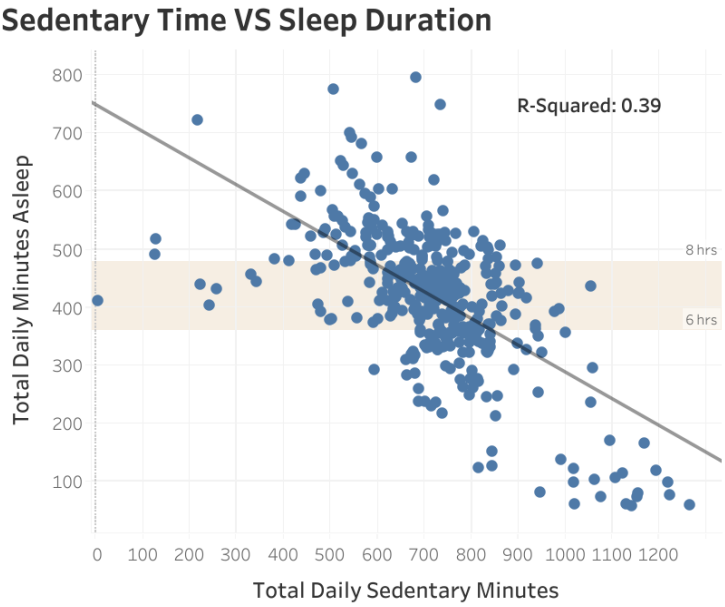
Google Data Analytics Capstone Project

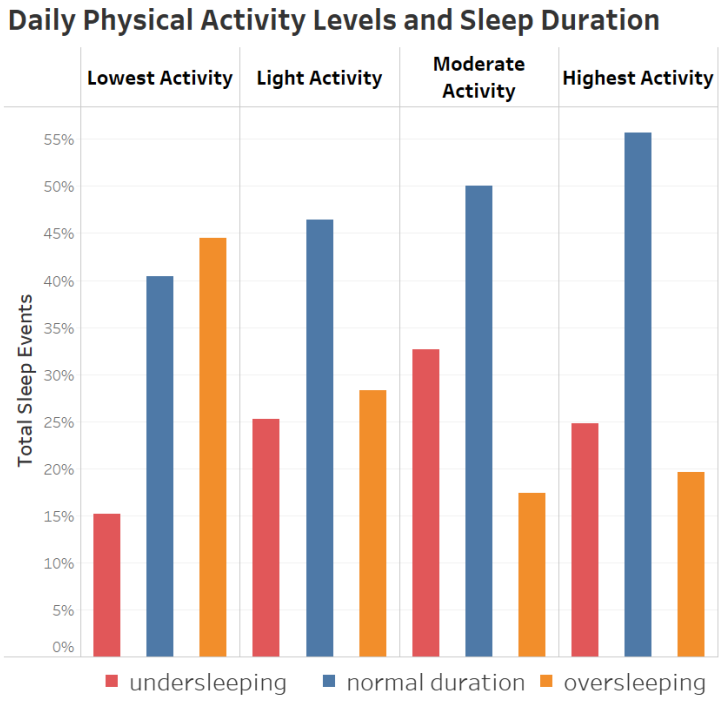
SUMMARY

KEY FINDINGS

- The quality of data provided for the project was suboptimal, and the results of this analysis should be treated as preliminary.

- Time spent sitting was negatively correlated with sleep duration and this association seemed to be independent of the overall physical activity (please refer to the full report for more details).





- Physical activity was associated with a higher frequency of sleep events with normal duration (6 – 8 hours), and a disproportionately high tendency to oversleep was observed in the 'Lowest Activity' quartile.

RECOMMENDATIONS

- A personalised sleep optimisation functionality might be introduced into the Bellabeat app. For users sleeping less than 6 hours or more than 8 hours, the app could remind to take regular breaks from sitting. These reminders might be primarily targeted for the time window when people are at work. During later hours, the app could encourage people to partake in more intense exercise with the goal of reaching at least light average daily activity levels. As sleep is a complex physiological process, many factors can affect its duration. Bellabeat app could track the changes in the total sedentary time, average activity levels, and daily sleep duration of users over time, to determine if the changes suggested by the app have any positive effects. Depending on the outcome of such analysis, the app could inform the users about the likelihood of their issues regarding sleep duration being associated with daily sedentary time and physical activity.

- Bellabeat could enhance their marketing strategy by emphasizing the significance of sleep duration and its correlation with daily activity, while highlighting how personalised Bellabeat services can assist women in improving their sleeping experiences.