



Bellabeat Case Study

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Objective

Study smart device usage data from Fitbit users to discover trends that we can use to further develop our technology to better serve our users

Summary Statistics

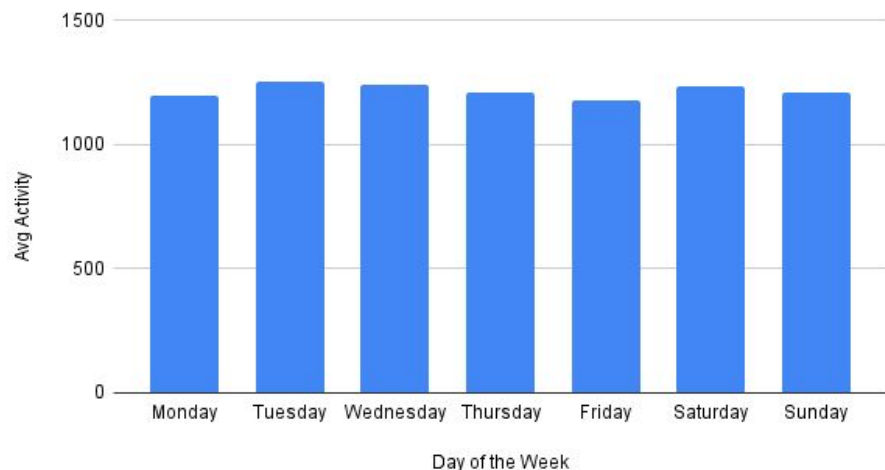
- 33 people participated in a month long study involving their daily activity and sleep times
 - Only 24 participated in the sleep portion

	Average	Maximum	Minimum
Very Active	21.16	210.0	0
Fairly Active	13.56	143.0	0
Lightly Active	192.81	518.0	0
Sedentary	991.21	144.0	0

	Average	Minimum	Maximum
Asleep	419.17 min	58 min	796 min
In Bed	458.48 min	61 min	961 min

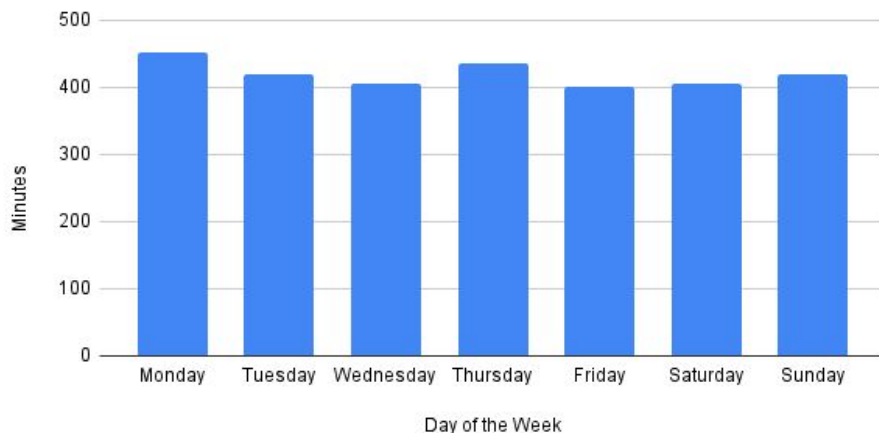
Weekday Breakdown

Total Avg Activity Each Day of the Week



Minutes Asleep During the Week

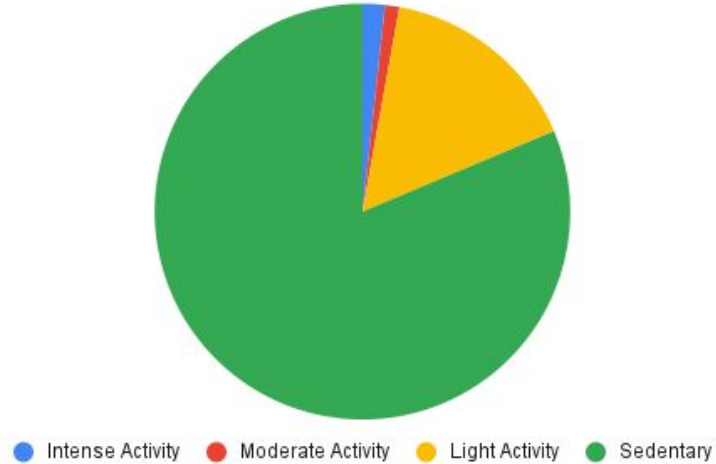
Avg minutes spent asleep each day



Comparing Activity Types

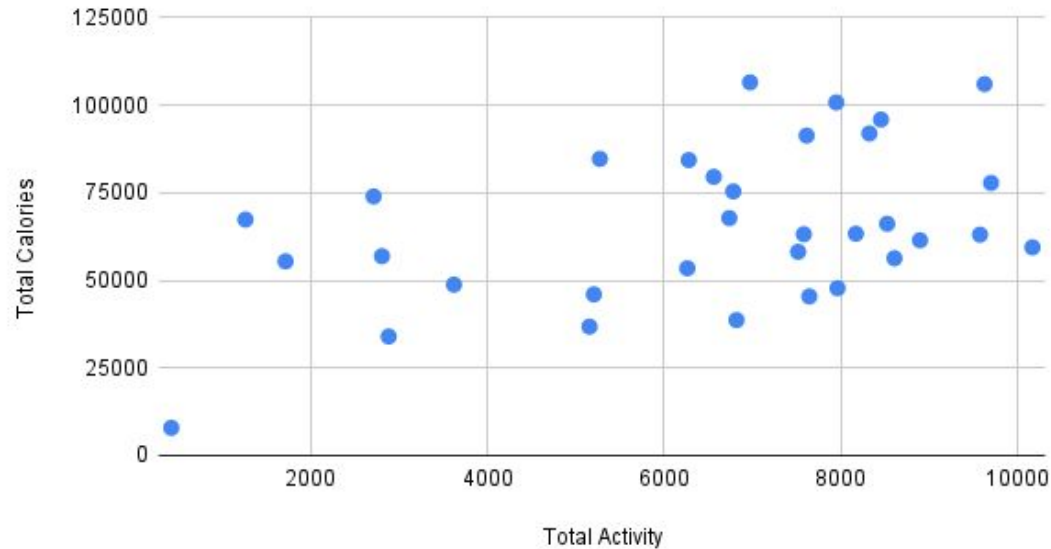
Activity Intensities

Comparing avg activity intensities



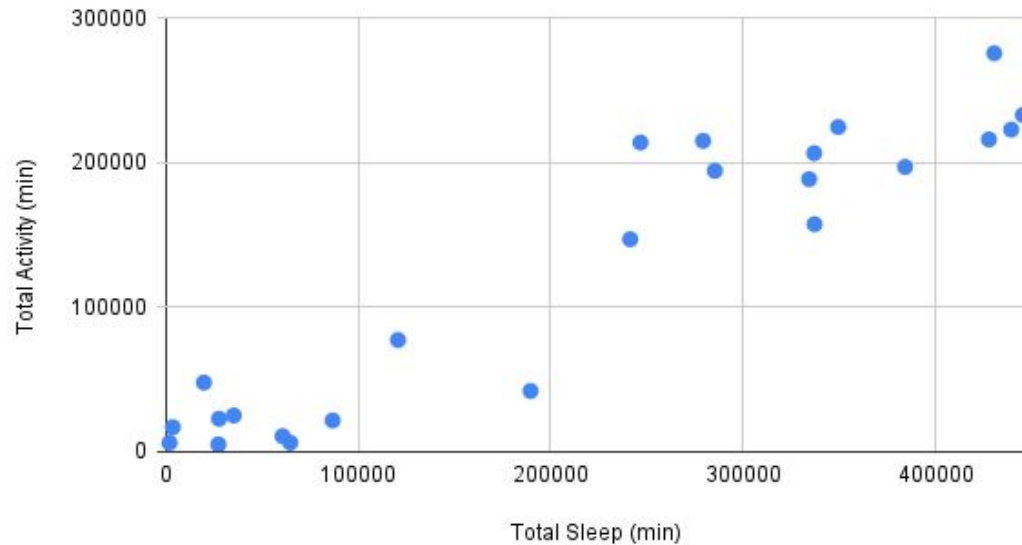
Total Calories Lost with Activity

Calories Lost with Activity



More Sleep leads to More Activity

Activity with Sleep



Conclusion

Most users are sedentary throughout the day. However, calorie loss is related to movement and activity, with even light activity sparking calorie loss.

We also found that the more users sleep, the more active they are throughout the week.

Next Steps

Encourage users to move more

Hourly step reminder

Daily step goal

Encourage users to get enough rest

Sleep reminder

Sleep coaching

Interactive goal “buddies”

Friends, other users compete and promote accountability