



Total Users

**33**

Average Steps

**7,637.91**

(Below the 10K daily goal)

Average Calories

**2,303.61**

Average Sleep(Hr)

**6.99**

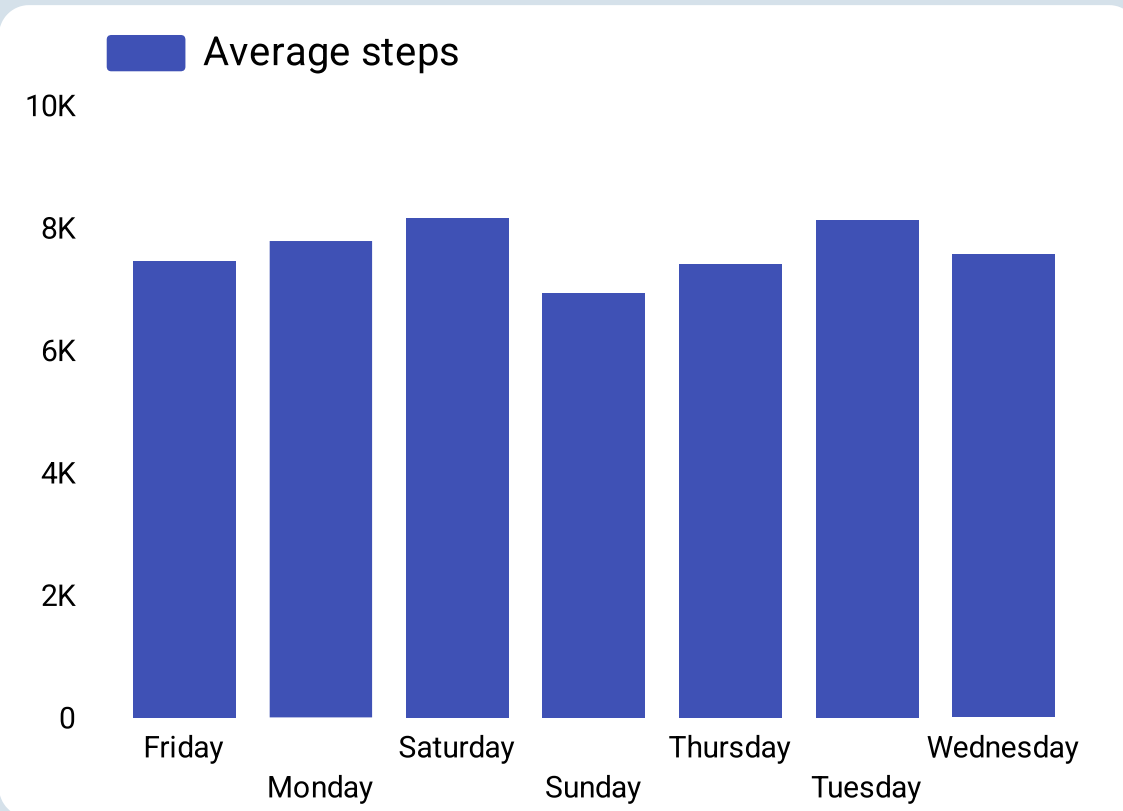
## Summary

Our analysis of a 30-day user dataset reveals a significant opportunity for growth. The user base is almost perfectly divided between a 'Very Active' segment and a large 'Sedentary' group. By focusing on increasing engagement during periods like the 'Sunday Slump,' we can convert sedentary users into active, long-term customers.

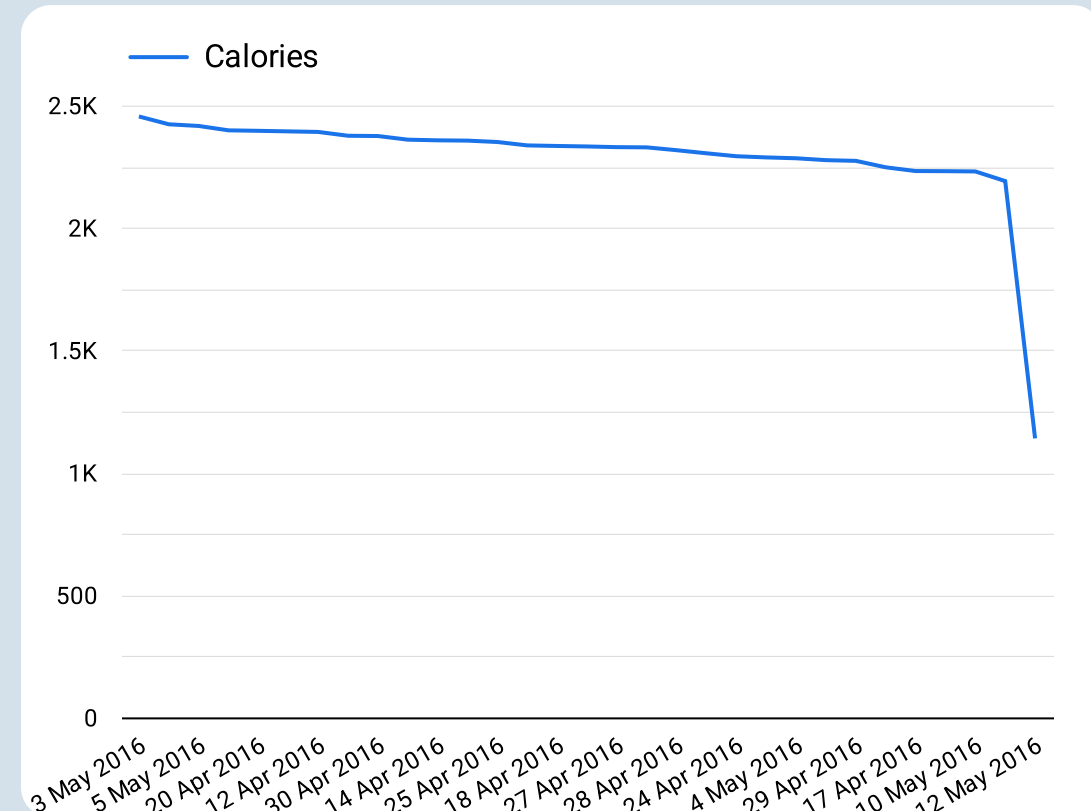


# Daily And Weekly Activity Trends

## Average Daily Steps



## Average Calories Burned

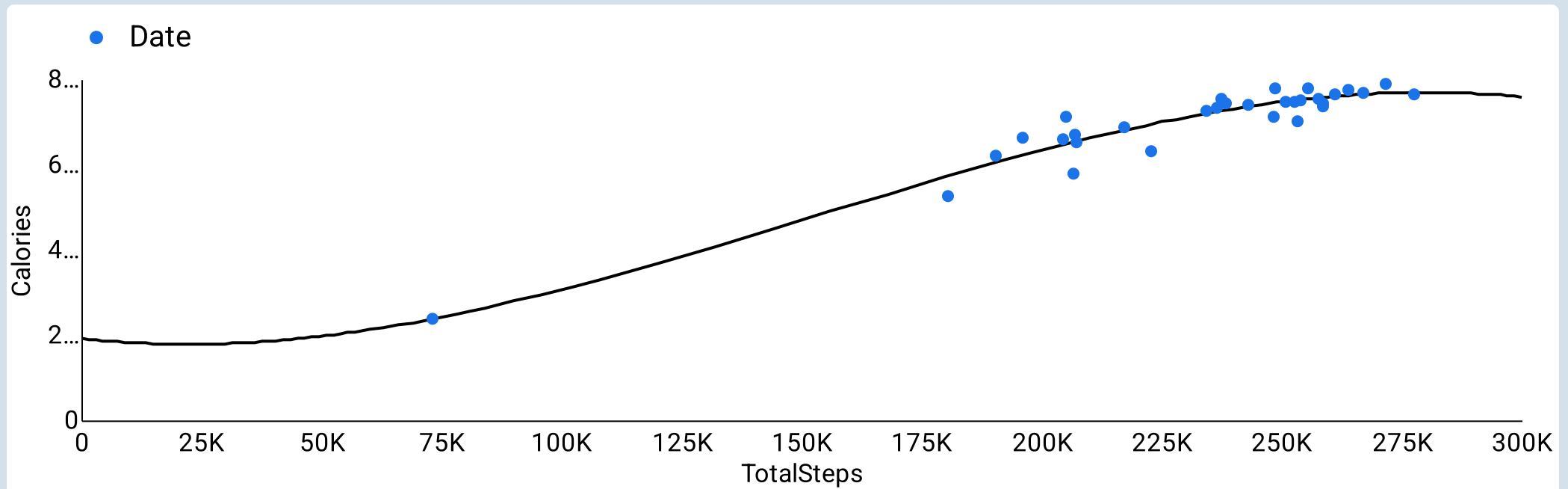


## Summary

As evidenced by the bar chart, users' activity fluctuates significantly, peaking on Tuesdays and Saturdays. However, the most critical insight is the 'Sunday Slump,' where average steps drop by over 1,000. This presents a key opportunity for a targeted weekend engagement campaign.



## Relationship between steps and calories

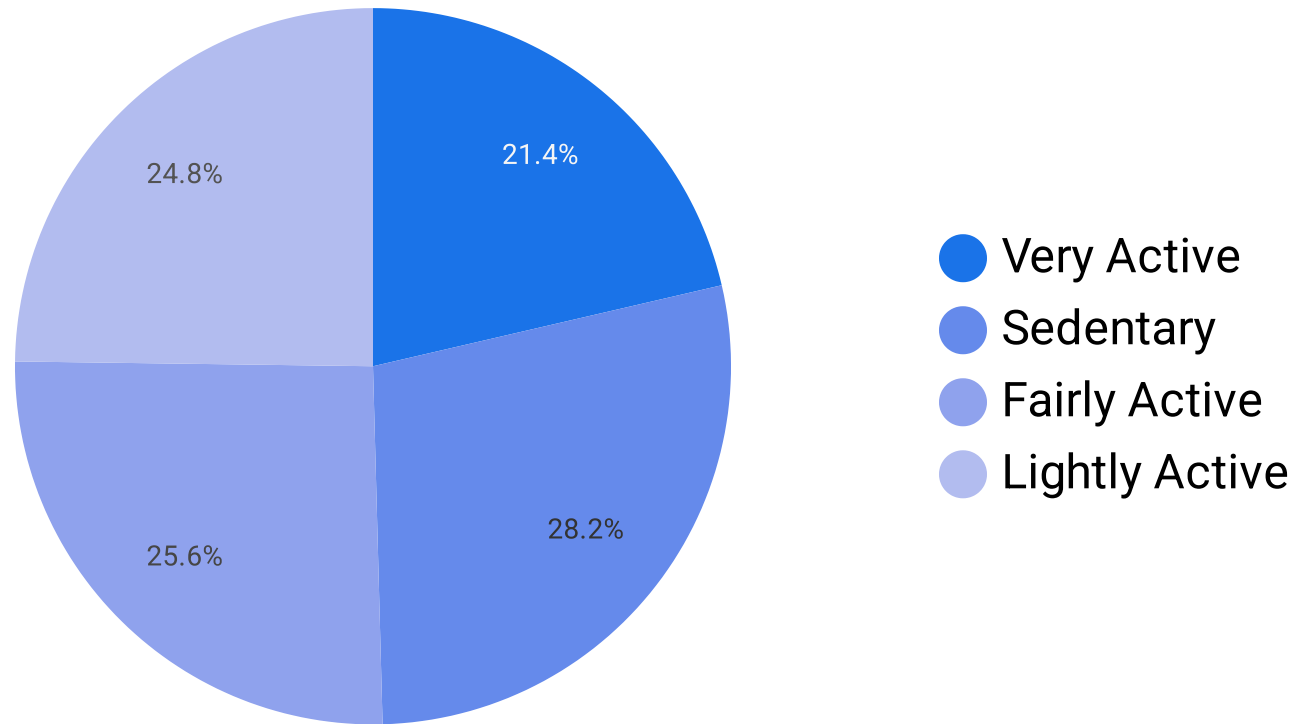


## Summary

A positive correlation (0.59) between steps and calories burned confirms that the device's metrics are consistent and reliable. This provides a data-driven foundation for product messaging, affirming to users that their efforts directly contribute to their health goals.



# Audience & Segmentation



## Summary

The user base is evenly split between our 'Very Active' and 'Sedentary' segments, each representing over 32% of users. This clear division allows us to tailor our strategies: we can leverage our 'Very Active' users as brand ambassadors and focus retention efforts on the 'Sedentary' group to turn them into active, long-term customers.



## **1. Launch a 'Beat the Slump' Campaign: -**

Develop a fun, gamified challenge for Sundays to increase user activity.

## **2. Pilot a Retention Program: -**

Create a targeted email and push notification campaign for the 'Sedentary' user segment, offering personalized tips and short-term challenges.

**3. Validate Insights with a Larger Dataset: -** Recommend a follow-up analysis with a broader sample of users to confirm these trends and provide a stronger foundation for strategic decisions.

Thank you for your time and  
attention