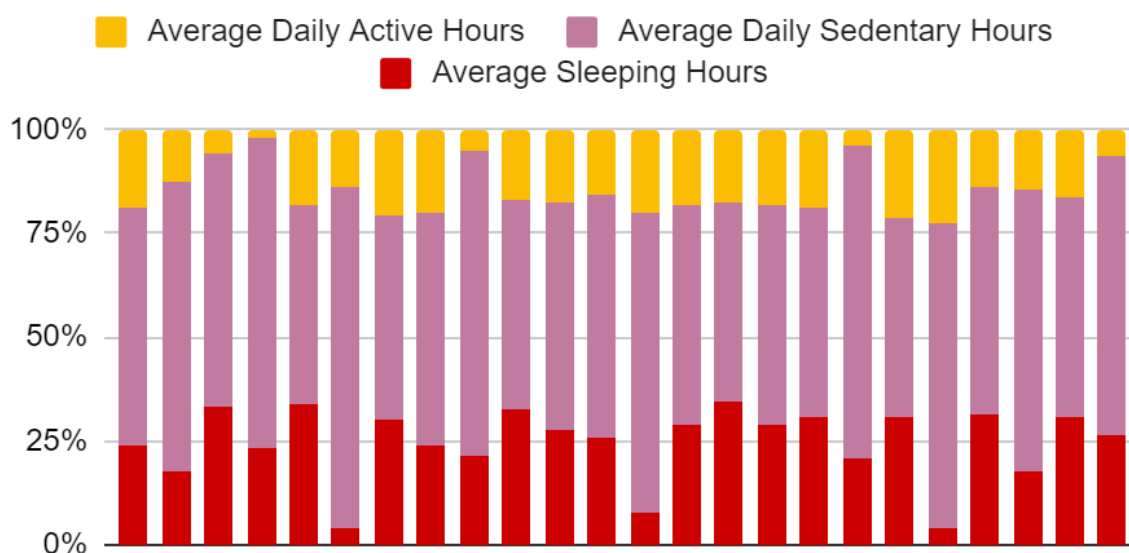


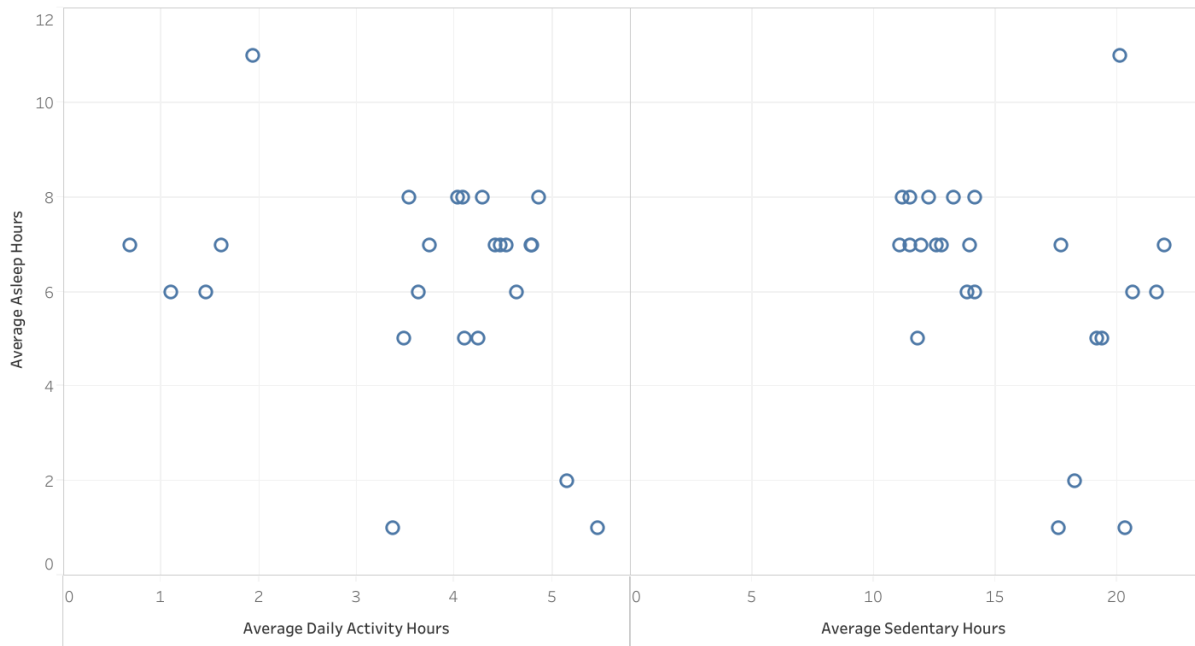
Here we can see the average active, sedentary and sleeping hours per user during the reporting period.

Let's see their average day on percentages with active, inactive times and sleep times:

## Average Sleeping, Sedentary & Activity Hours per User



Average Active Daily Hours and Sedentary Hours to Average Sleep Time in Hours



1. What are some trends in smart device usage?

- Smart device **users seems to be generally active.**
- However, a **significant time of days is spend in sedentary behaviour** (etc. sitting).
- On average, **the users tend to sleep enough.** \* However, some users record really low average sleeping hours.

2. How could these trends apply to Bellabeat customers?

- Based on the data, Bellabeat's customers are most likely to be active. So the **tracker's ability to accurately follow and record activities** is most likely to be important for its customers.
- When checking for the distinct answers, **the categories that resulted 33/33 answers where activity related and in addition, calories.** This could mean that activity and calory tracking are important for fitness tracker users
- However, **the sedentary hours are long (pointing to sedentary work).** Bellabeat could apply a notification to its system to notify users when they have been sitting a certain time period on a row and they would benefit for a short standing period.
- On average users sleep time seems to be well aligned with global recommendations. 24/33 responded tracked their sleeping time, so **on average the interest seems to be high for ability to track sleep.**

3. How could these trends help influence Bellabeat marketing strategy?

- In Bellabeat's marketing, **the tracker's abilities to track activity, calories and sleep should be highlighted.**
- According to the data set, **majority of the fitness tracker users is in the field of sedentary work but they encorporate daily activity to their lives.** This is also a good segment of consumers to toward their marketing.

- Bellabeat should **not only focus on activity but to the overall health**, especially importance for sleep and rest, and this could be included in the marketing campaigns.

\*Adults need 7 or more hours of sleep per day.

<https://www.cdc.gov/sleep/features/getting-enough-sleep.html>