



**CASE  
STUDY**

**CAPSTONE PROJECT**  
**Google Data**  
**Analytics Course**



Presented to you by **Baptiste Lombart**

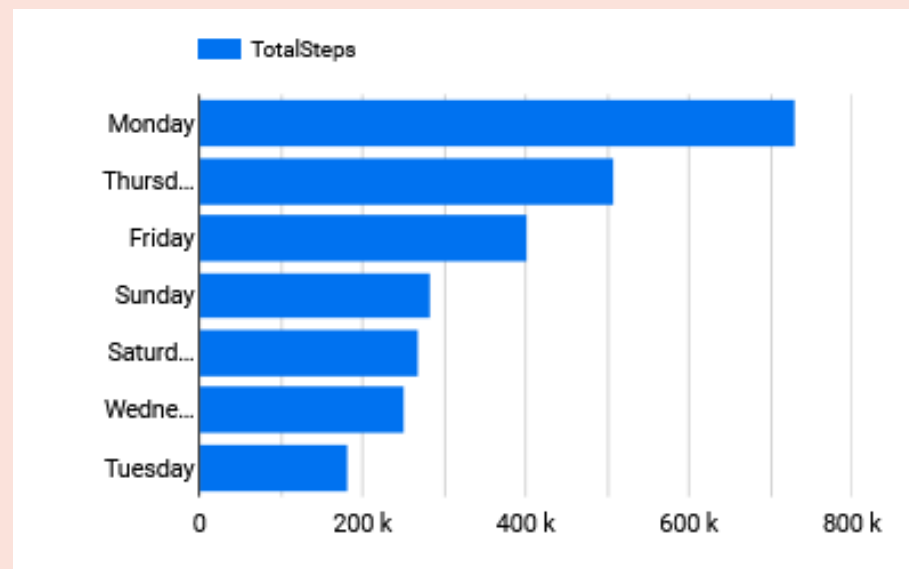
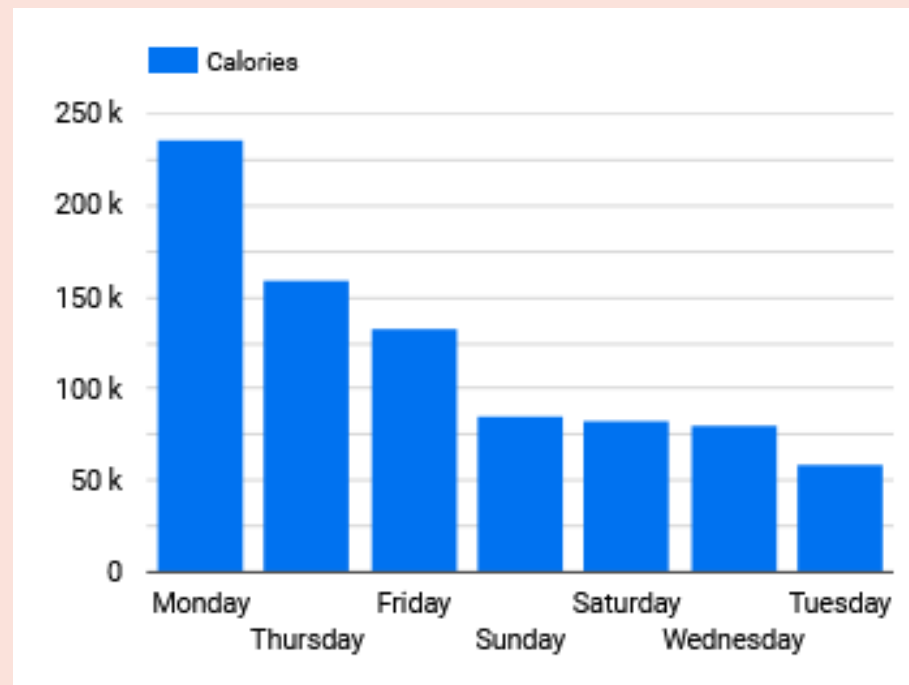
# PHYSICAL ACTIVITY



Number of Subjects

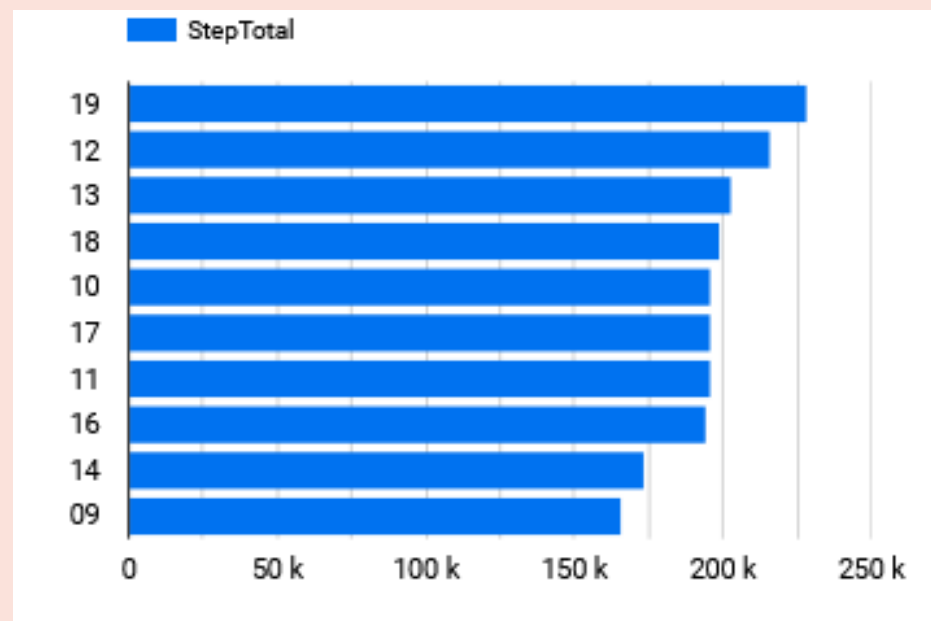
**385**

## Number of Calories/Weekday



## Number of Steps/Weekday

## Number of Calories/Hours



## Number of Steps/Hours

# SLEEP ACTIVITY

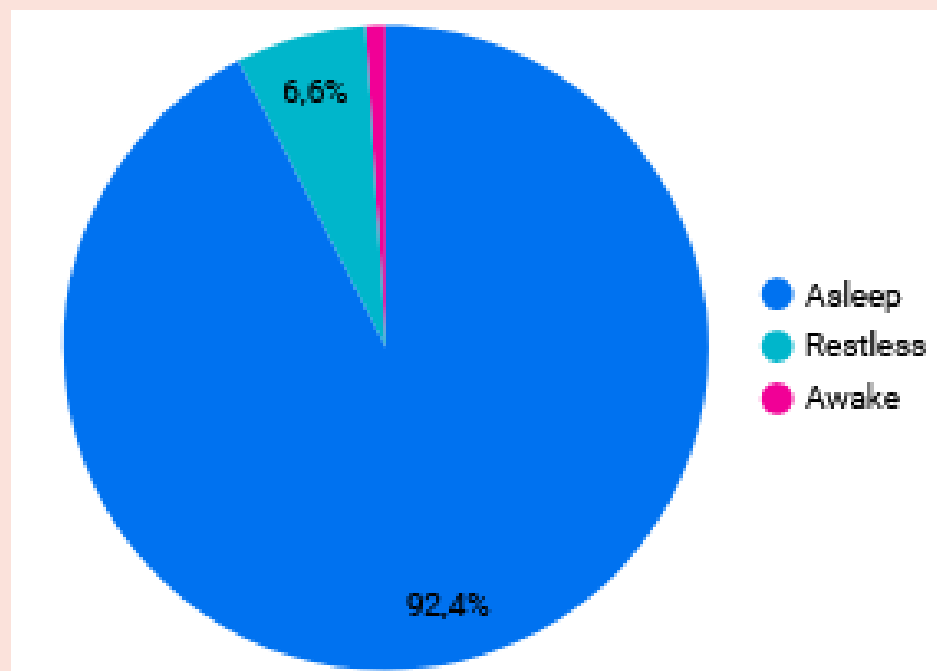
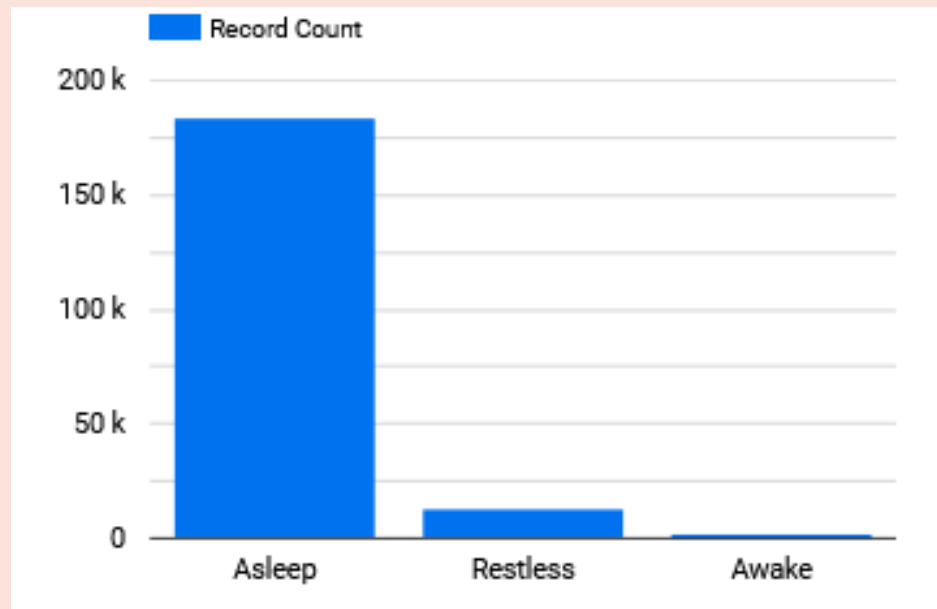


Number of minutes monitored

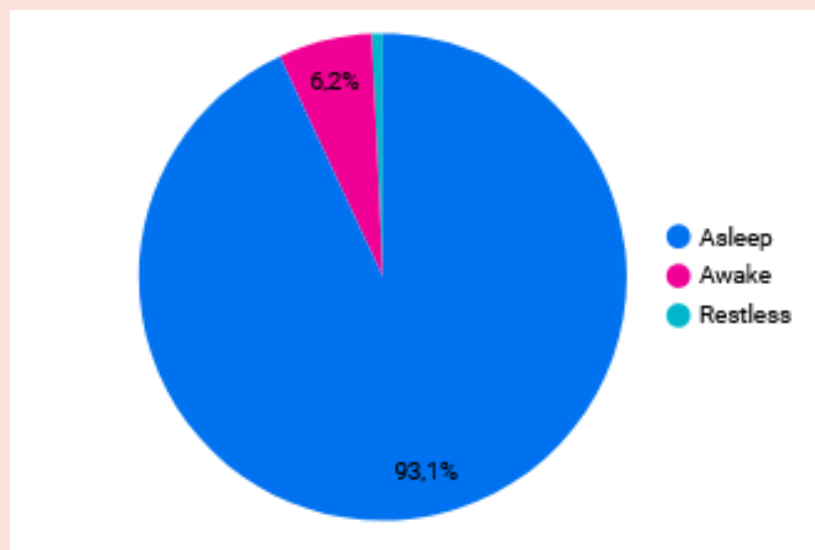
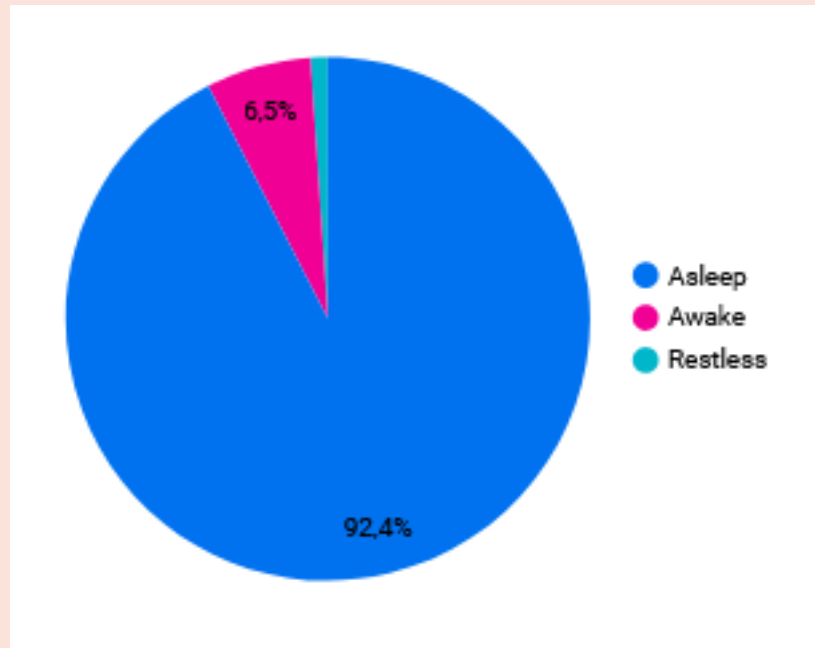
**198 559**

(From 3/12/16 to 4/11/16)

# Distribution of Sleep States



## Comparison of Sleep States: Athletic Subject vs. Non-Athletic Subject



# SUGGESTIONS





**1)**

**The subjects of the study seem to favor exercising at the beginning of the week (notably on Monday) and at the end of the week (from Thursday to Sunday).**

**Bellabeat could organize challenges and competitions among its users on these days.**

# 2)

**The most popular times for exercise are at the end of the day (mainly from 6 PM to 7 PM) and in the middle of the day (between 12 PM and 1 PM). These times are the perfect moment for the company to send push notifications to their users' smartphones.**

**3)**

**The data available here is not sufficient to prove a correlation between sleep quality/quantity and physical activity level. However, this does not prevent the company from sending reminders to inactive users to remind them of their set goals (weight, sleep, regularity, etc.).**