STRAVA POWER BI DASHBOARD REPORT

1. ACTIVITY ANALYSIS

- Very Active vs. Sedentary Minutes: Users with higher sedentary minutes show lower very active distances, indicating an inverse relationship.
- Daily Activity Trends: Stacked bar charts reveal variations in activity levels across days, highlighting peak and low activity periods.
- Step & Calorie Gauges: Users average 7.64K steps and 2.30K calories, reflecting moderate activity close to the recommended 10K steps/day.

INSIGHTS

- High sedentary time suggests the need for more frequent active breaks and increased very active minutes.
- While average steps and calories are decent, high sedentary minutes may indicate a need for more frequent movement breaks.
- Encourage users to increase very active minutes and reduce sedentary time to improve overall health.
- Use the time-based chart to identify dips in activity and target interventions accordingly.

2. INTENSITY ANALYSIS

- Intensity vs. Hours: Line chart shows most activity hours cluster around lower intensity values, dominated by sedentary and light behavior.
- Daily Breakdown: Sedentary minutes (52.18%) dominate, followed by light activity (34.63%), while fairly (7.43%) and very active (5.73%) minutes remain low.
- Very Active Metrics: Average 1.5 km distance and 21 minutes per user suggest consistent but limited vigorous activity.

INSIGHTS

- Opportunities exist to promote more fairly and very active minutes to improve fitness levels.
- **Sedentary behavior dominates** user activity profiles.
- **Light activity is common**, but moderate and vigorous activity are limited.

- **User engagement** in very active movement is present but could be enhanced.
- **Opportunities** exist to promote more fairly and very active minutes through targeted interventions or challenges.

3. CALORIES ANALYSIS

- Intake by User & Time: Line graphs show variations in calorie intake across IDs, likely linked to mealtimes and daily schedules.
- Daily Trends: Bar charts reveal fluctuations in calories across 30 days, possibly reflecting weekends or lifestyle choices.
- Average Intake: Users consume 2,300 kcal daily, within the recommended range for moderately active adults.

INSIGHTS

- While average calorie intake is stable, peaks and dips suggest lifestyle-driven variability.
- **Stable Average**: Most users consume around 2,300 kcal daily, suggesting a balanced intake.
- **Daily Variability**: Some days show higher or lower averages, which could be tied to lifestyle factors or dietary choices.
- **User Engagement**: With 33 users contributing data, the sample size is sufficient for meaningful insights.

4. SLEEP ANALYSIS

- Sleep by Day: Saturdays and Sundays show the highest average sleep, while Thursdays record the lowest.
- Sleep Duration: Average 419 minutes (~7 hrs) asleep and 458 minutes (~7.6 hrs) in bed, reflecting slightly inefficient sleep.
- Dataset Engagement: 462 total records indicate consistent tracking across users.

INSIGHTS

- While sleep is near recommended levels, weekday patterns—especially Thursday—need improvement.
- **Stable Average**: Most users consume around 2,300 kcal daily, suggesting a balanced intake.

- **Daily Variability**: Some days show higher or lower averages, which could be tied to lifestyle factors or dietary choices.
- **User Engagement**: With 33 users contributing data, the sample size is sufficient for meaningful insights.

5.WEIGHT ANALYSIS

- Average Trend: Overall user weight averages 72.04 kg, with fluctuations between 60–90+ kg.
- User Participation: 8 users logged weight consistently, though some irregularities suggest gaps in entries.
- BMI Distribution: Over 50% of BMI values cluster at 133.5, indicating possible data entry errors or outliers.
- Weight Clusters: Observed at ~52.6 kg, ~72.0 kg, and ~133.5 kg.

INSIGHTS

- Users show moderate average weight, but accuracy in BMI entries must be ensured for reliable health interpretation.