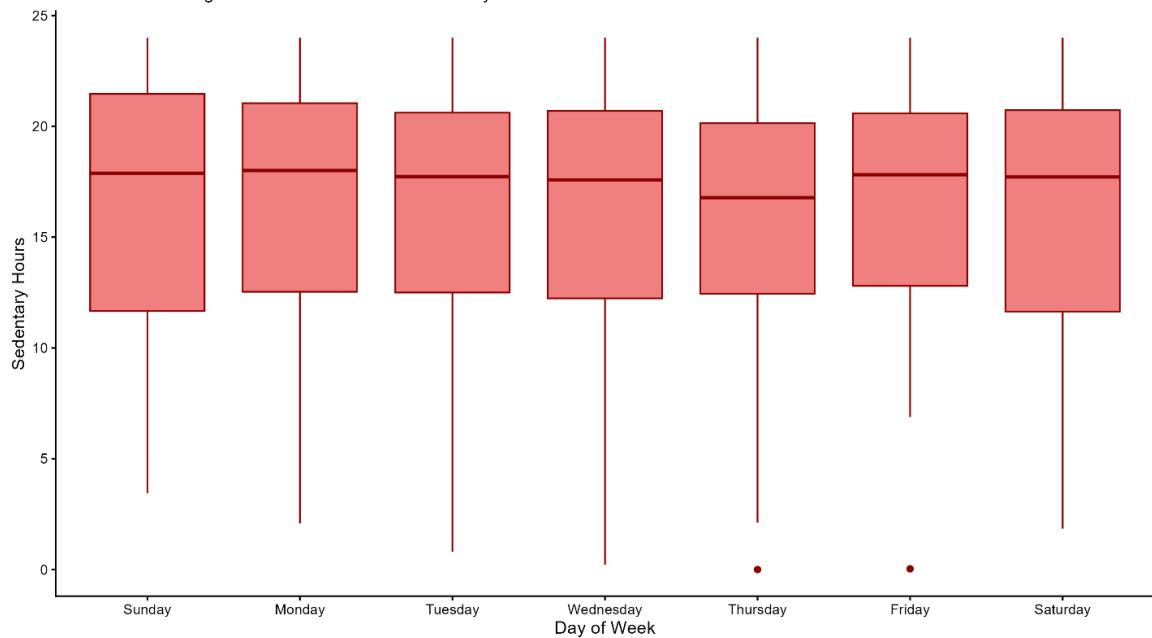
Finally, weekends are consistently the most sedentary days, suggesting that removing the work structure may be leading to a decreased level of daily movement. Possibly developing weekend-specific goals, or challenges may address this behavioral gap.

Visualizations are included below.

Visualizations

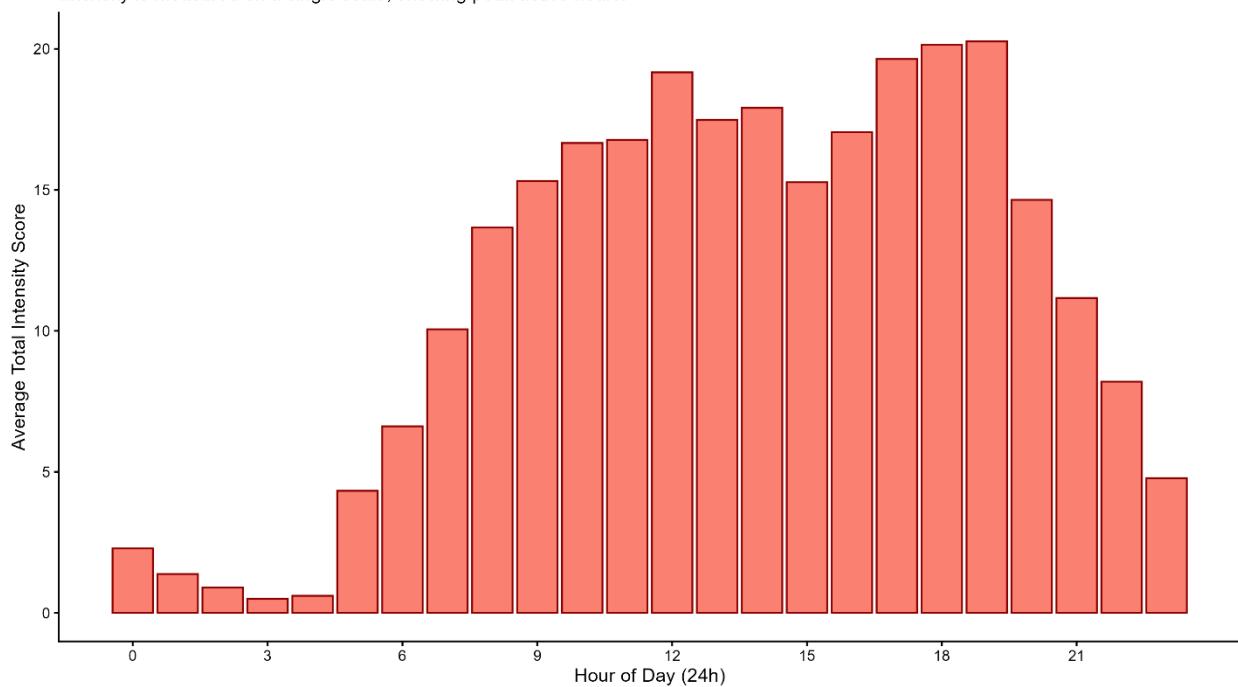
Distribution of Sedentary Hours by Day of the Week

Weekends show higher variance and median sedentary time.

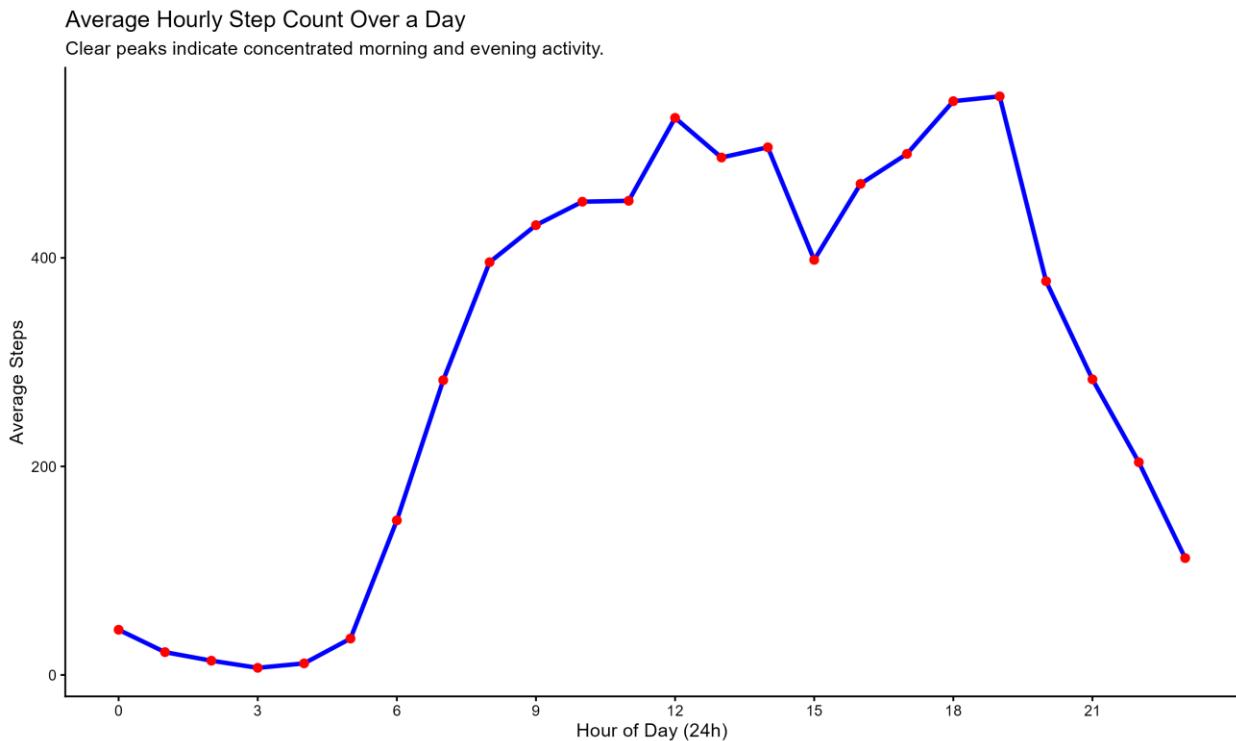
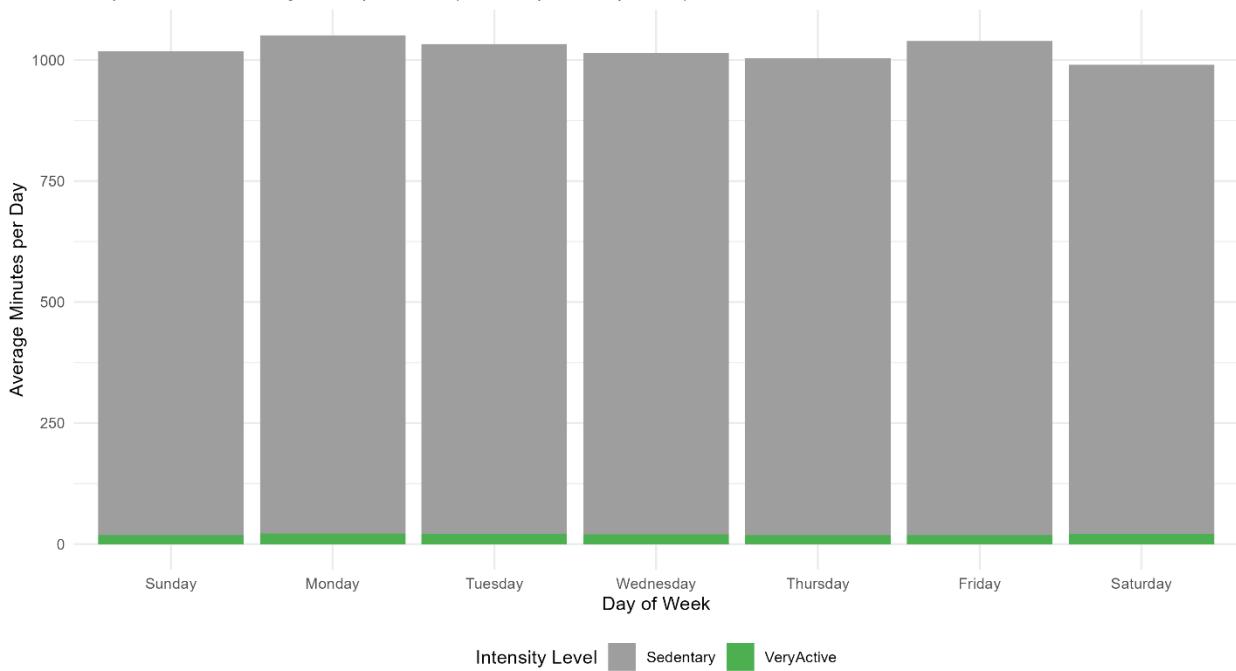


Average Hourly Total Intensity Score

Intensity is measured on a single scale, showing peak active hours.

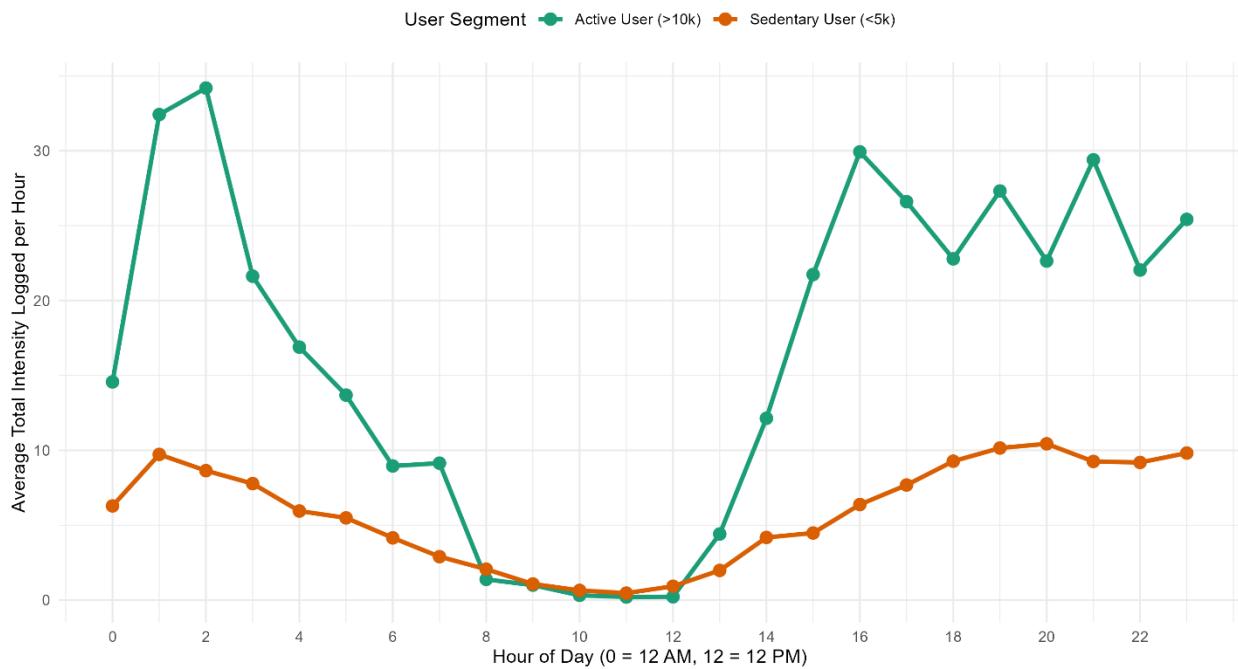


Average Daily Activity Minutes: Sedentary vs. Very Active
Analysis limited to existing intensity columns (Sedentary and Very Active).



Hourly Total Intensity: Active vs. Sedentary Users

Active users show significantly higher intensity, validating the device's feature for high-effort activity.



Distribution of Daily Sleep Logged by Users

Assessing the frequency of users meeting minimum recommended sleep (7+ hours).

