

Analysis of Physical Activity Data to Identify Opportunities for Bellabeat

This report analyzes data from FitBit fitness trackers to uncover user behavior patterns and provide actionable insights for Bellabeat's marketing strategy.

General activity

Steps and calories

Sleep habits



Analysis of Physical Activity Data to Identify Opportunities for Bellabeat: General activity

35

Count of users

5,05

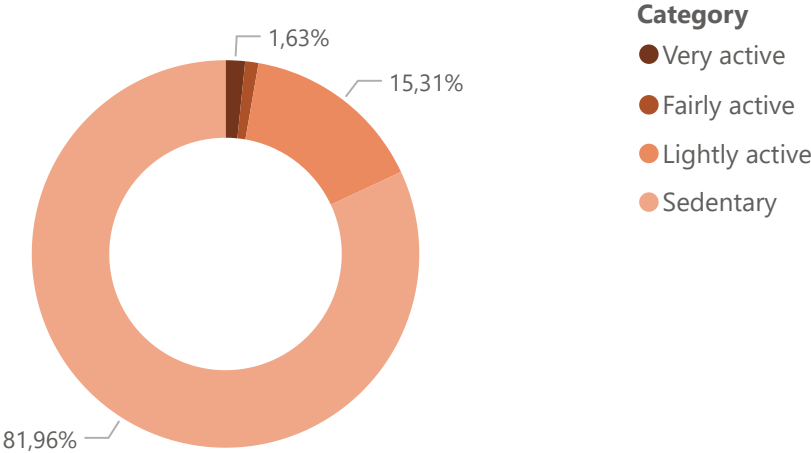
Average of active hours

5,22

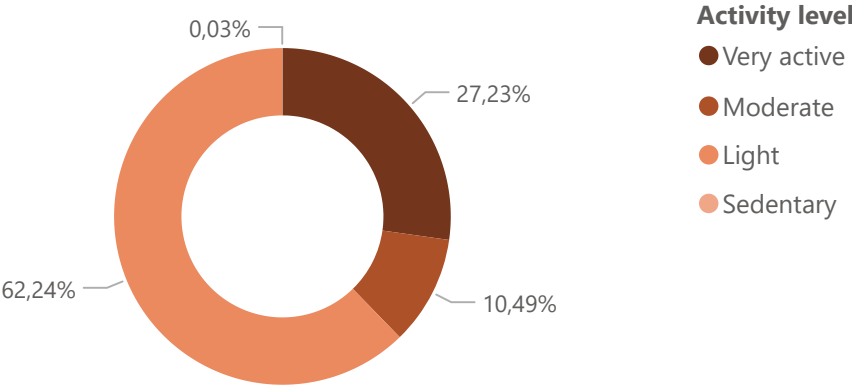
Average of total distance

- Home
- General activity
- Steps and calories
- Sleep habits

Sum of Minutes by Category



Sum of walking distance by activity level



User id	Avg steps	Max steps	Avg distance	Avg calories
8877689391	16.424,33	29326	13,46	3.428,88
8053475328	14.784,52	25701	11,50	2.932,02
1503960366	11.935,78	18134	7,73	1.808,74
7007744171	11.619,29	20067	8,28	2.570,24
2022484408	11.595,09	18387	8,28	2.500,30
6962181067	10.679,89	20031	7,23	2.015,38
3977333714	10.321,52	16520	7,03	1.480,64
2347167796	9.647,12	22244	6,43	2.033,39
4388161847	8.595,69	22770	6,67	2.829,54
8378563200	8.555,16	16208	6,78	3.414,14
5553957443	8.540,63	17022	5,59	1.855,26
7086361926	8.459,81	14604	5,75	2.457,70
5577150313	8.385,93	15764	6,28	3.343,71
4702921684	8.367,07	15126	6,79	2.918,57
1644430081	7.780,93	20237	5,66	2.837,58
4319703577	7.422,81	13658	4,99	2.025,56
6117666160	7.363,00	19658	5,58	2.218,55
2873212765	7.299,26	14103	4,93	1.855,23
4558609924	7.154,93	13743	4,73	1.976,58
3372868164	6.616,93	9715	4,54	1.908,83
8583815059	6.346,62	15168	4,95	2.662,13



Analysis of Physical Activity Data to Identify Opportunities for Bellabeat: Steps and calories

2,27K

Average of calories burned

7,28K

Average of total steps walked

Home

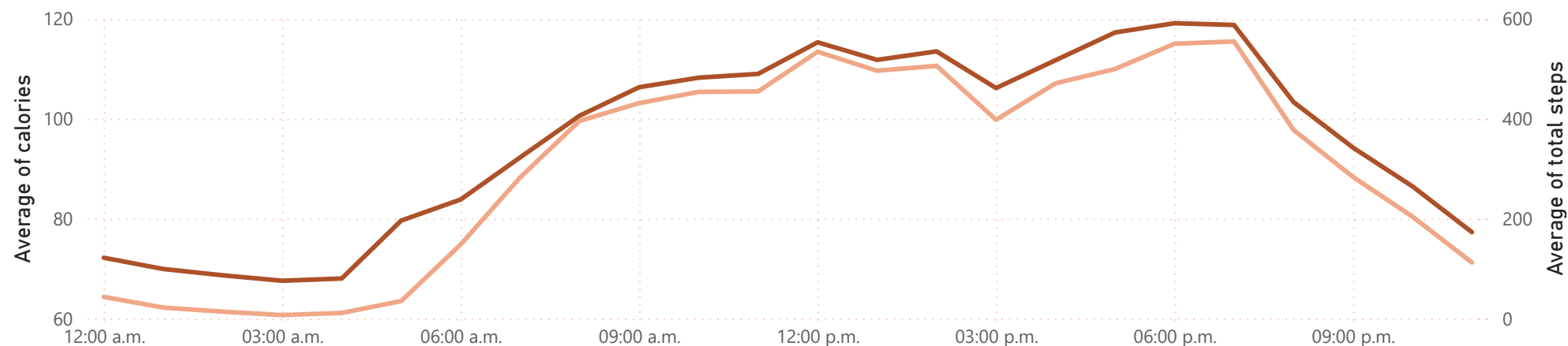
General activity

Steps and calories

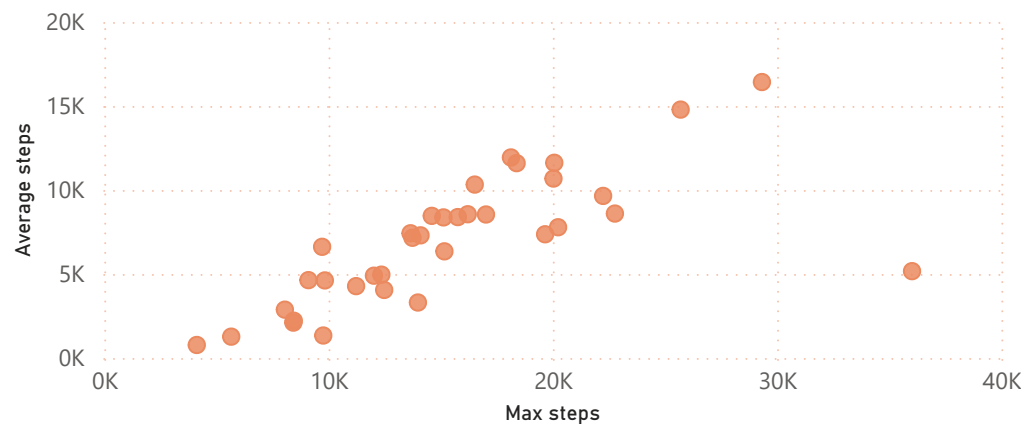
Sleep habits

Average calories and steps by time of the day

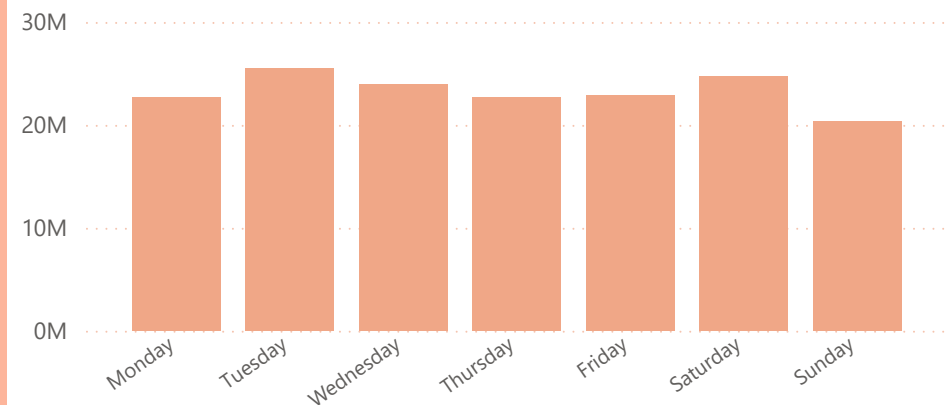
● Average of calories ● Average of total steps



Max steps vs average steps



Total steps by day of the week



Analysis of Physical Activity Data to Identify Opportunities for Bellabeat: Sleep habits

6,99

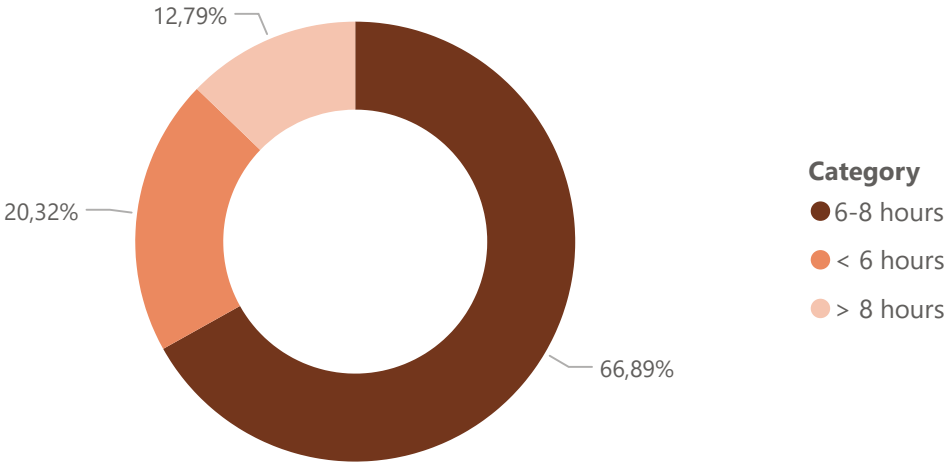
Average of hours asleep

39,31

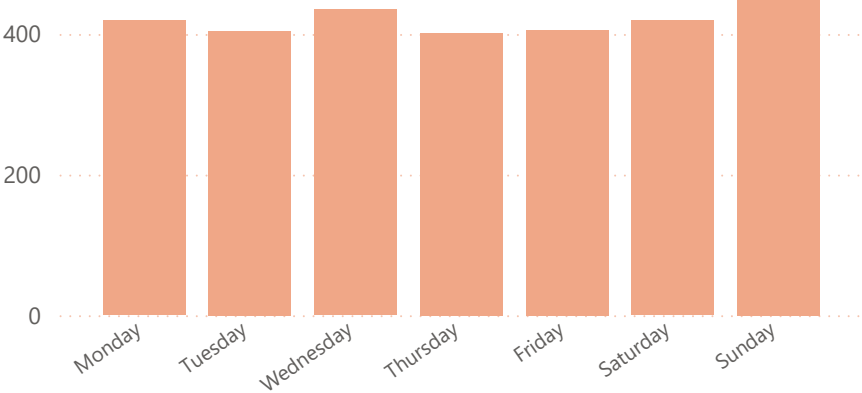
Average of extra bed minutes

- Home
- General activity
- Steps and calories
- Sleep habits

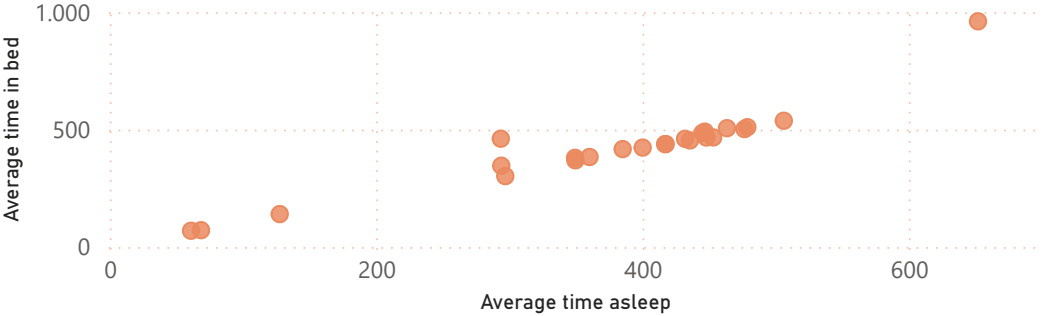
Average hours asleep by category



Total minutes asleep by day of the week



Average time asleep vs total time in bed



Extra bed minutes by day of the week

