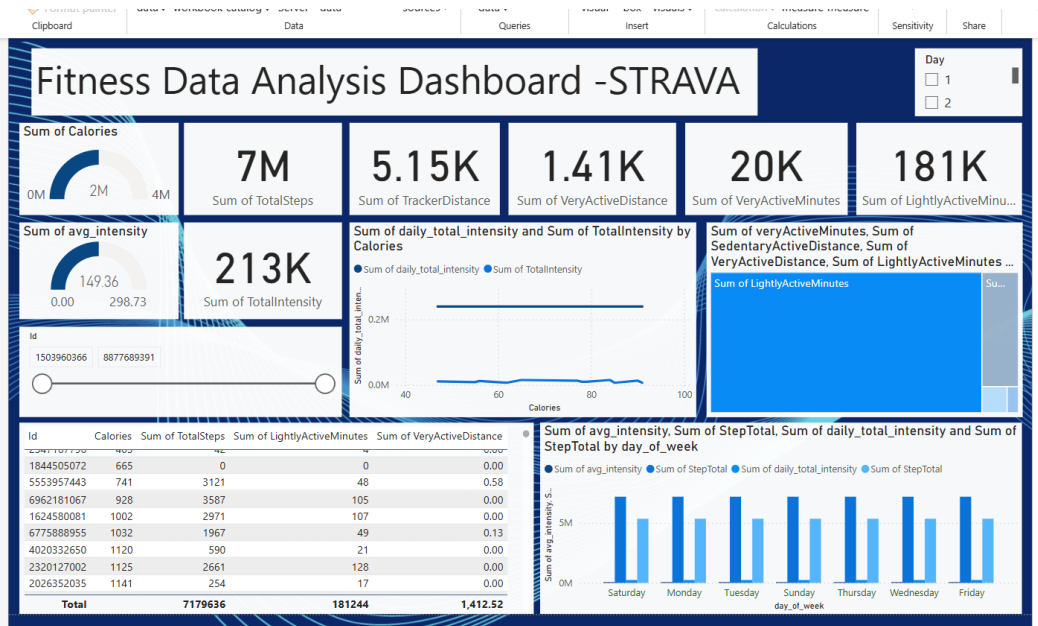


Power BI Dashboard Summary:

This project has helped uncover user fitness behaviour patterns using real-world data and tools. The SQL-cleaned dataset was successfully used to create meaningful insights using Power BI and Python, aligned with industry expectations.

Attachments: providing a screenshot of Power BI dashboard



Internship Project Report Summary\Fitness Data Analysis Dashboard _STRAVA

Tools Used:

Power BI for visualization

Objective:

To explore and visualize physical activity data from fitness trackers, providing key insights into user health behaviour.

Dashboard Insights:

Overall Activity Summary:

Total Calories Burned: 7 million+

Total Steps Taken: Over 7.17 million steps across all users

Tracker Distance: ~5,150 km

Very Active Distance: ~1,410 km

Insight: The majority of physical activity is made up of lightly active minutes, suggesting moderate lifestyle movement rather than intense workouts.

Intensity Metrics:

Average Intensity: ~149.36 (scaled from max of 298.73)

Total Intensity Sum: 213,000+

Insight

A lot of movement is being tracked, but many users still don't reach high-intensity levels. This creates an opportunity for personalized activity challenges to increase engagement..

Activity Distribution (Day-wise):

Bar chart comparing: avg_intensity, StepTotal , daily_total_intensity

Highest activity days:

Sunday and Monday shows peak intensity and step counts.

Friday and Wednesday are relatively less active.

Insight:

Weekends are popular for physical activity—consistent with fitness behavior trends.

Calories vs Intensity Plot:

Line graph shows:

Total Intensity and Daily Total Intensity increasing proportionally with calorie burn.

Insight: A strong positive correlation exists between calories burned and total intensity, validating the tracking logic and consistency of the data.

Insight: Some users have 0 steps or 0 very active minutes, which suggests:

Incomplete device settings and user engagement.

This highlights the need for better mechanisms required for reminders, badges, streak tracking).