

Ask:

Bellabeat Products smart devices are fitness health data that help gain knowledge on how customers use these devices. Our insights can help markets target a specific audience that we know our audience will be and how our marketing team will attract customers

Prepare

- Our Data is stored <https://www.kaggle.com/arashnic/fitbit>. Our data is organized by
 - Heart Rate
 - Calories_burned
 - Intensity per Hour
 - Steps Taken By HJour
 - MET-is the ratio of the rate of energy expended during an activity to the rate of energy expended
 - Sleep_day
 - Activity_Day
 - Weight_Day
- The dataset is generated from a survey Via Amazon Mechanical Turk , where 33 users were given consent to track their data.
- The data is Cited from A fitBit is a very reliable source

Process

The Tools that I will be using are SQL for analyzing the data, and Tableau for visualizations for the data.

```
# We want to get the average calories per day
SELECT AVG(Calories) AS AverageCalories, FORMAT_DATE('%A',ActivityDay) AS Day
FROM `delta-sanctum-331816.Bellabeat.Daily Calories`
GROUP BY Day
```

#To check how many users in this database

```
SELECT DISTINCT ID
FROM `delta-sanctum-331816.Bellabeat.Daly Activity` LIMIT 1000
```

#To see the average of minutes and distance the users run

```
SELECT FORMAT_DATE('%A',ActivityDay) AS Day,
Avg(LightlyActiveMinutes) AS LightAvgMinutes,
AVG(FairlyActiveMinutes) AS FairlyActiveMinutes,
```

```

AVG(VeryActiveMinutes) AS VeryActiveMinutes,
AVG(LightActiveDistance) AS LightDistance,
AVG(ModeratelyActiveDistance) AS ModeratelyActiveDistance,
AVG(VeryActiveDistance) AS VeryActiveDistance

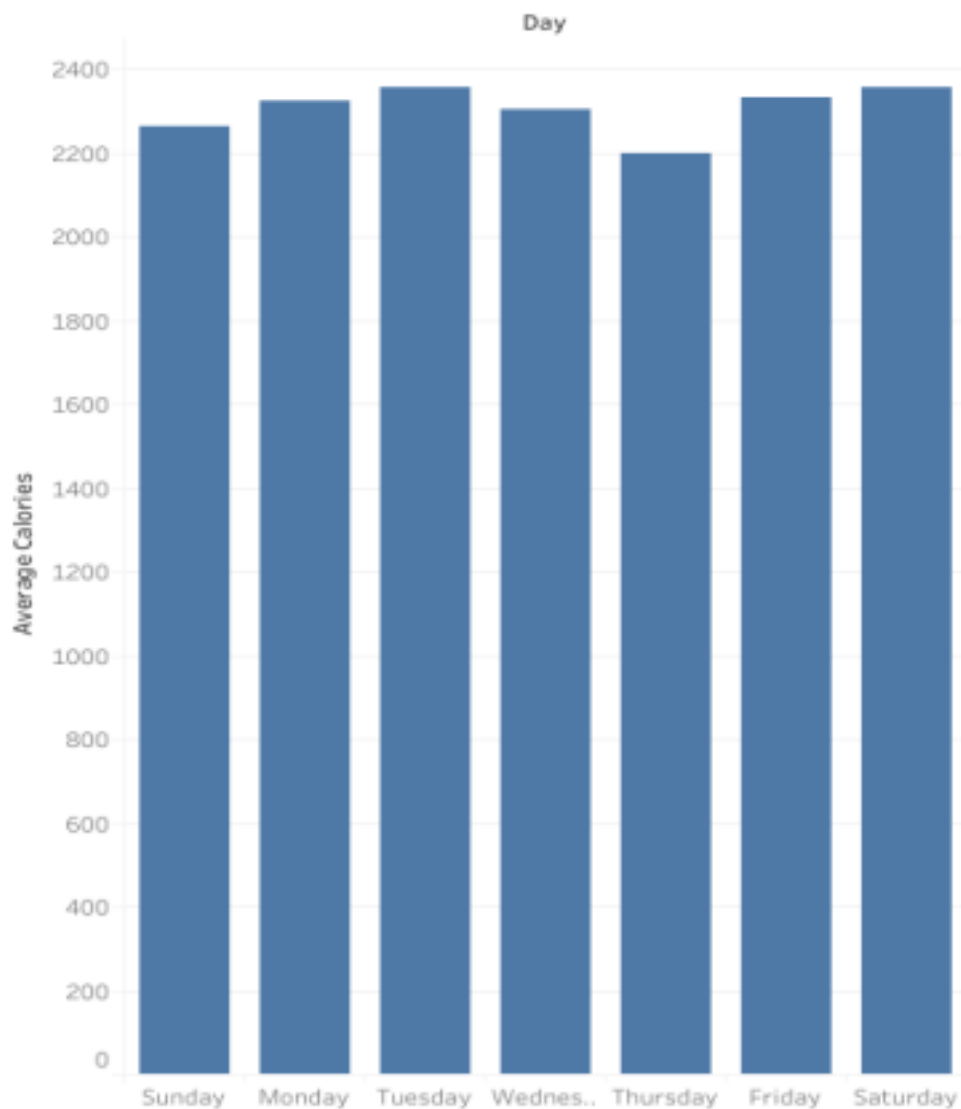
FROM `delta-sanctum-331816.Bellabeat.Daily Intenesities`
GROUP BY DAY

SELECT cast(ActivityHour as time) As Time, AVG(TotalIntensity) AS Intensity
FROM `delta-sanctum-331816.Bellabeat.Hourly Intensities`
group by time

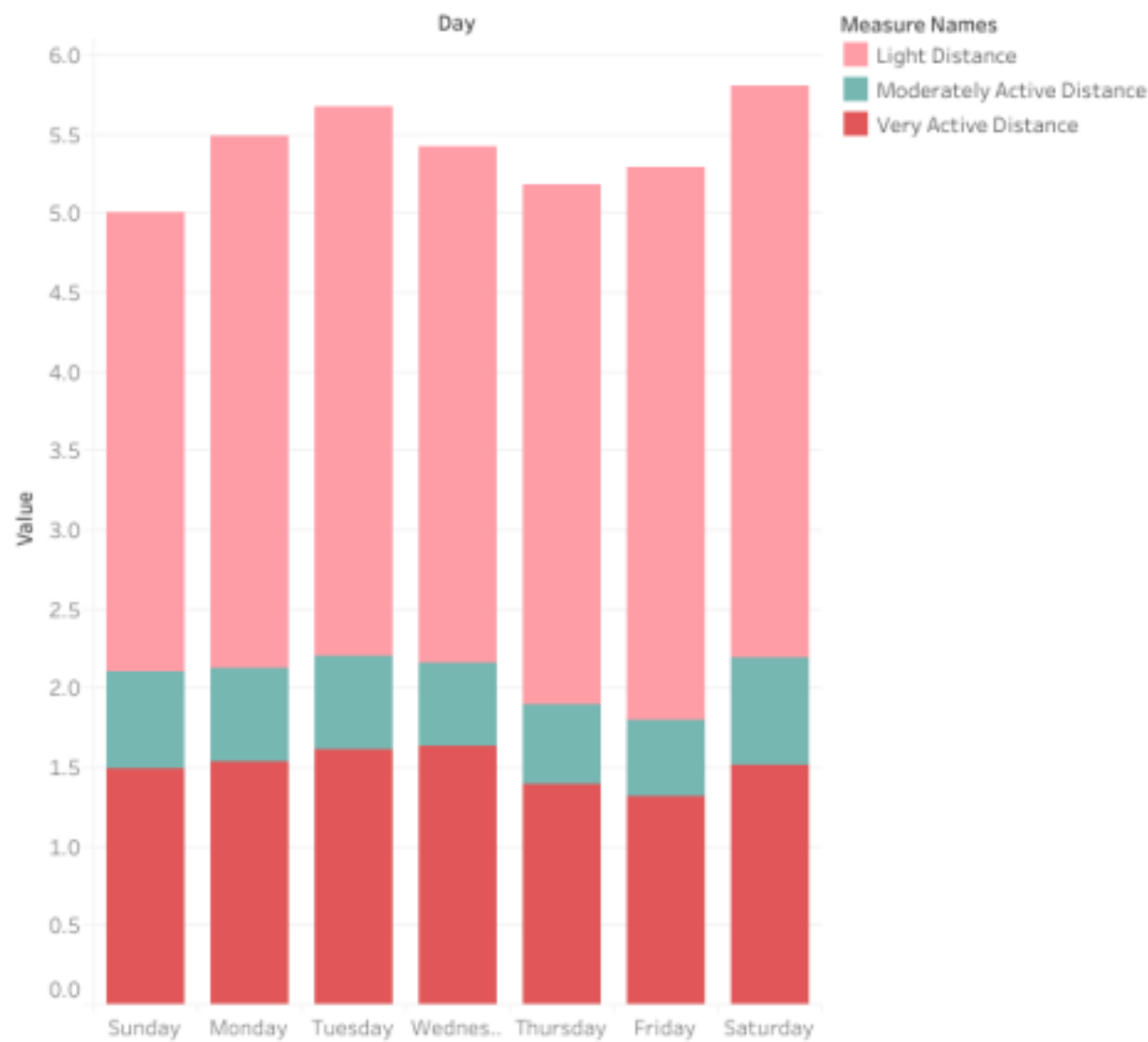
```

Share

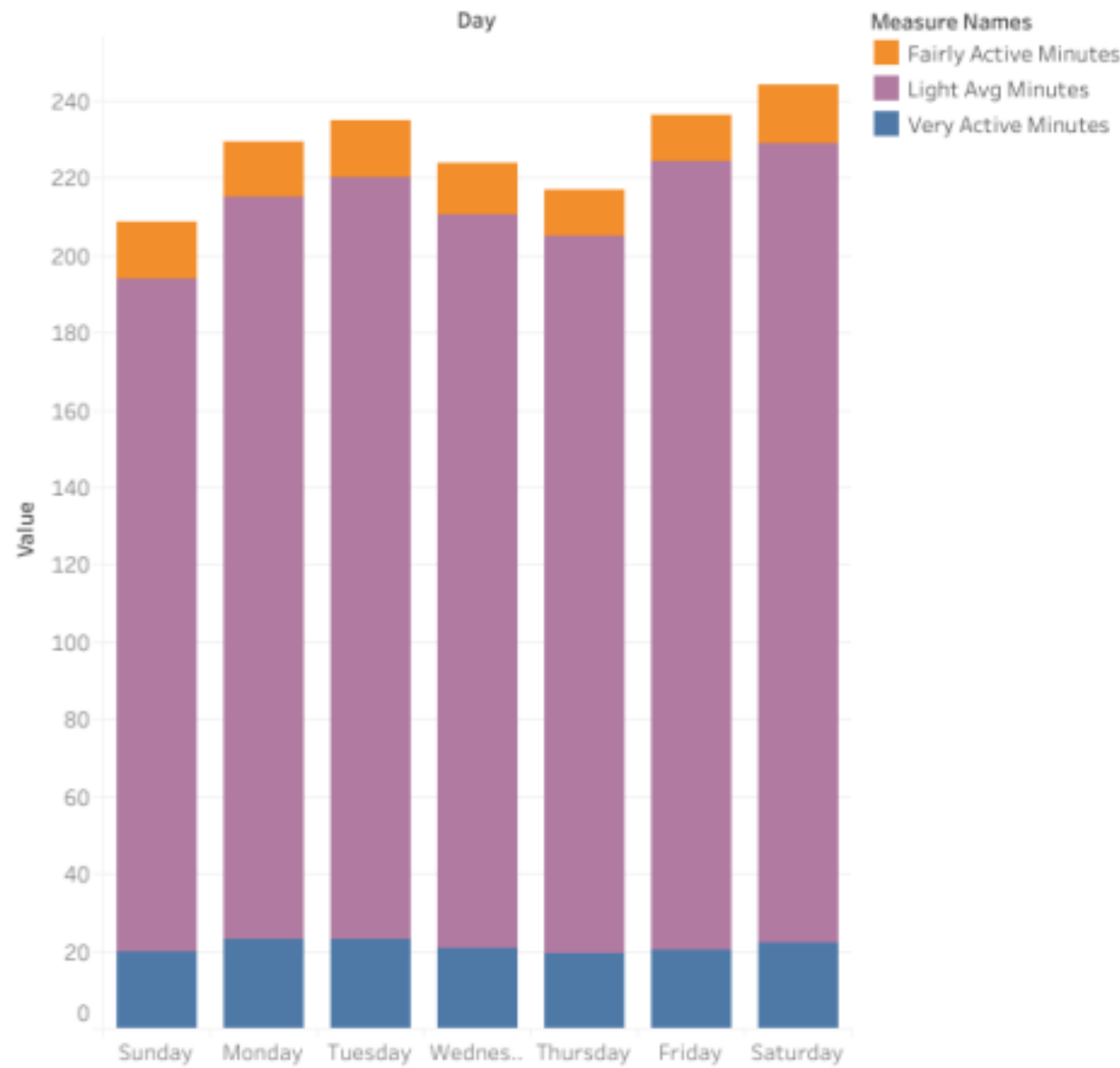
Average Calories Per Day

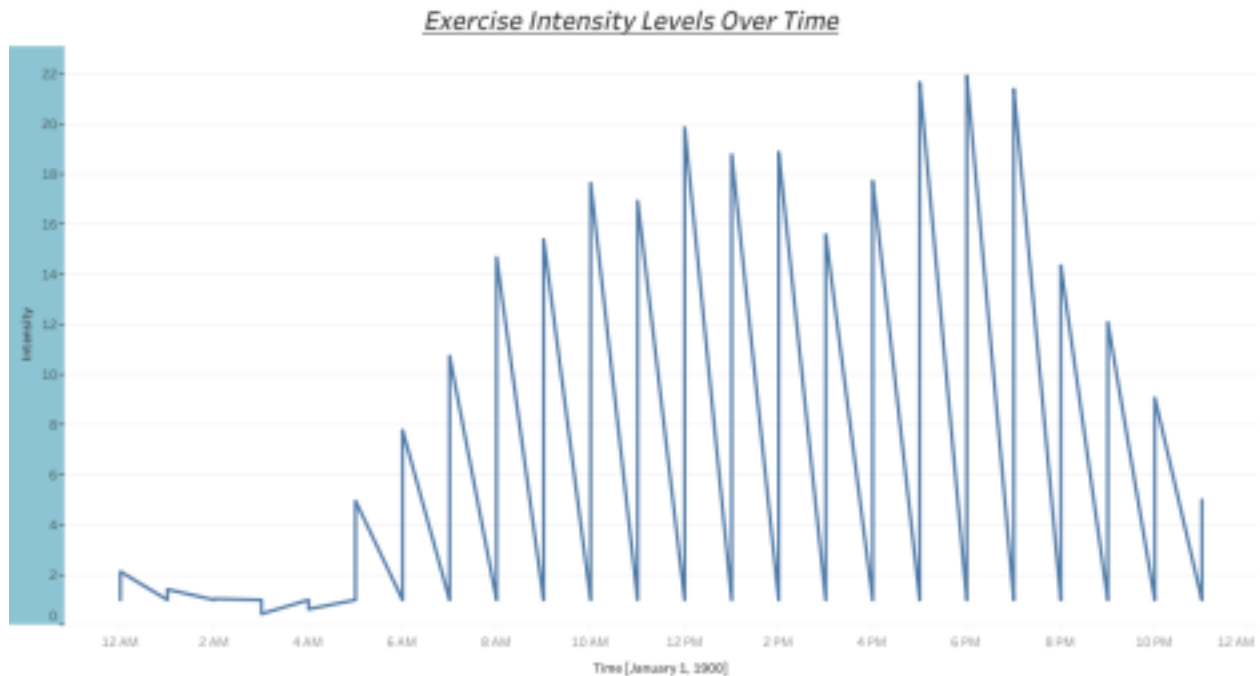


Average Distance Per Day



Average Minutes Per Day





ACT

Executive Summary

Key Finding- There are only 33 users in this Dataset, which is very small . The dataset is only for one month.

- Recommendation. To make this dataset more accurate you need to make the dataset longer. Which mean more users fom BellaBeat from Fitbit

Key Finding-Participants were the most active on Saturday which led to the largest distance they were active. The least active was on Sunday which lead to least distance they were active

- Recommendation-Although Sunday is a rest day where they have no work. It is best to send a notification to get them to reach their required goal for active minutes. Then congratulate when they reach their goal

KeyFinding- Participants had a high level Intensities working out between 6pm-8pm. Those times are probably when they are off from work and had a free time to do physical activity.

- Recommendation- Make a notification to show how much your heart beat is beating, also how much your calories you are doing when your physical intensity goes up. Make an alert when you reach a certain intensity so you can keep track of what activity, can you help you burn more calories.