



Understanding the daily activity habits of fitness smart device users

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For Bellabeat Team
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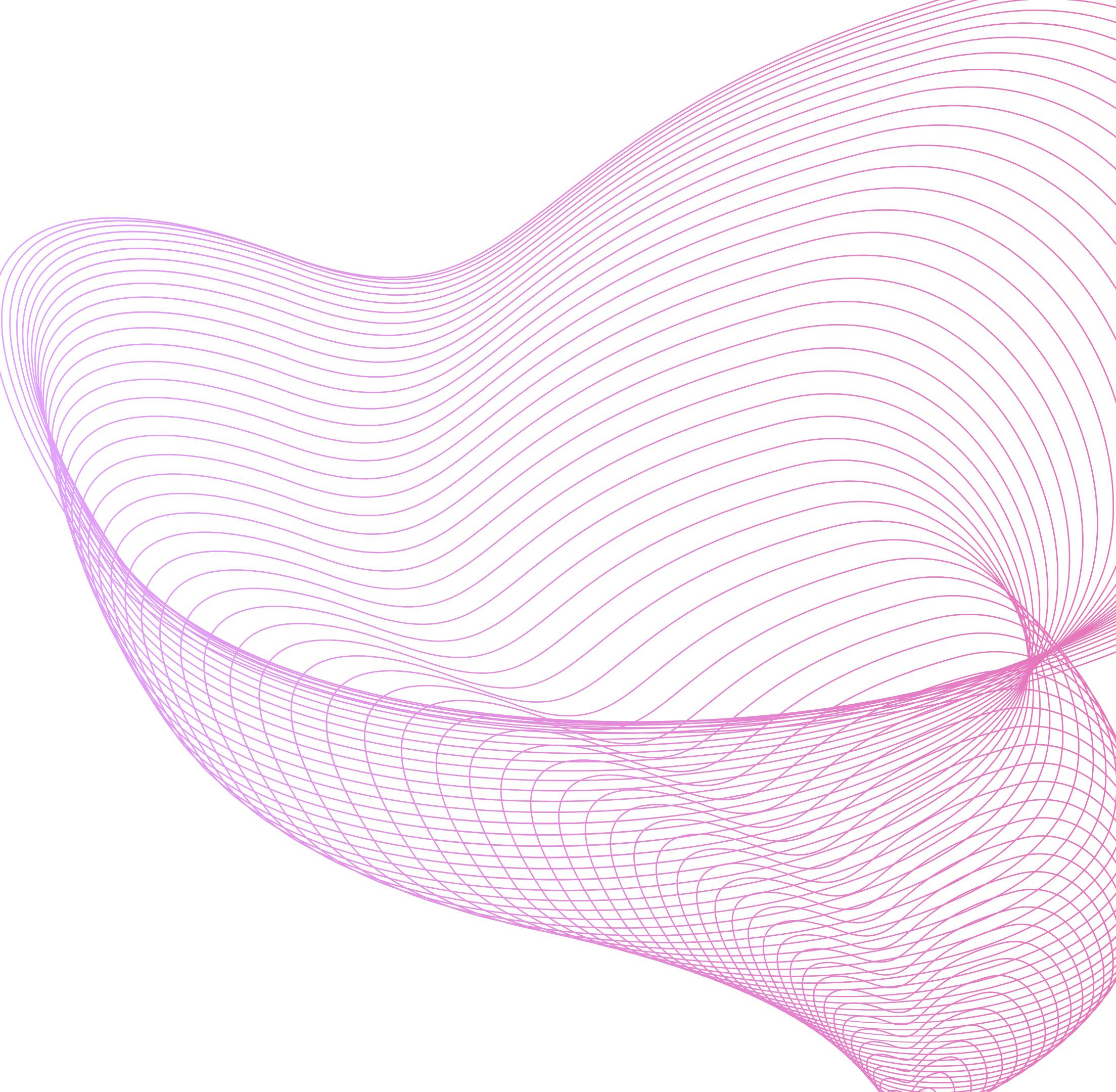


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Scenario

Area of opportunity

Nowadays, a lot of people are concerned about their health, but in a rushed world, there is not always the time to get a medical check-up.





Scenario

Solution

Develop a top-quality marketing campaign focused on encourage women in use any Bellabeat's product to track their daily activity habits and improve it.





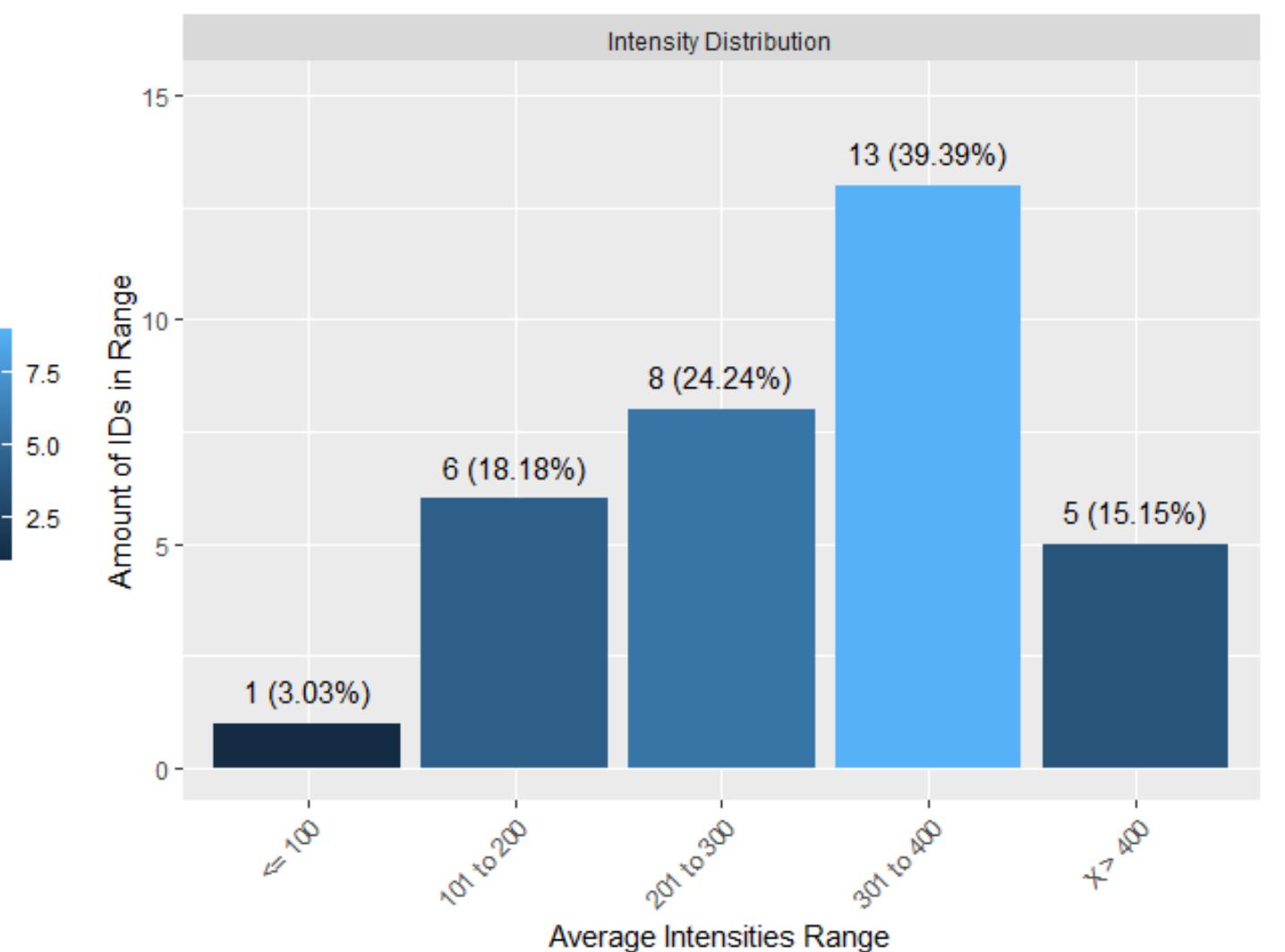
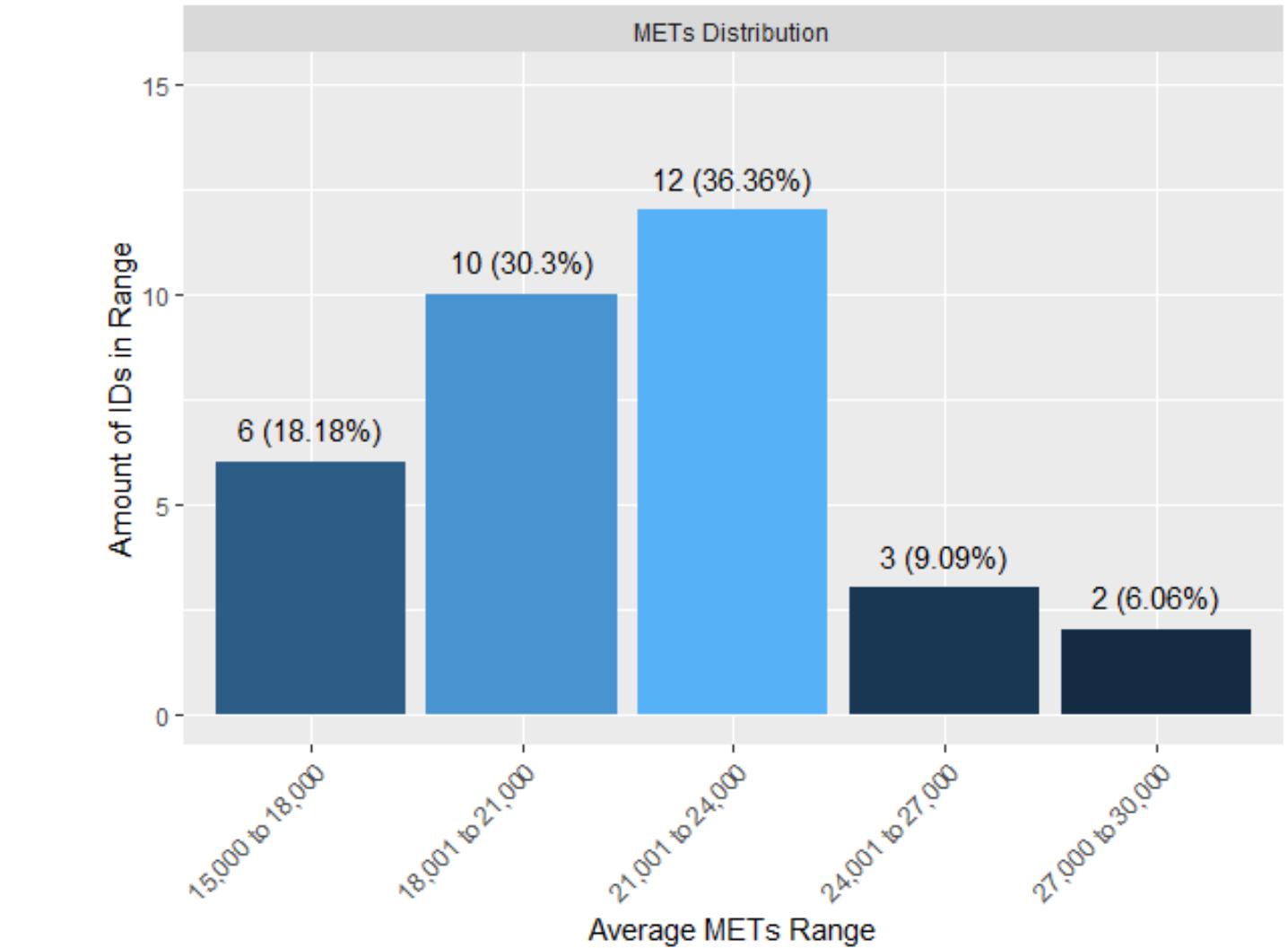
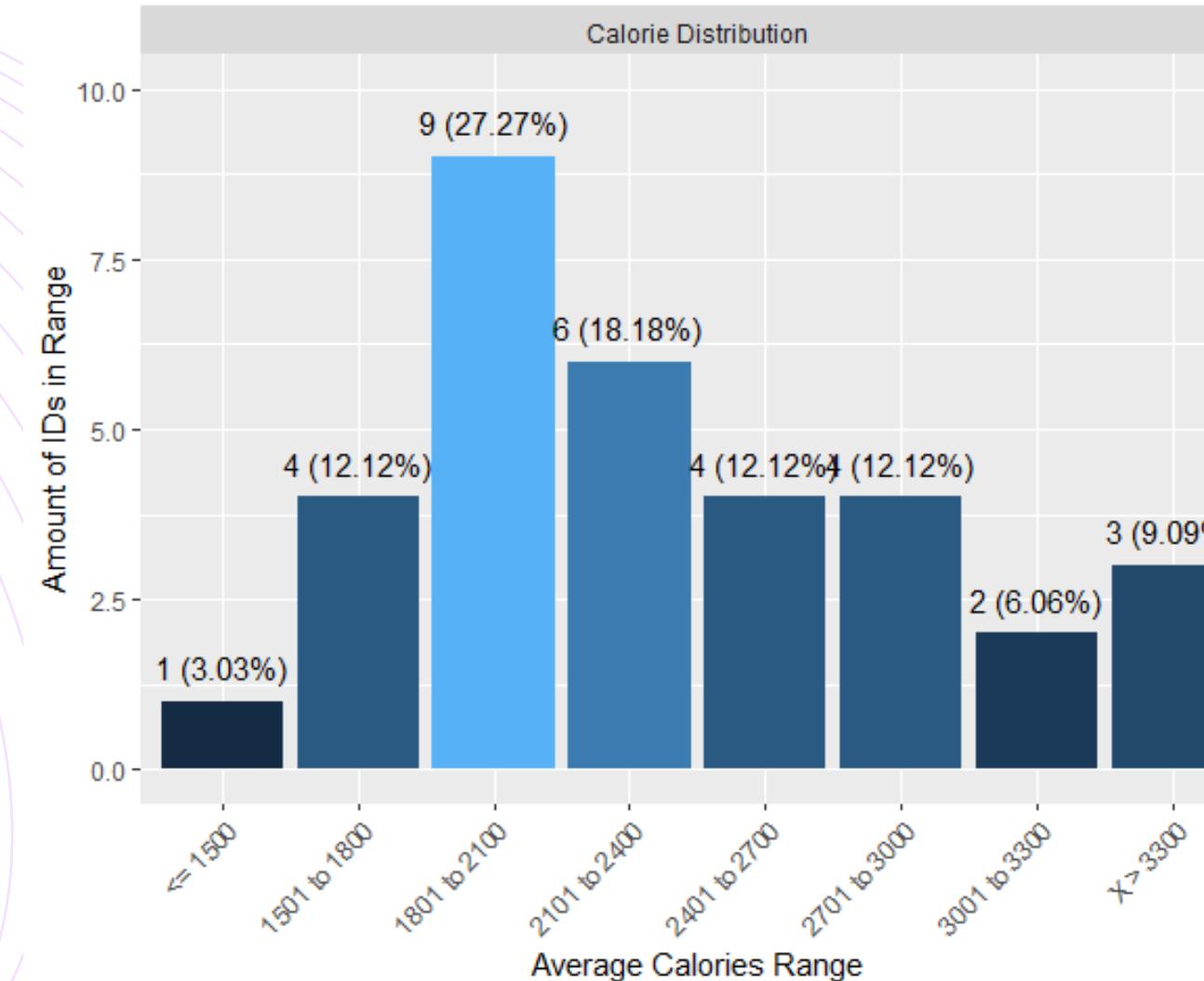
Analytical Goal

Analyse data about the daily activity trend of smart fitness device users and obtain important insights.

HOW: Identify the trend in the daily activity habits

General Trend

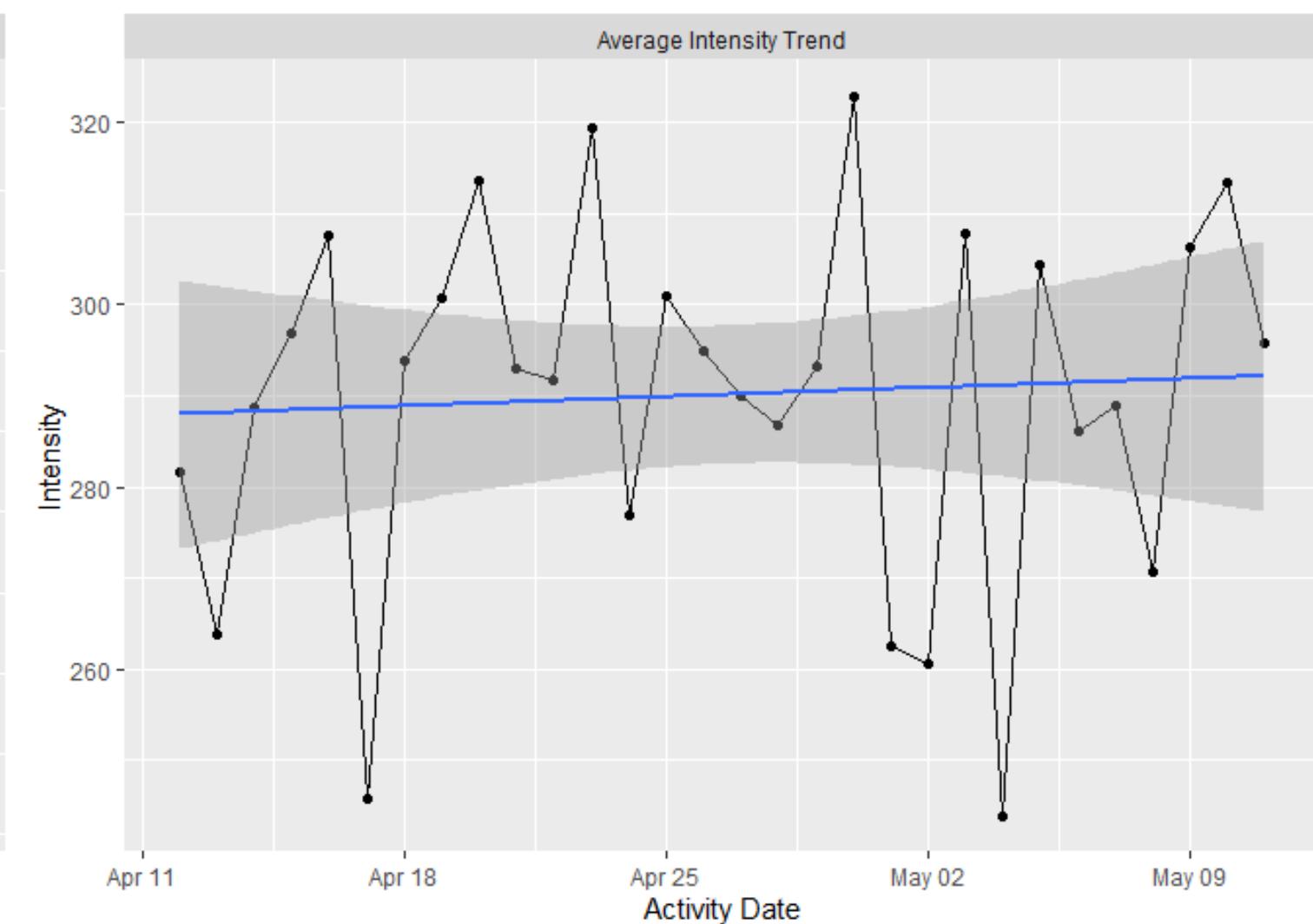
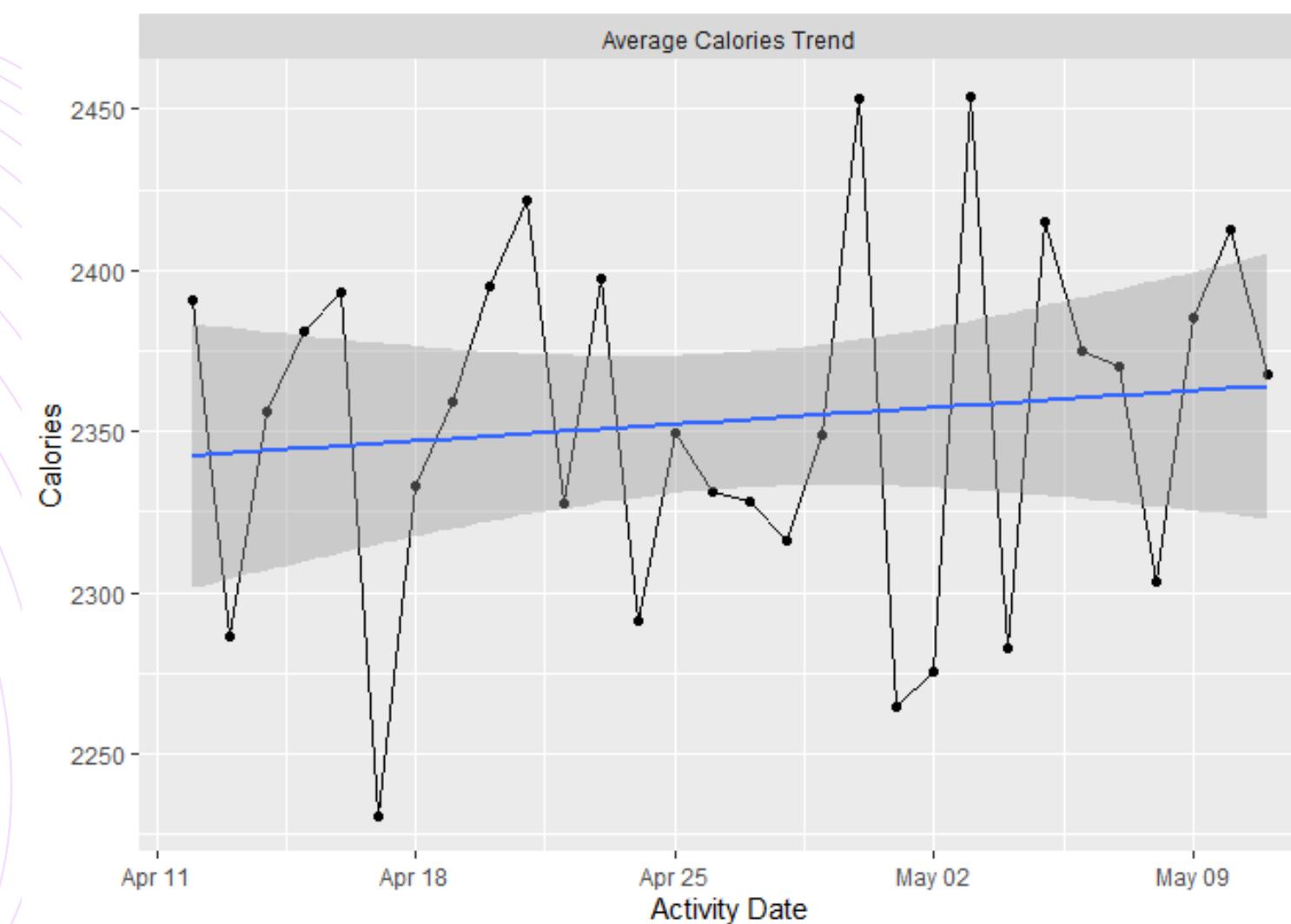
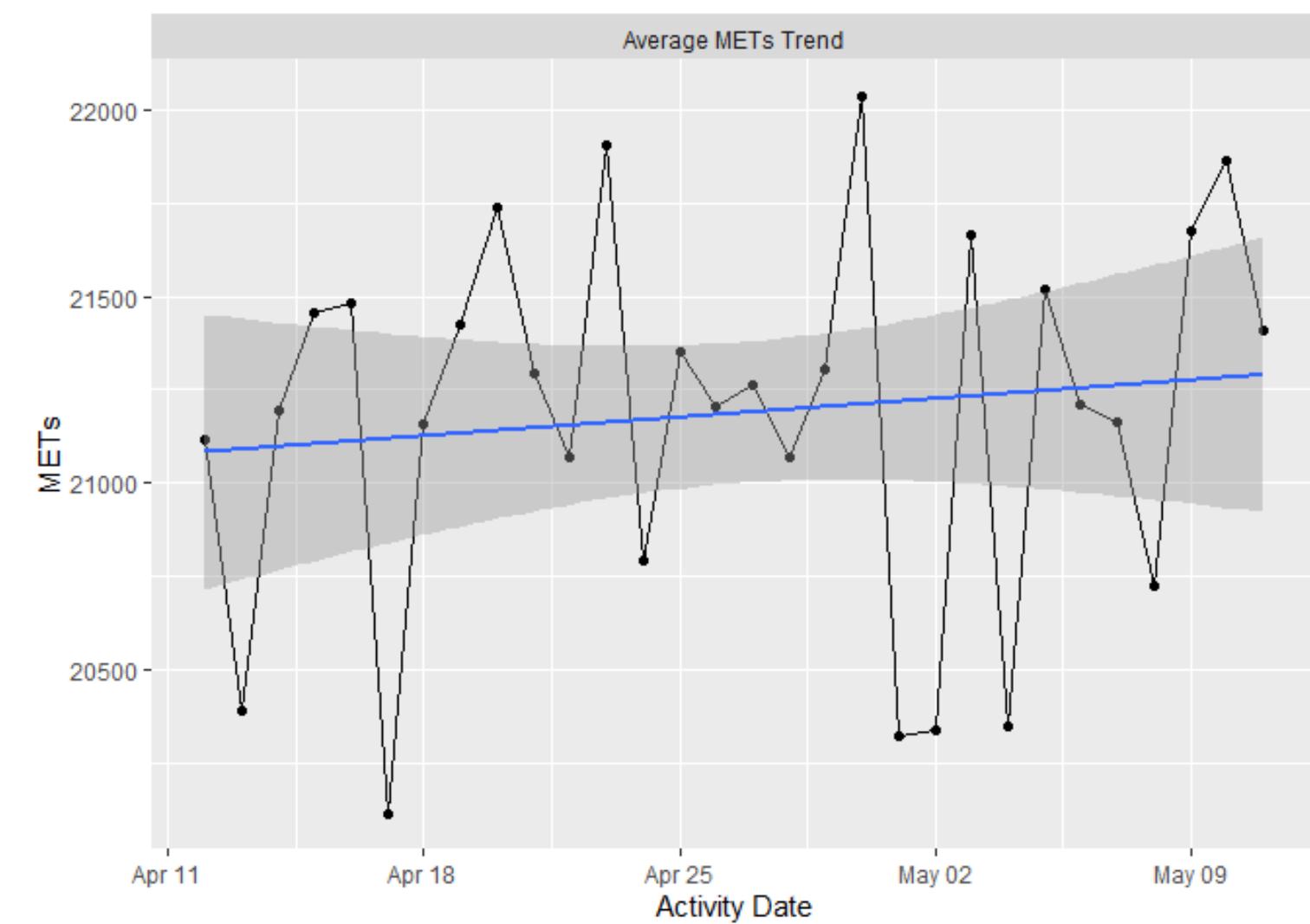
We see that the distributions are close to normal: they are mostly peaked in the middle and start to descend as we move away from the middle. This indicate that the application has a broad range of users.

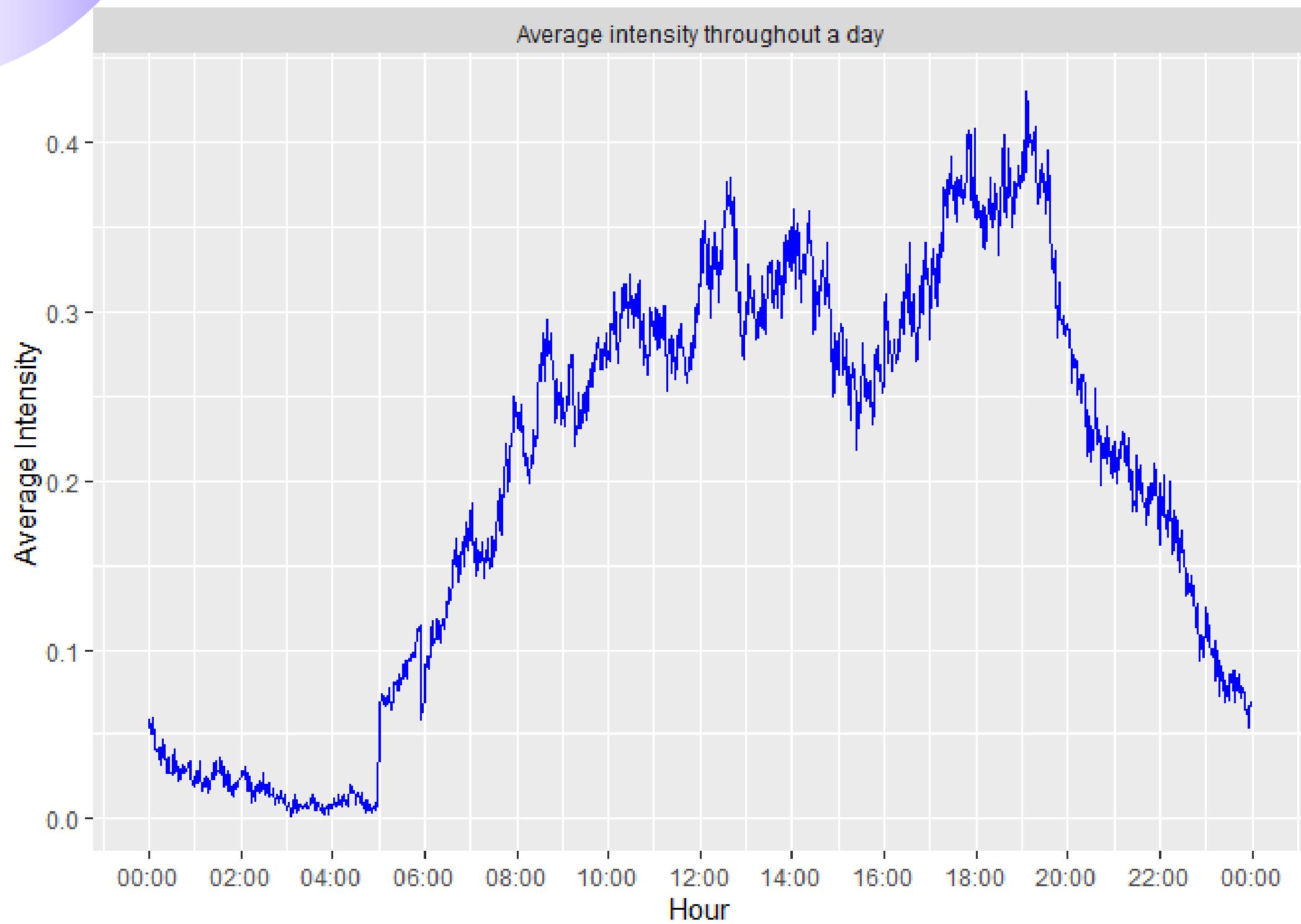


Calories, Intensities and METs Trends

We have two major observations here.

- The three trends are very similar. This indicates that the application has a consistent way of measuring and calculating these three parameters. For this reason, we will be focusing on intensities from now on.
- The trend goes slightly up, meaning that the application does help users stay fit.



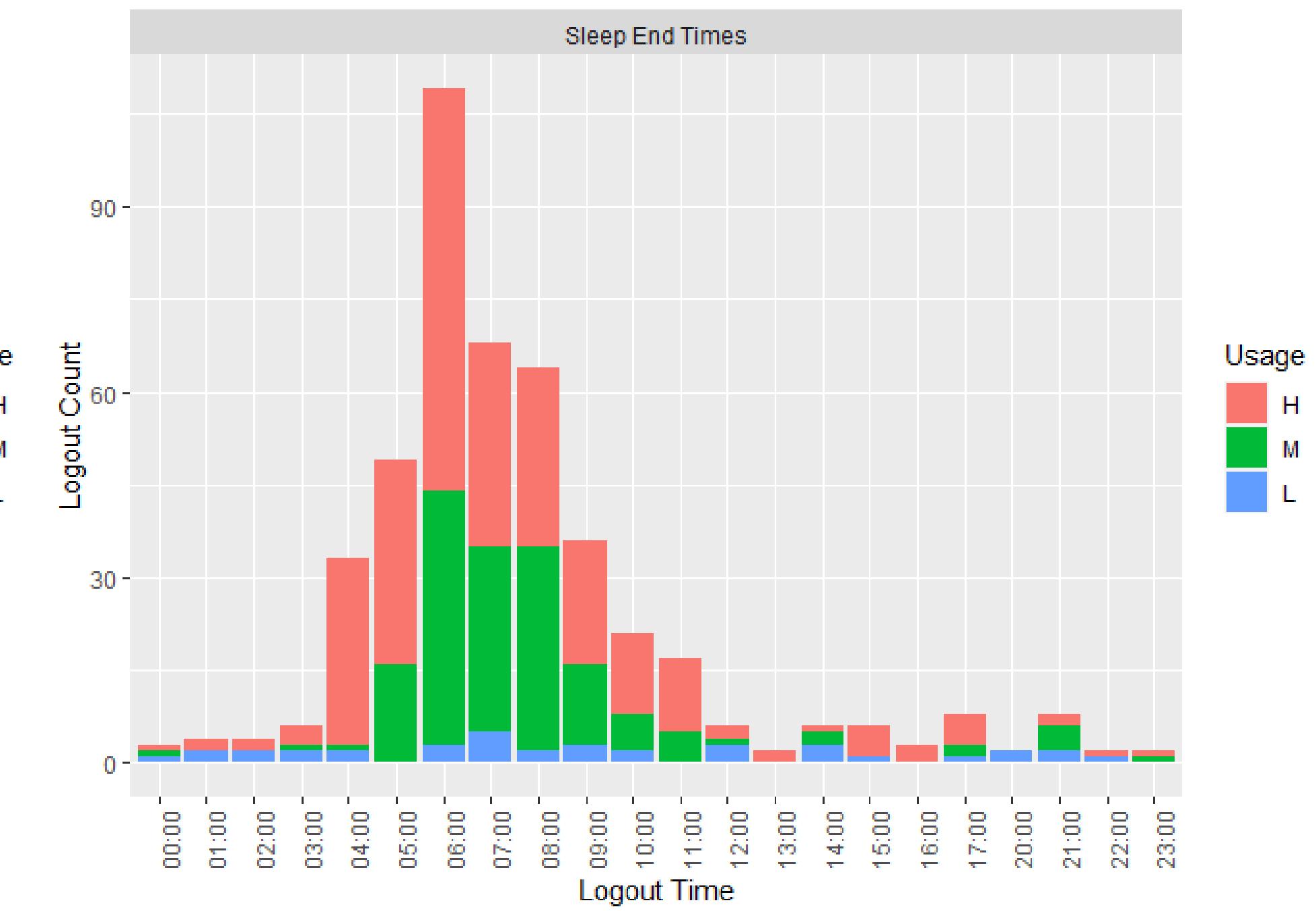
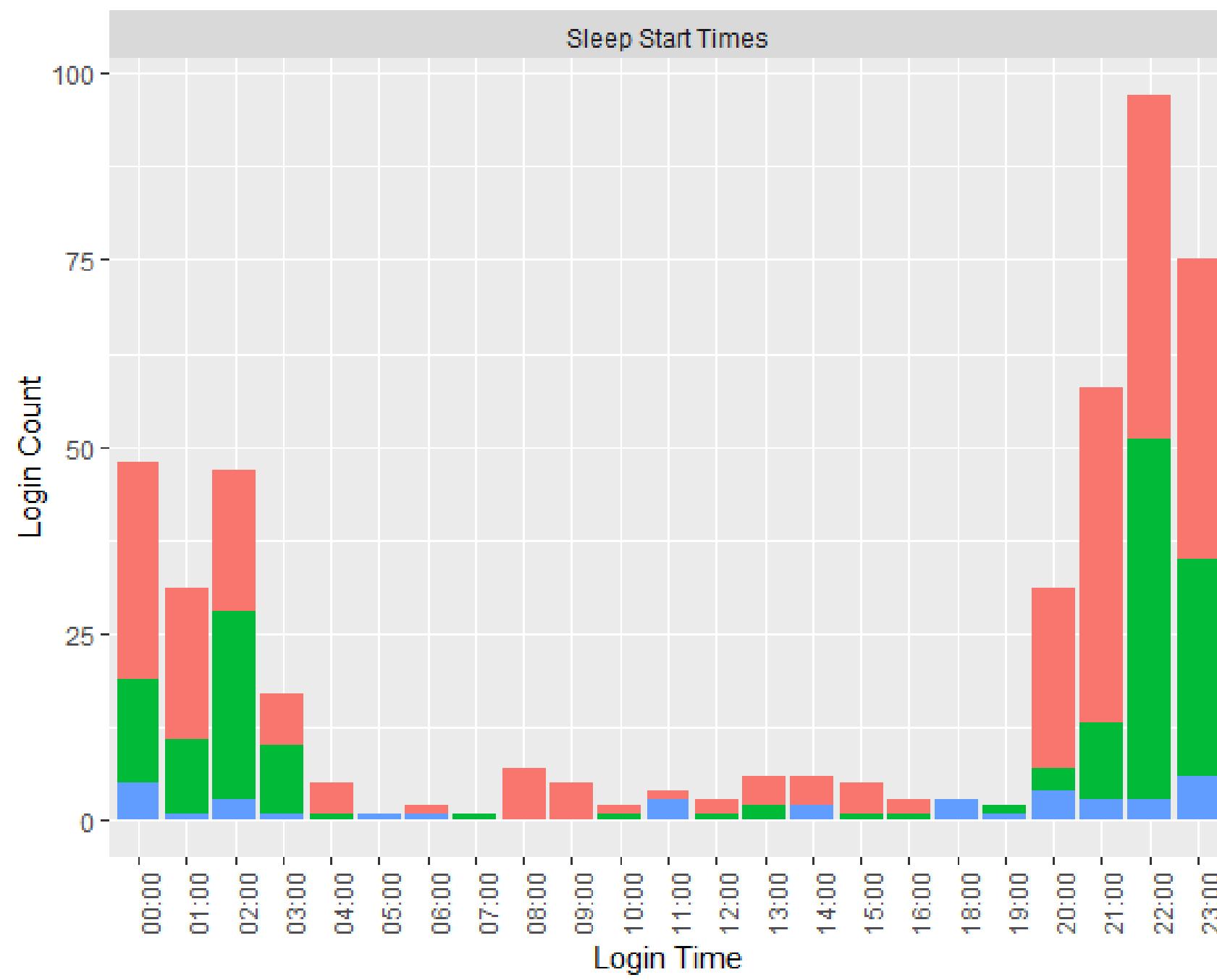


Average intensity throughout a day

We see that most people exercise after noon and the intensity peaked in the 17:00 - 20:00 window.
This indicates that most users exercise after work.

Sleep Patterns

We see that most users wake up between 6 and 8 AM, and go to sleep around 10 to 11 PM. There are no major differences in sleep patterns among the H,M,L groups.



To summarize

Overall, the application successfully helped users maintain their fitness, and the different parameters such as calories, METs, and intensities were handled consistently. It was the sleep tracking function which we think needs some improvements.



Major Findings

- The Bellabeat application has a broad range of users.
- the trend plots for calories, METs and intensities over the recorded days all have positive trend lines. This shows that the application does help its users stay fit.
- The similarities between the trend plots showcase a strength of the application: it handles different measures such as calories, METs and intensities consistently.

Another strength of the application is its massive heart rate data, which can be used to detect its users' potential health problems.

Among these appreciations nevertheless, we spotted a potential flaw of the application, which is its sleep tracking function.



Thank You

Data Analytics Team

Contact

Presentation elaborated for Bellabeat
regarding Google Data Analytics Course
Capstone Project.



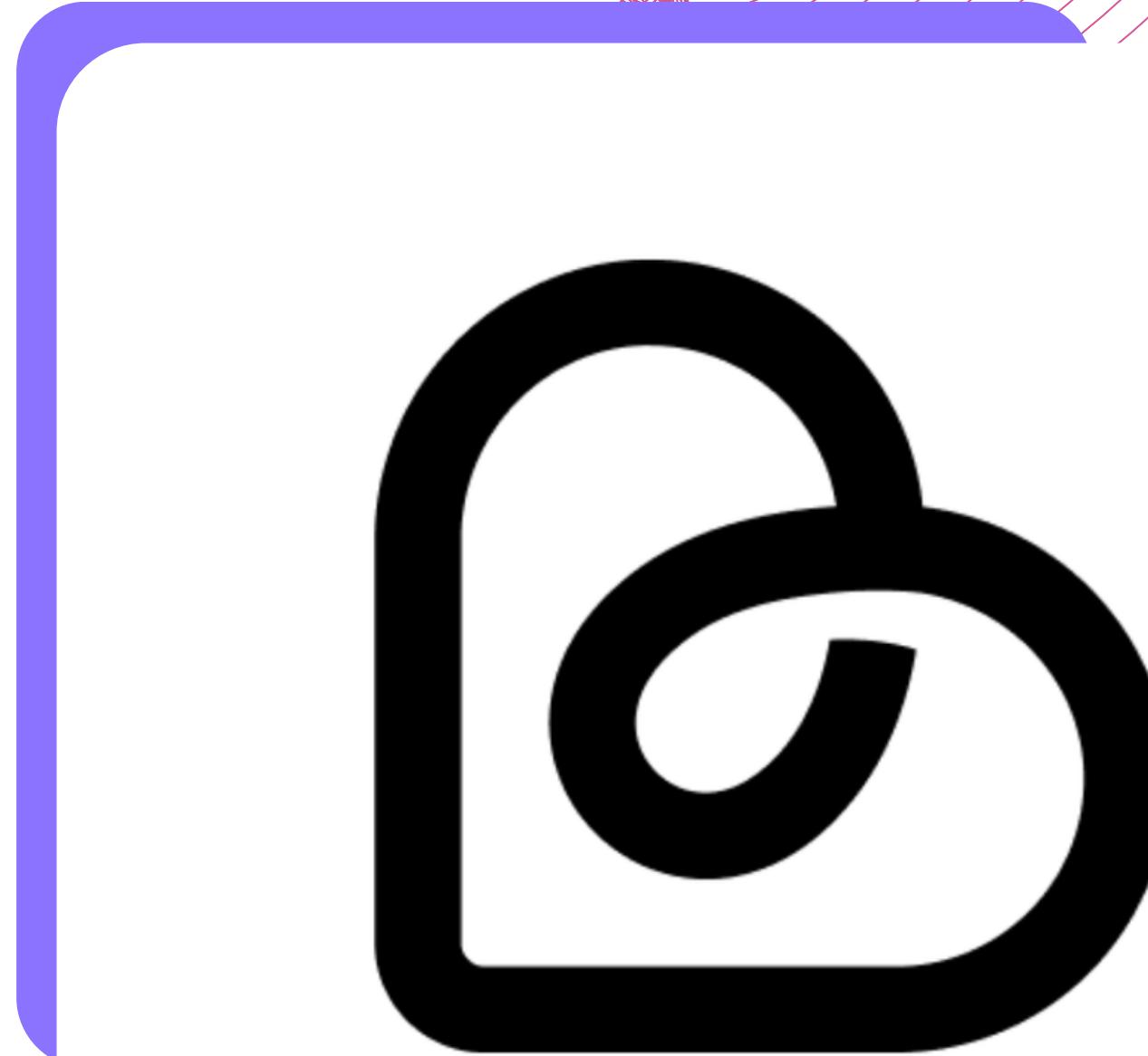
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