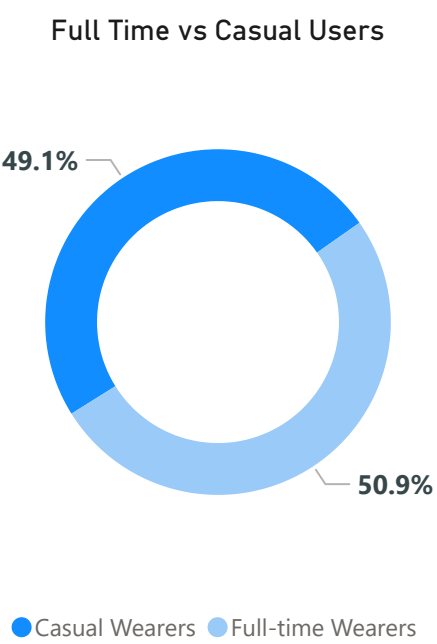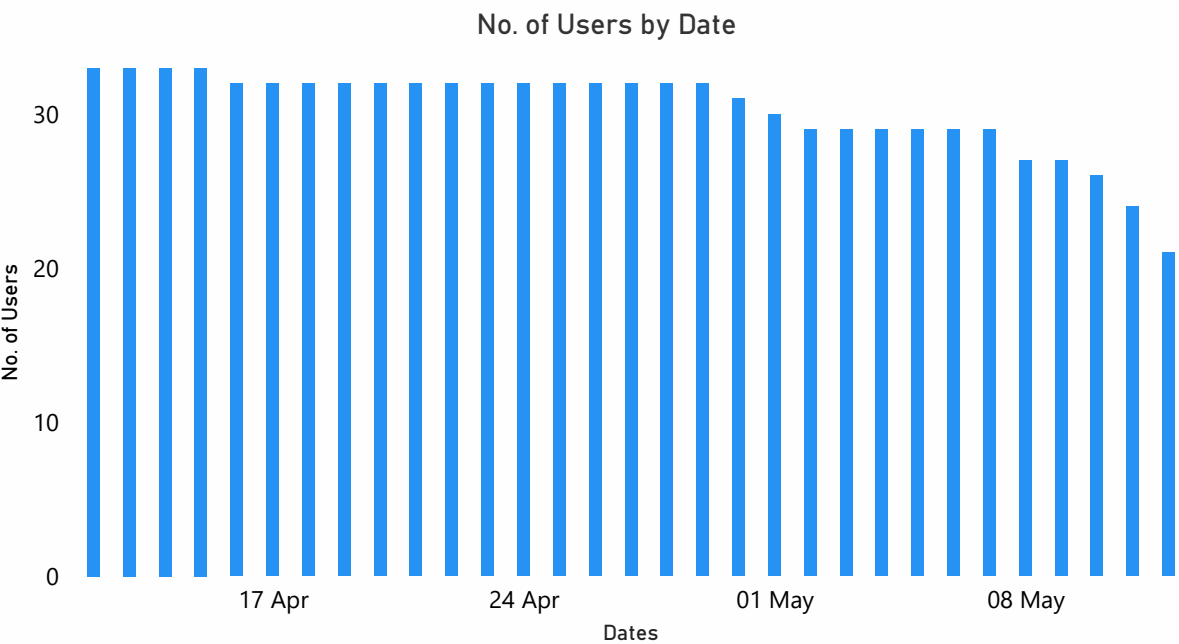# BELLABEAT ANALYSIS

The findings are derived from a limited dataset compiled from respondents
who participated in a distributed survey through Amazon Mechanical Turk from
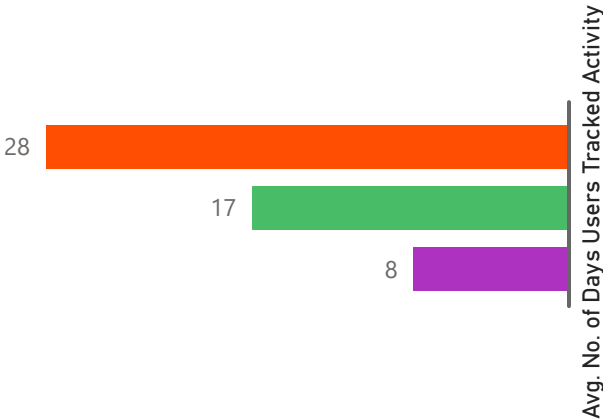April 12, 2016 to May 12, 2016

Device Usage Patterns Overview

No. of Users by Date

Full Time vs Casual Users

49.1%

50.9%

● Casual Wearers ● Full-time Wearers

Tracking Preferences: Calories, Sleep, and Weight

No. of People Who Tracked Activity

● 33 People
Tracked Calories/Steps

● 24 People
Tracked Sleep

● 8 People
Tracked Weight Loss

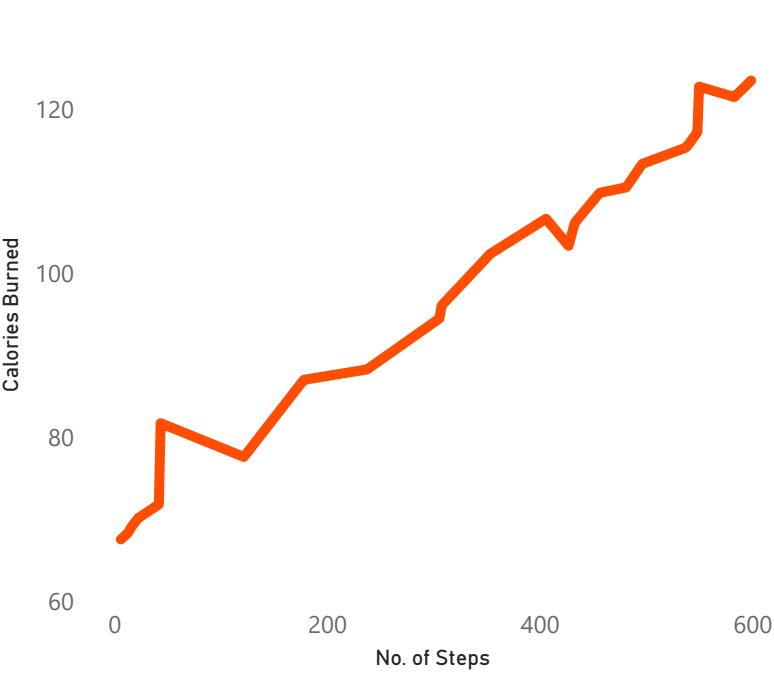Avg. No. of Days Users Tracked Activity

28

17

8

Sleep & Time on Bed Correlation
A strong proportional relationship exists between the time spent on
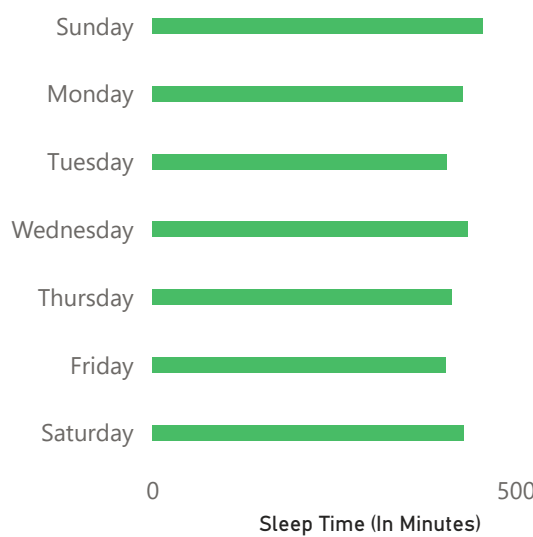bed and the time slept.
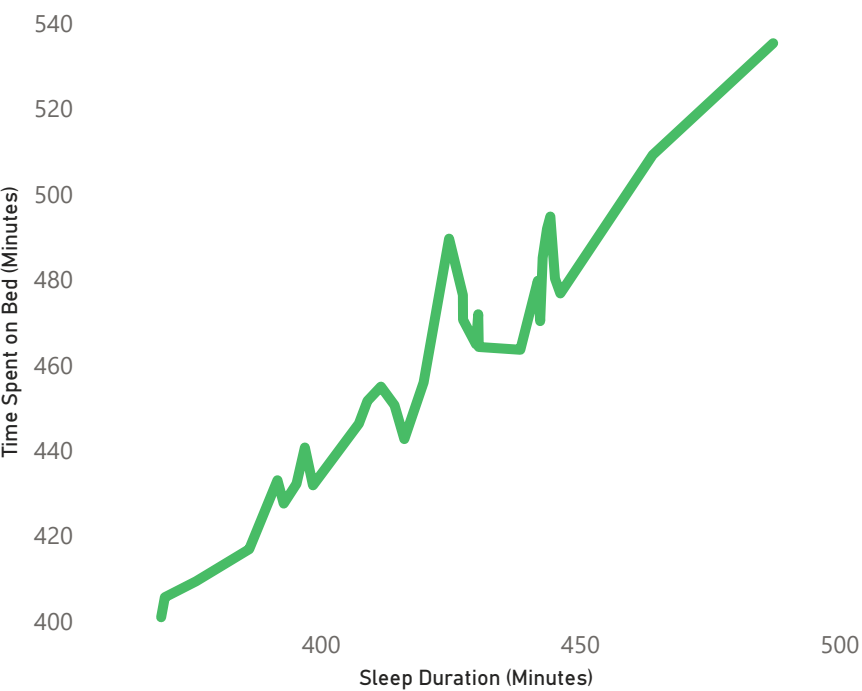
Steps and Calorie Correlation
A strong proportional relationship exists between the number of steps
taken and calories burned, validating the device's tracking accuracy.

Sleep & Activity Patterns

Sleep Pattern

Activity Pattern