

# *Google Data Analytics Certificate*

## *Capstone Synopsis*

The capstone project put me in the shoes of a data analyst for a fictional company. The company was called Bellabeat and produced fitness products. Using 22,000 rows of data from a practice dataset containing consumer data, I applied measures of spread and central tendency to gain insights into usage trends.

A large, light pink brushstroke graphic with a textured, hand-painted appearance, serving as a background for the text.

# *Use Trends for Smart Devices*

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# *Agenda For Today*

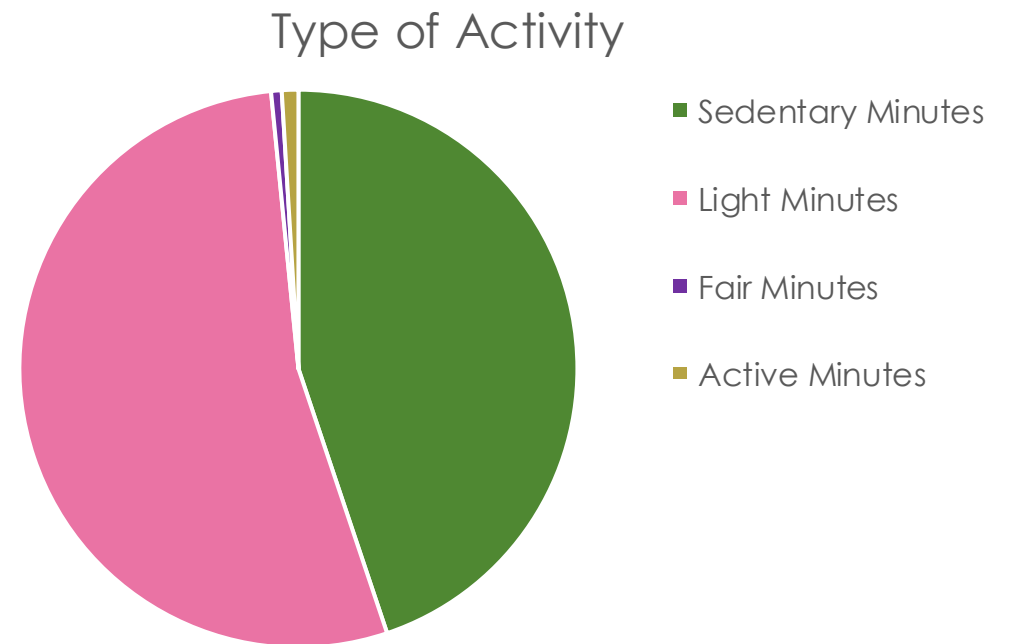
- Give background to the analysis of smart device trends
- Describe how the analysis was applied to Bellabeat
- Share findings
- Give recommendations
- Suggest next steps

# *Purpose Statement*

- Uncover growth opportunities from user fitness data
- Recommend marketing based on data findings
- Apply insights to improve Bellabeat products

# *Results of Analysis*

- Used non-Bellabeat data to uncover external trends
- Users were sedentary or doing light activity more than 98% of the time.

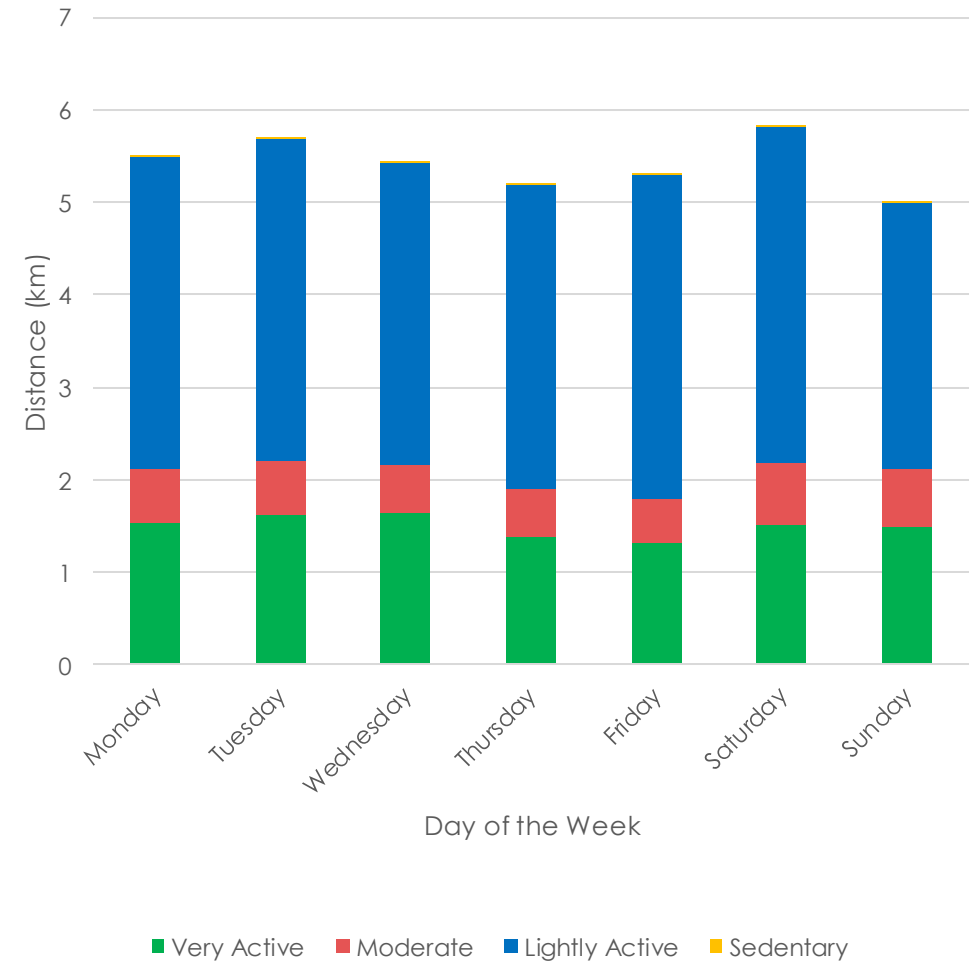


# *Results of the Analysis*

- Little deviation in distance covered between days of the week.
- Moderate and very active activity make up more than 1/3 of the total distance.

Average Distance By Weekday

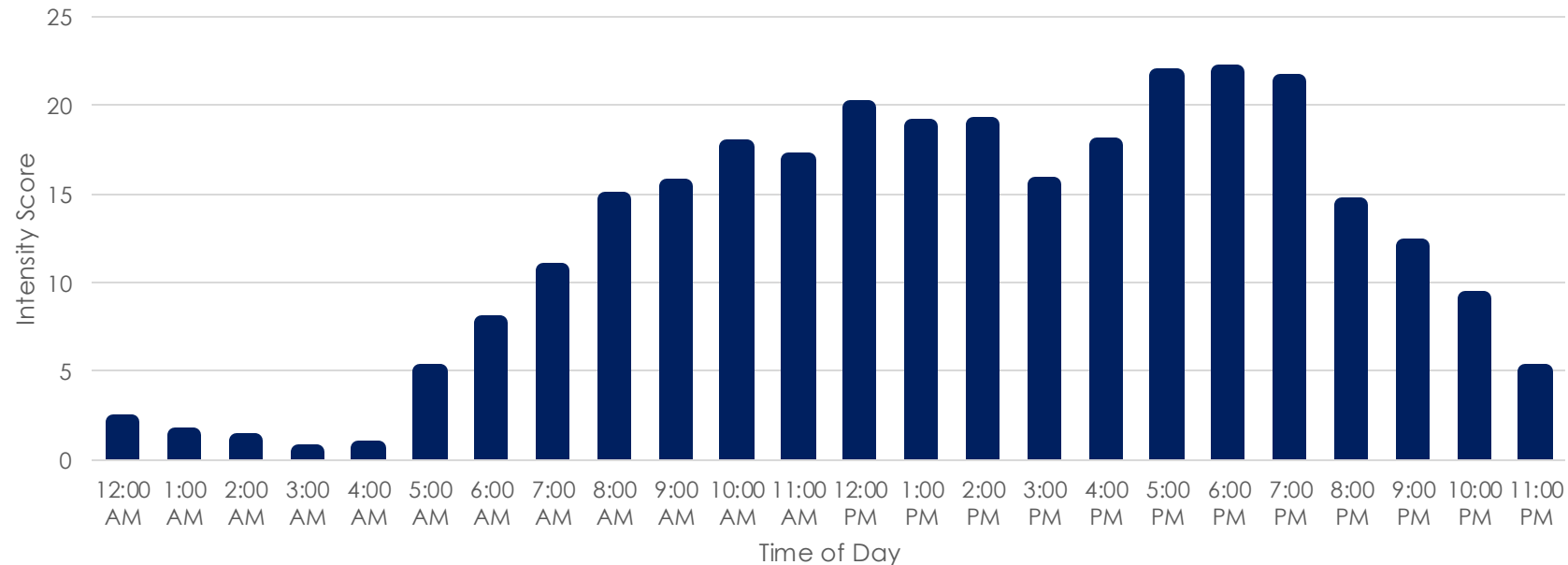
Broken up by Type of Activity



# *Results of the Analysis*

Average Intensity By Hour

Become a Part of Their Day



- Smart device users are consistently busy during the day.
- Intensity peaks during the evening by a small margin

# *Takeaways*

- *\*Data is from a small sample size*
- Almost all time spent with tracking device was during light activity.
- Times with moderate to high activity are brief but substantial to the wearer's health data.
- Light activity has comparable intensity scores because of the activity duration.

# *What can we do?*

- Make Leaf and Time products more fashionable to encourage use throughout the day.
- Do not compromise comfortability to further encourage product use.
- Use data gathered to tailor the Bellabeat app to consumer use cases.

# *Appendix*

- Data source:

<https://www.kaggle.com/datasets/arashnic/fitbit/>

- Analysis file:

<https://1drv.ms/x/s!AoUTmA3UWqLGgosXV8khly-AdHaQ3g?e=RCvGI5>