



bellabeat

Google Analytics Capstone Case Study for Bellabeat

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Business Questions

How are users using their smart devices?

How can smart device trends apply to Bellabeat's customers?

How can smart device trends influence Bellabeat's marketing?

Data

The data used to complete this analysis was obtained from Fitbit Fitness Tracker Data located on Kaggle through Mobius. The dataset encompassed smart device usage habits of 30 Fitbit customers between March-May 2016.

Limitations

The dataset was small at only 30 users.

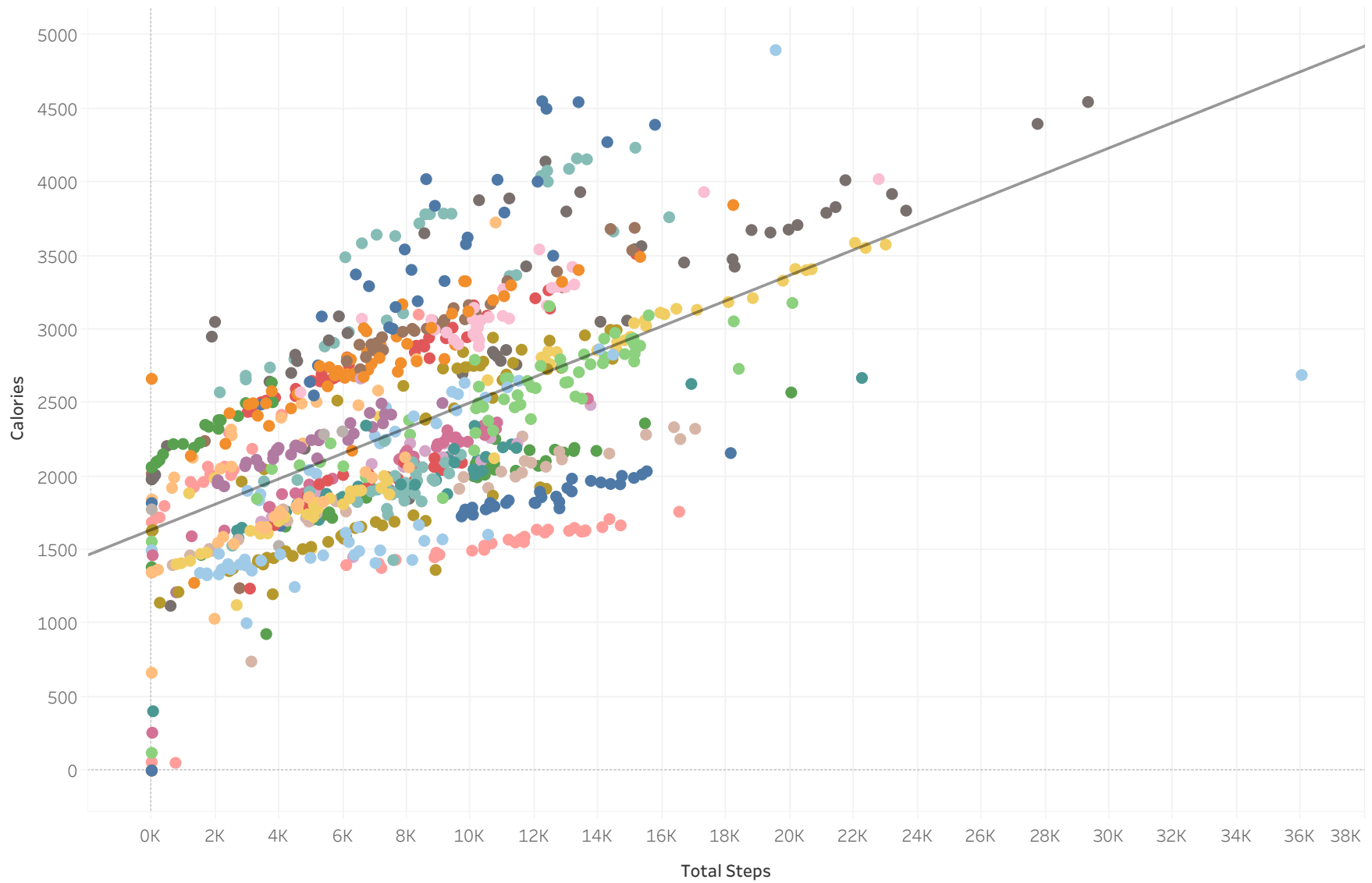
Not all users contributed sleep data.

User age, height, and gender was not recorded.

The data is from 2016 and may not represent how people use smart devices in 2022.

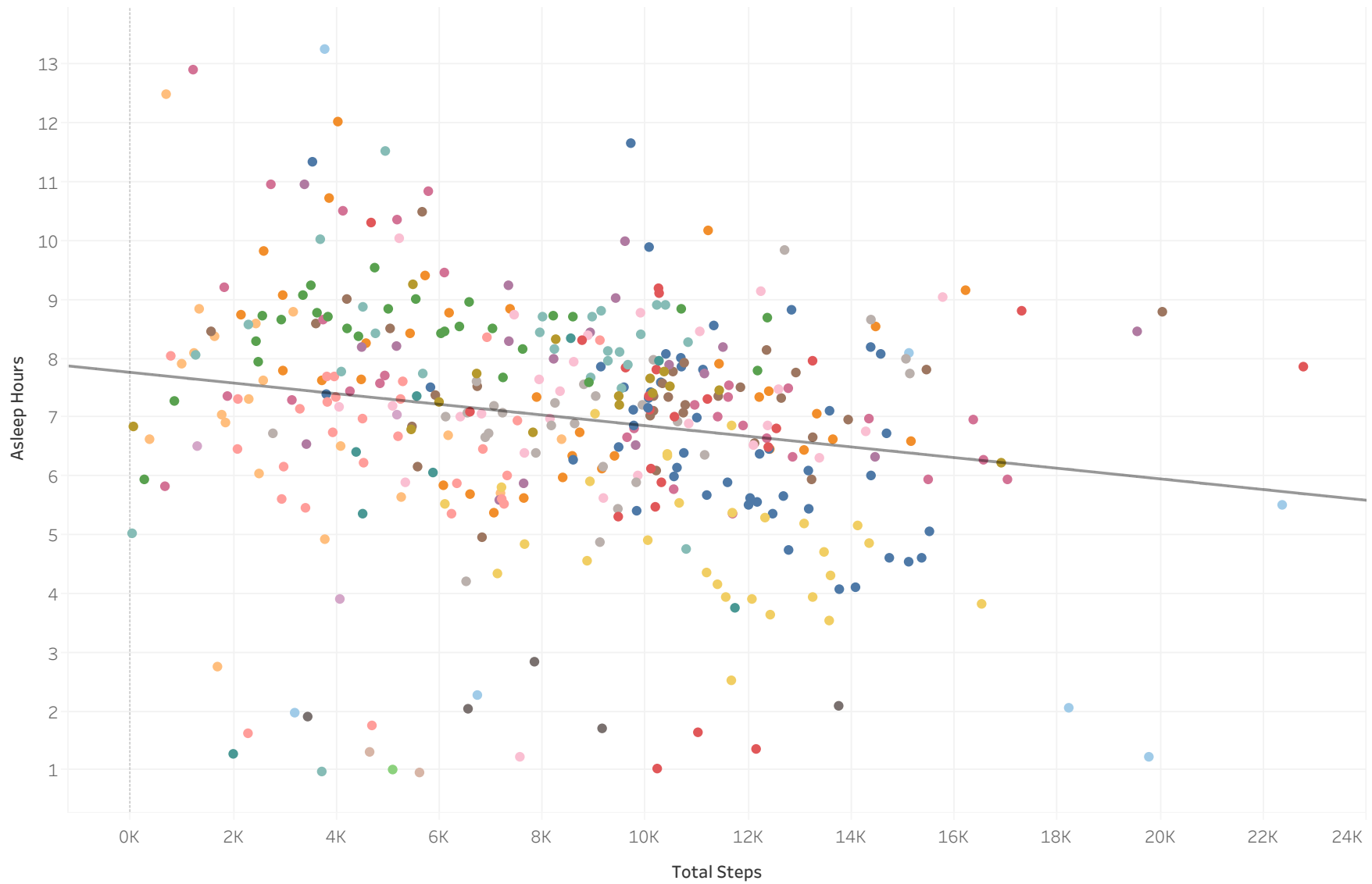
Users generally consume more calories as they take more steps each day.

Total Steps vs. Calories



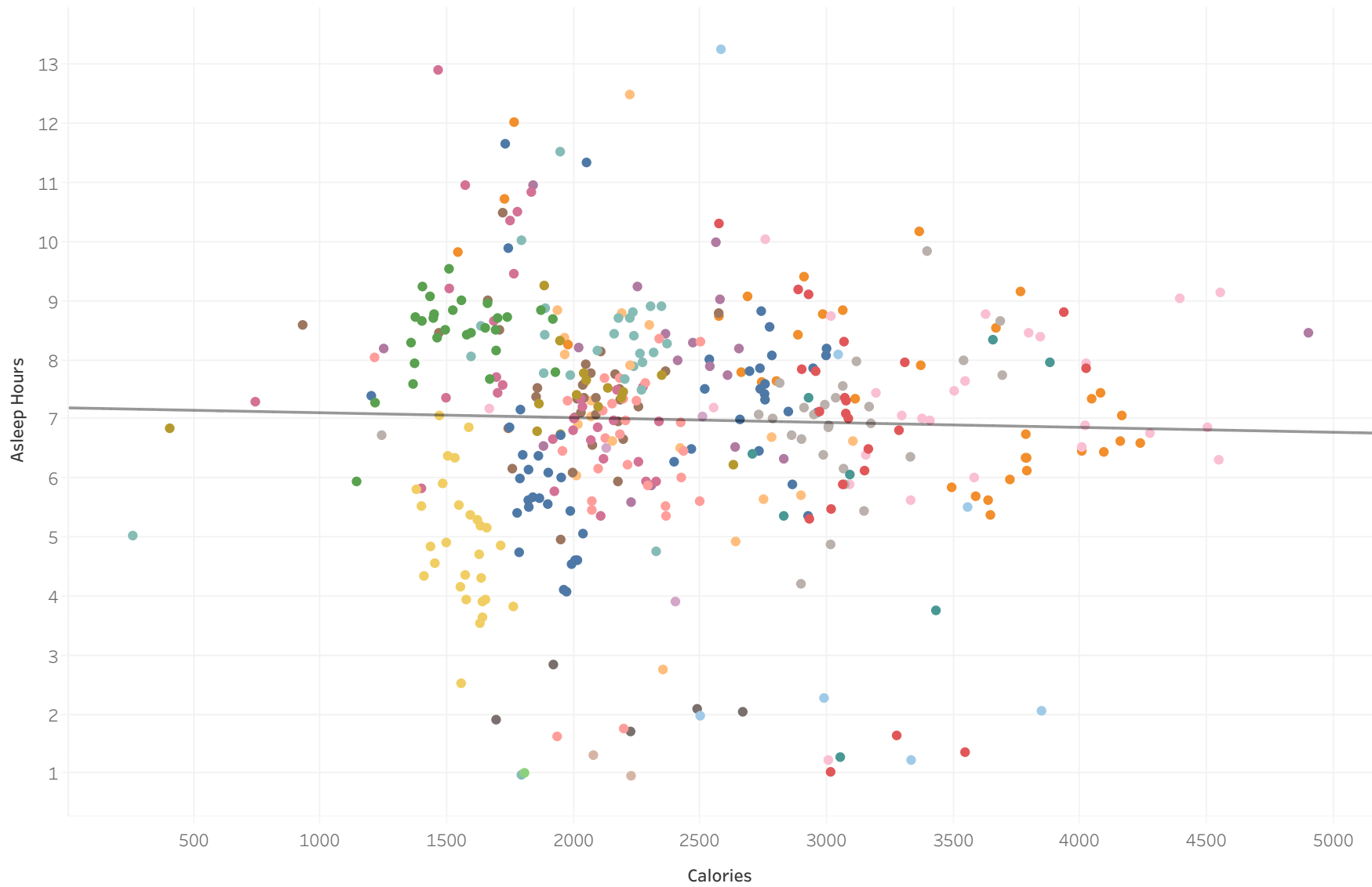
As users walk more, they tend to have a slight decrease in hours asleep.

Total Steps vs. Sleep

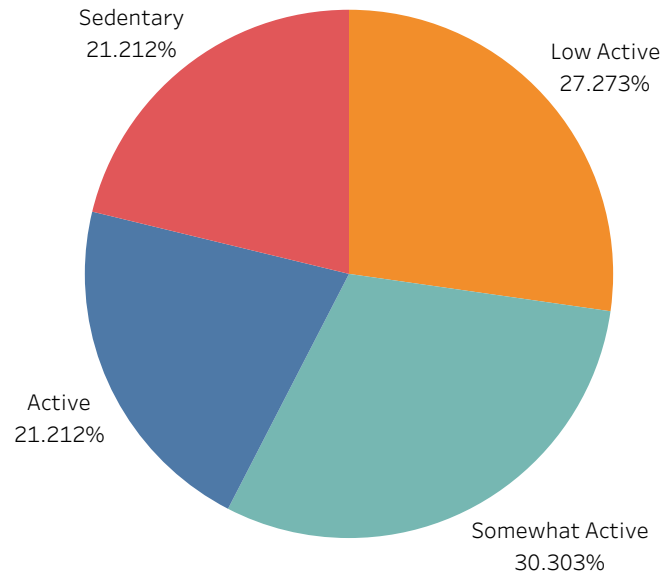


User data does not show a correlation between calories consumed and hours asleep.

Calories vs. Sleep

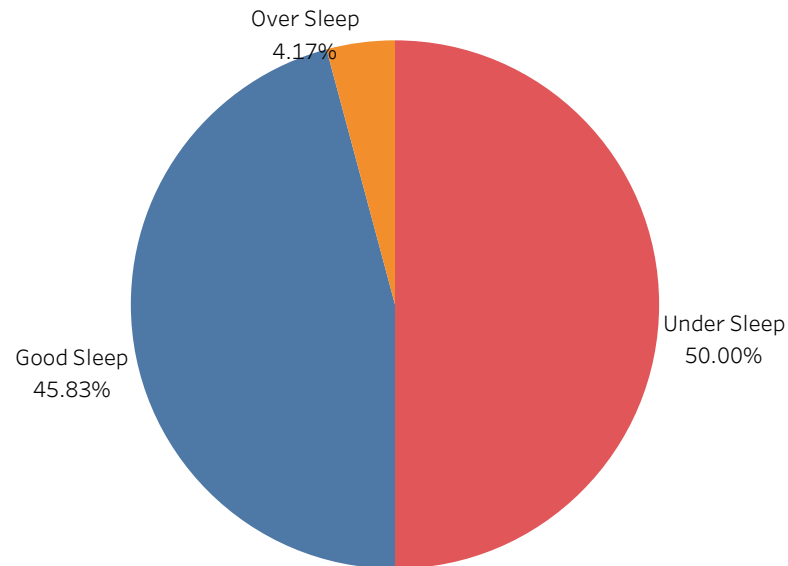


User Activity Level Averages



Only 21% of users utilizing the watch are categorized as active (>10,000 steps/ day).

User Sleep Rating Averages

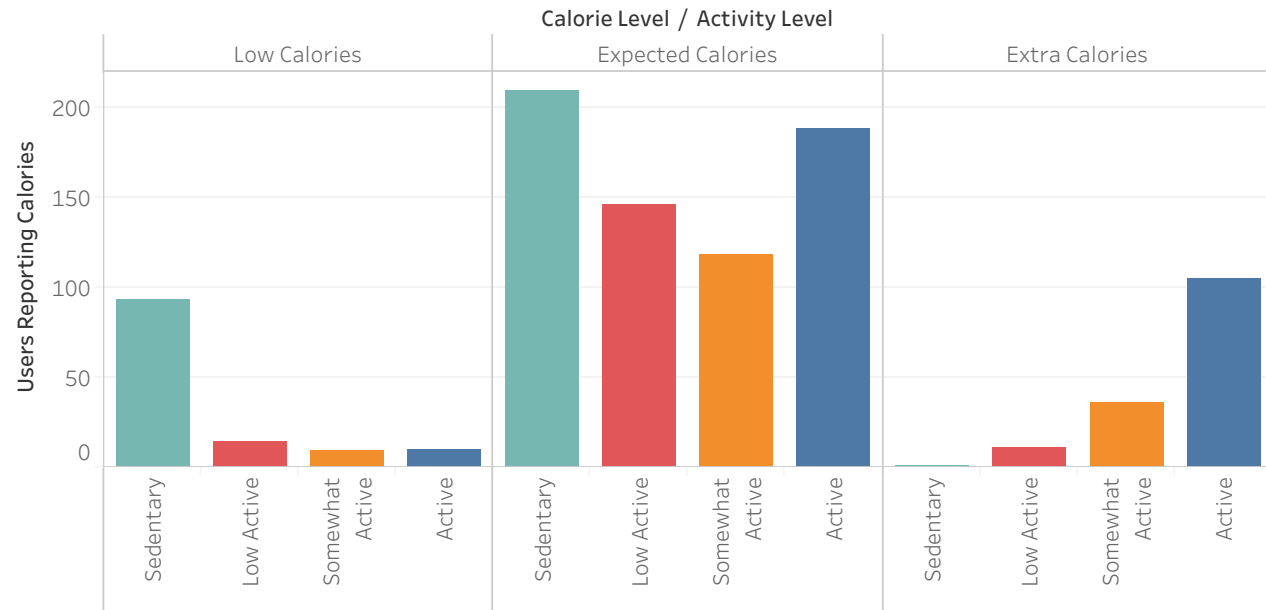


Half of the users that track their sleep are under sleeping (<7 hours/ day).

Calorie Level vs. Activity Level

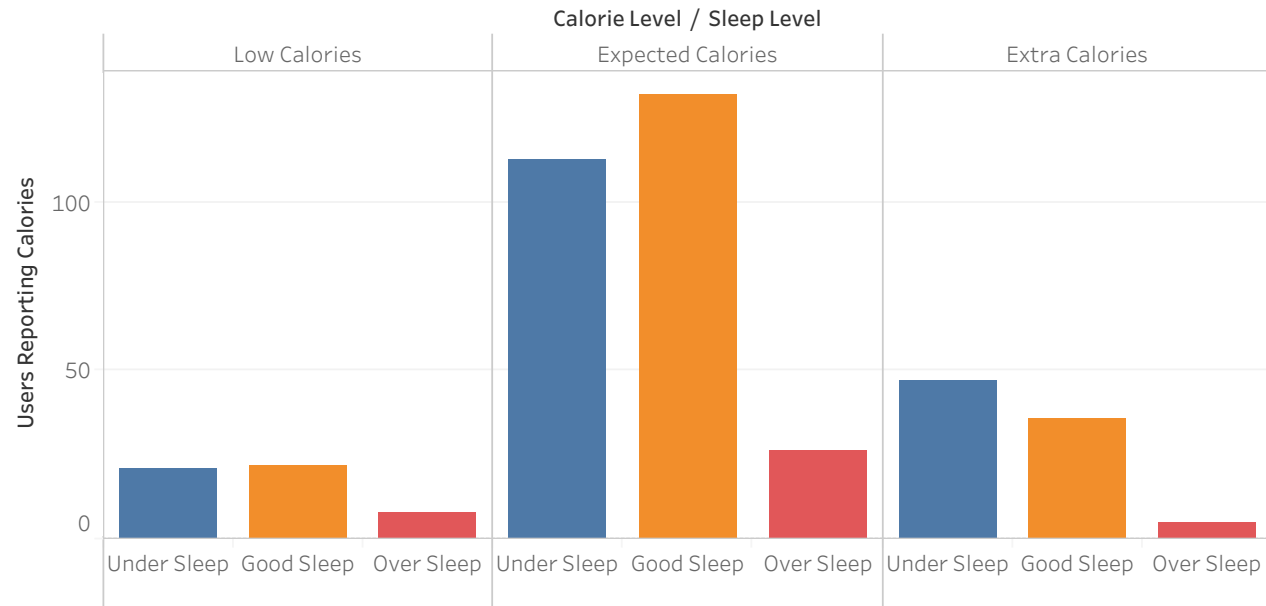
Most users consuming low calories (<1500) are sedentary.

Most users consuming extra calories (>2200) are active.



Calorie Level vs. Sleep Level

Amongst all calorie groups, the majority of users either under sleep or have good sleep.



Summary

An increase in steps is correlated with an increase in calories.

Users tend to sleep less when they are more active.

Only 21% of users are active (10,000+ steps).

50% of users under sleep (<7 hours).

Sedentary users tend to eat less calories than active users.

Recomendations

Encourage users to reach an optimal amount of sleep (7-9 hours) through reminders, positive notifications, or alerts regarding the time they would need to wake up to have 8 hours of sleep.

If users were not sedentary, send them a reminder that active individuals need to take care of themselves by resting for 7-9 hours.

If users have not reached an active level (10,000+ steps), send a notification about an activity they could partake in to help increase their steps.

Let users customize their goals for sleep, calories, steps, and enjoyed activities in order to receive 'just right' notifications and alerts for the user.

Give users badges or digital awards for reaching their personal goals.