

TRENDS IN CUSTOMERS' USAGE OF BELLABEAT'S FITNESS DEVICE

Average calories burned by users per day (kcal)

2,397

Average sleep duration per day (in minutes)

377.45

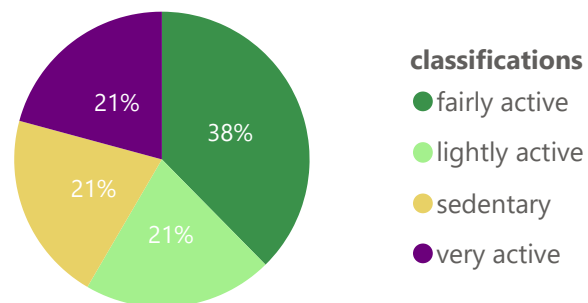
Average steps walked per day

7,880

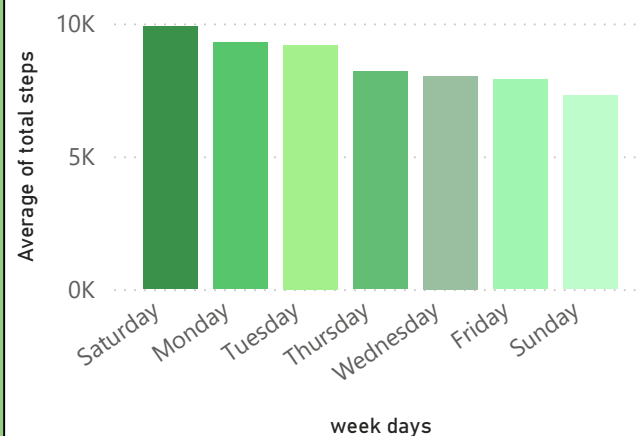
Number of users evaluated

24

User clusters



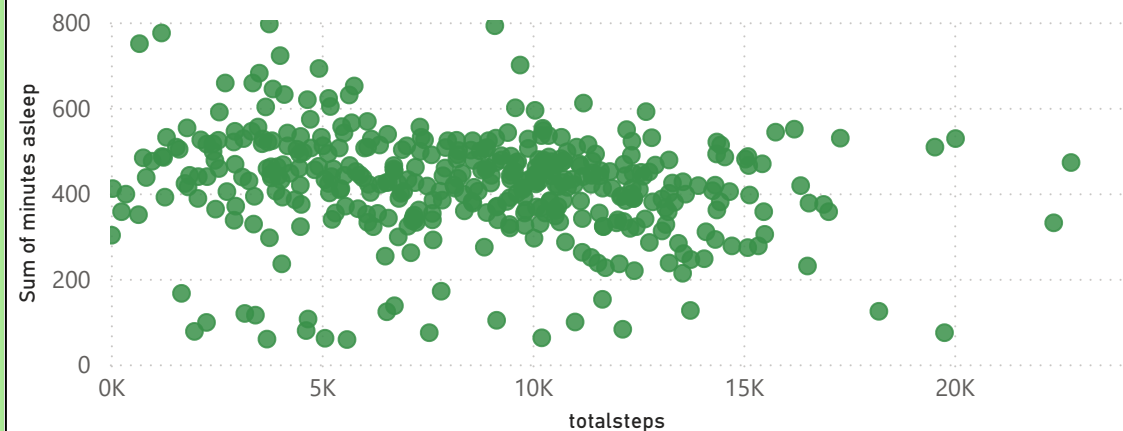
Total steps by weekdays



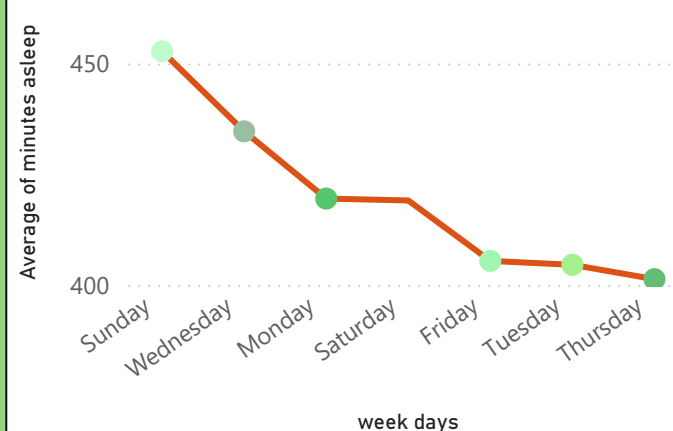
Total steps by calories



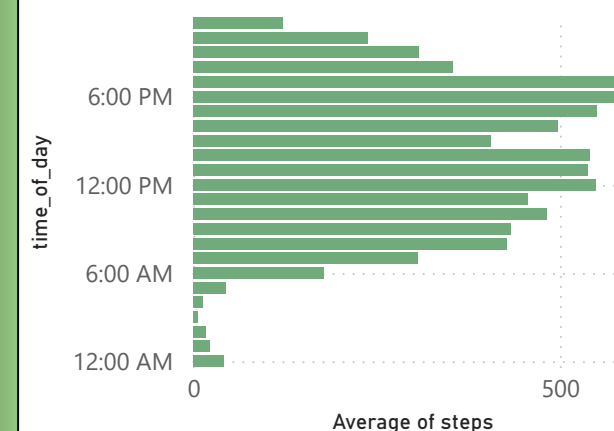
Total minutes asleep vs total steps



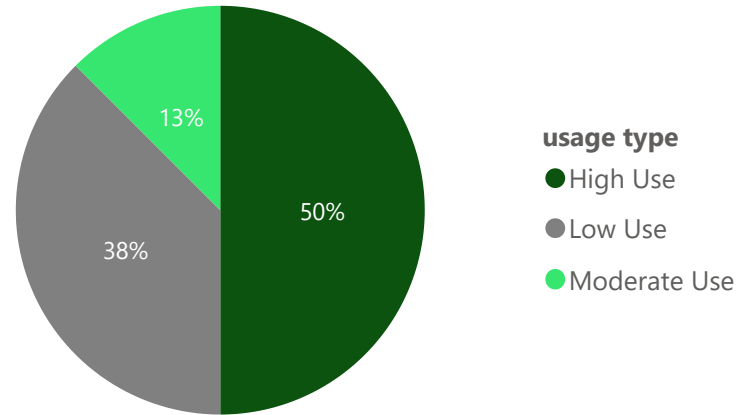
Total minutes asleep by weekdays



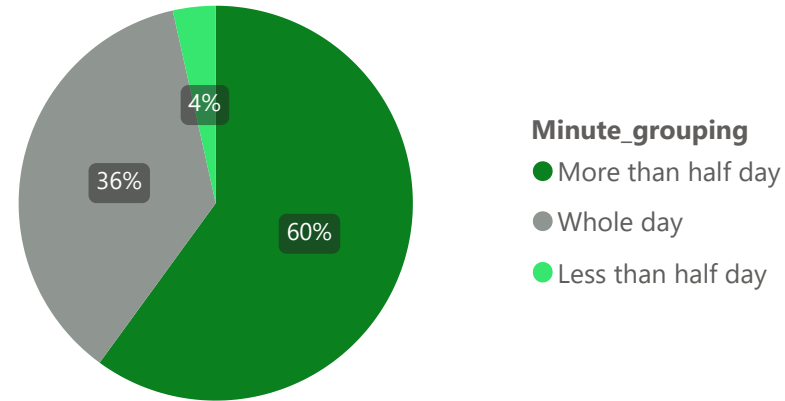
Total steps by time of day



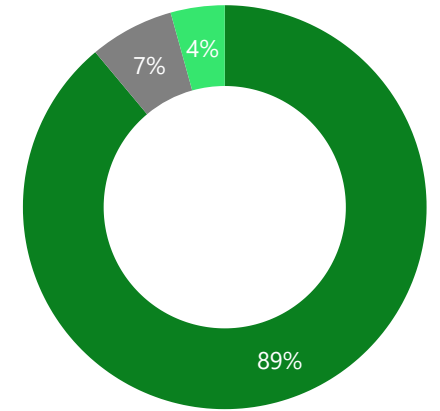
Users by usage levels



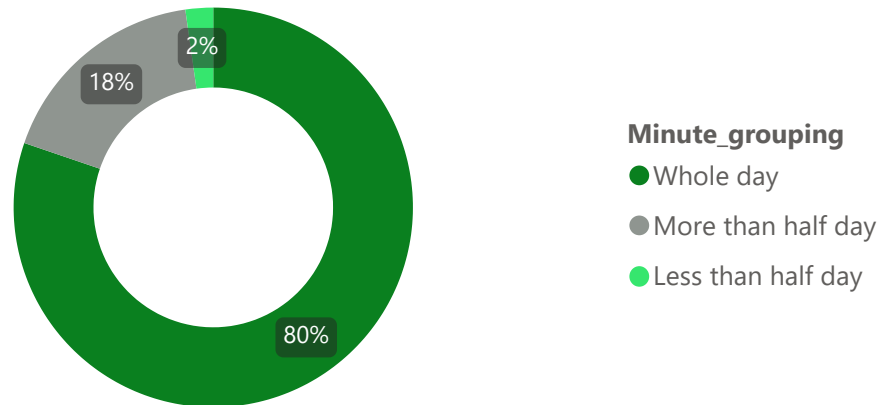
Frequency worn by all users



Frequency worn by high users



Frequency worn by low users



Frequency worn by moderate users

