User category based on number of days Fitbit used

- consistent_user
- moderately_consistent_user
- inconsistent_user

57.6%
39.4%
3%
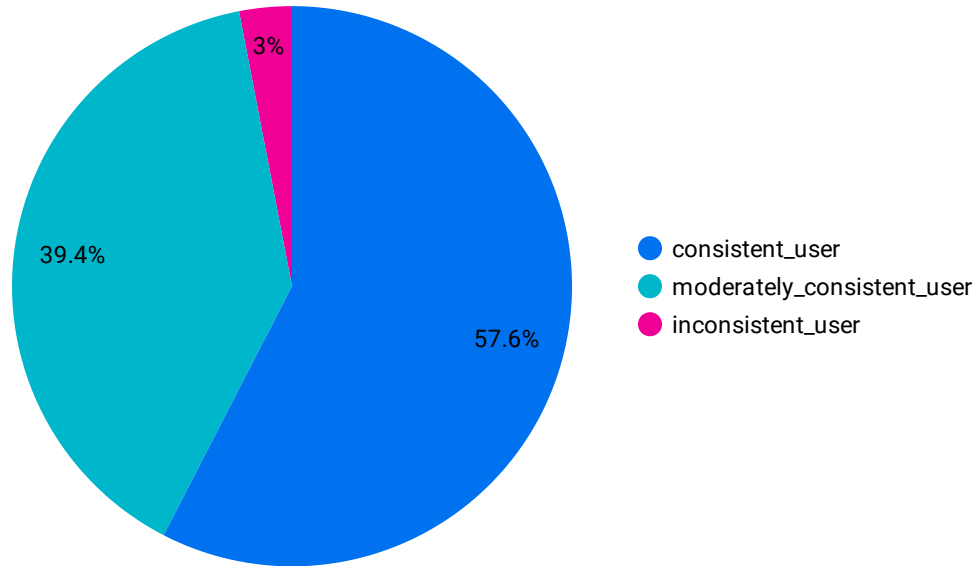
User category based on Physical Activity Minutes

- physically_very_active
- physically_inactive
- physically_active

54.5%
36.4%
9.1%
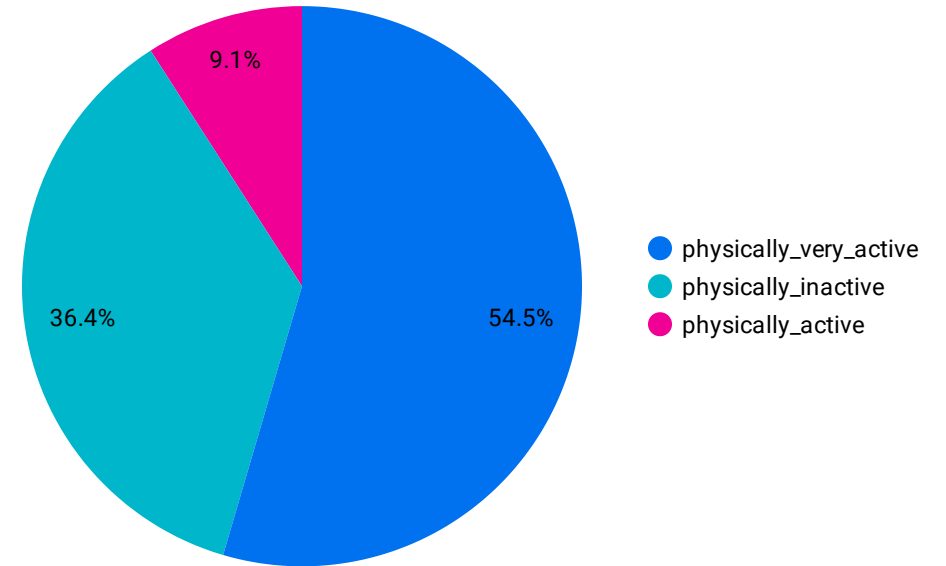
User category based on Daily Total Steps

- moderately_active
- less_active
- inactive
- active
- highly_active

33.3%
21.2%
21.2%
15.2%
9.1%