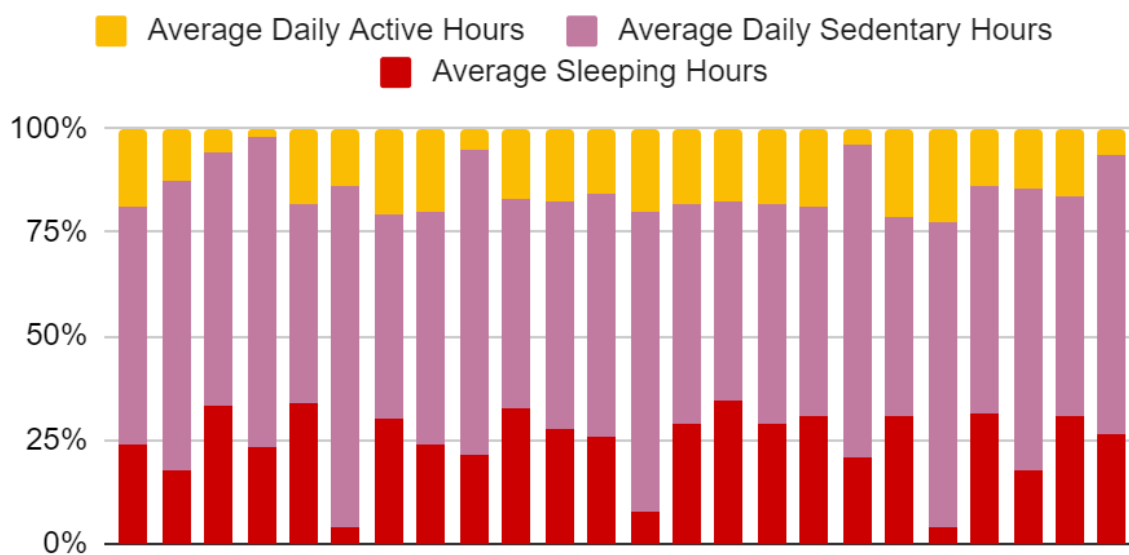


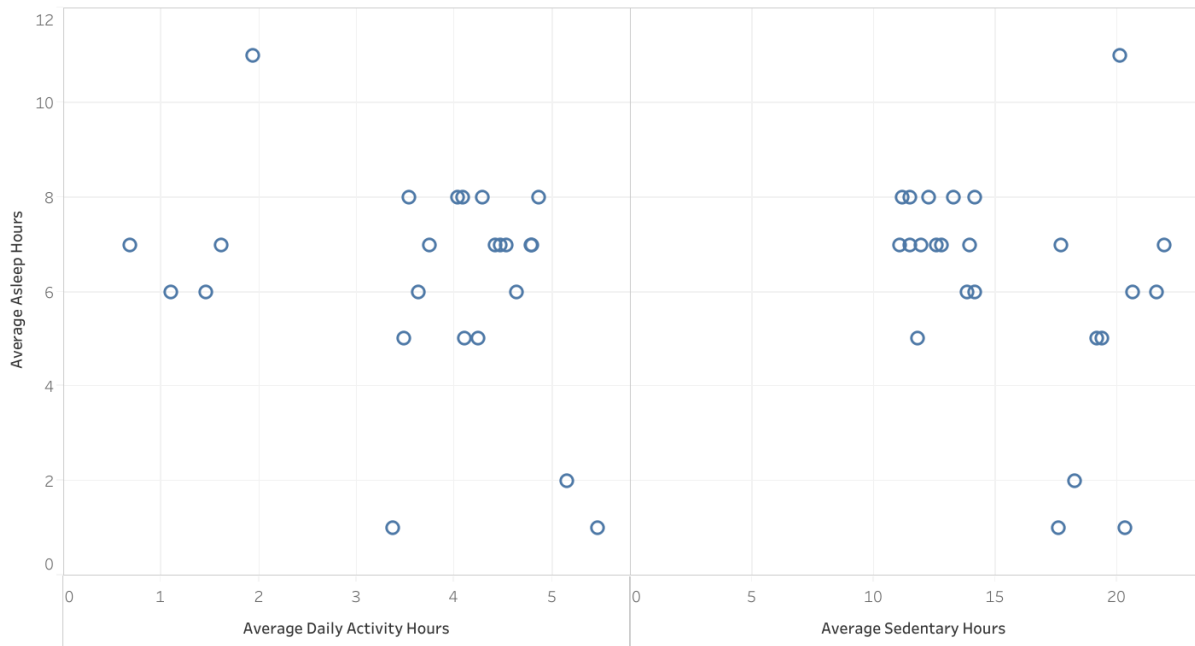
Here we can see the average active hours per user during the reporting period.

Let's see their average day on percentages with 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>