

Strava

Overview: User Activity Distribution

Total Steps

7M

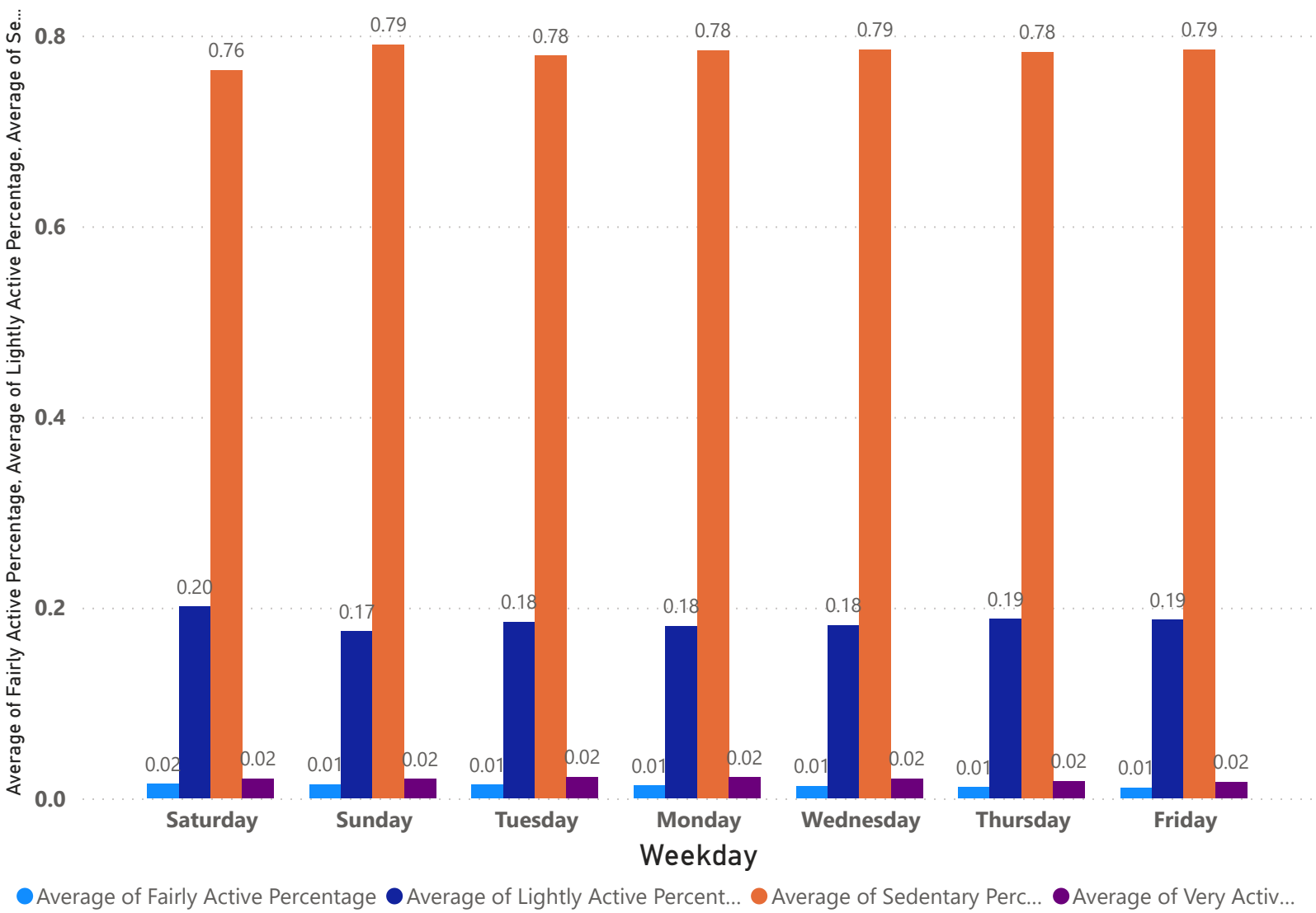
Avg Sleep Duration

419.17

Avg Calories Per Day

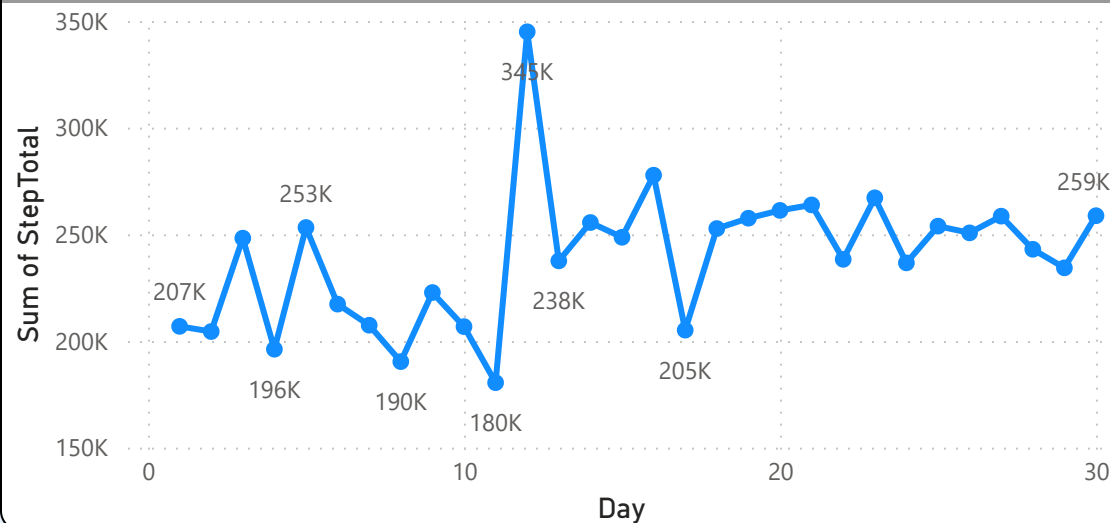
2.30K

Average Activity % by Weekday

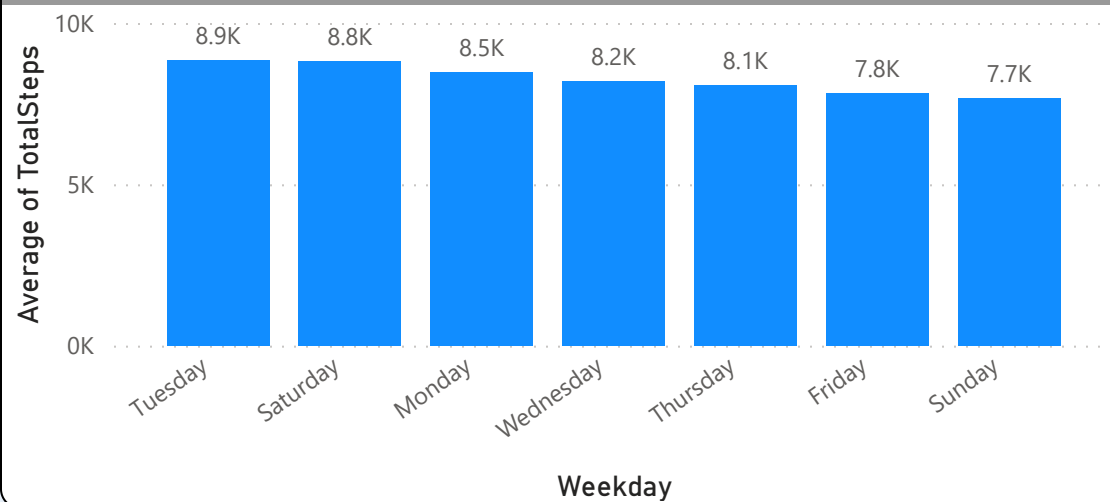


Steps Analysis

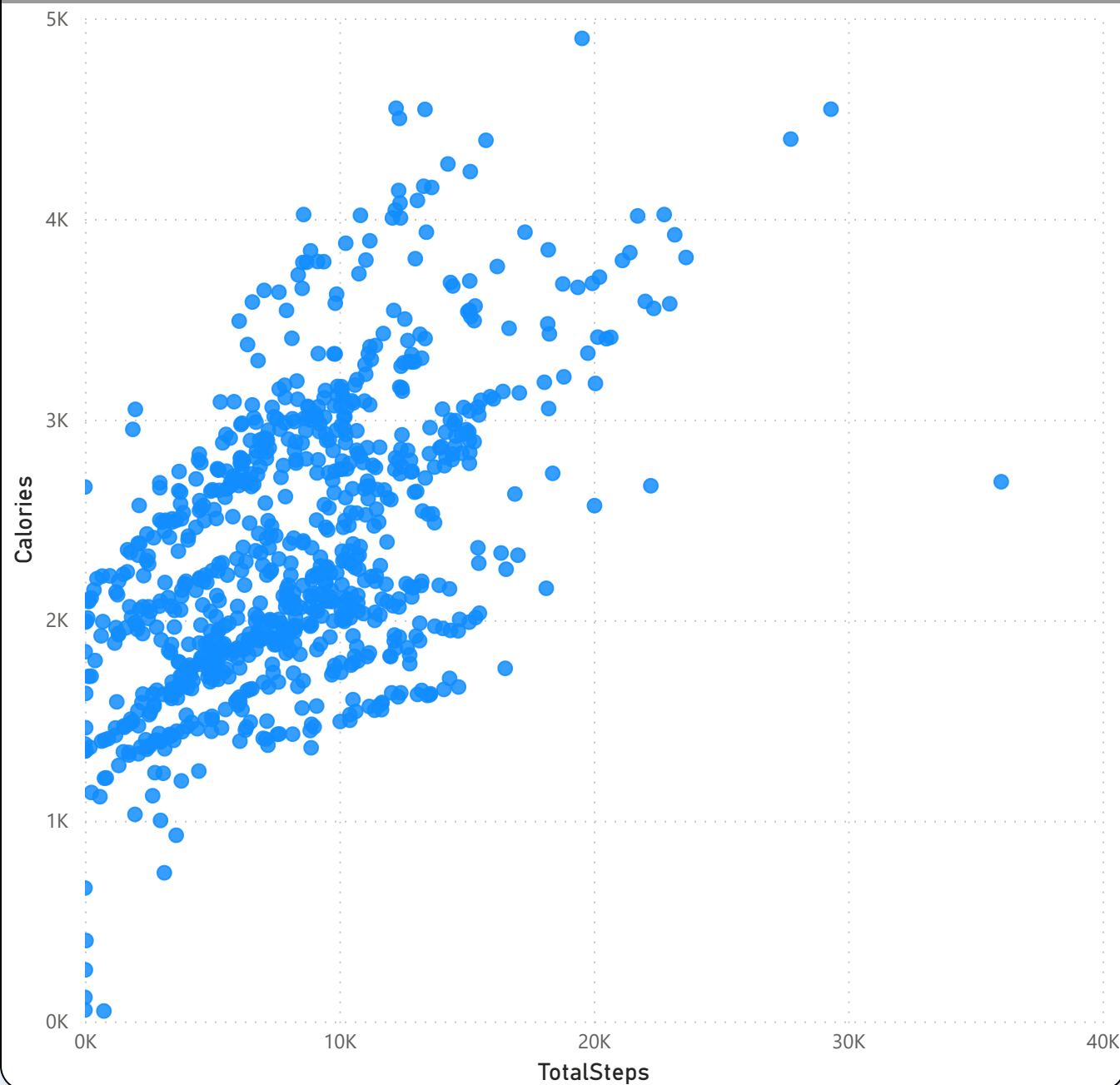
Total Steps by Day



Average of TotalSteps by Weekday



TotalSteps and Calories



Sleep Pattern

Average Sleep Duration (in Minute)

419.17

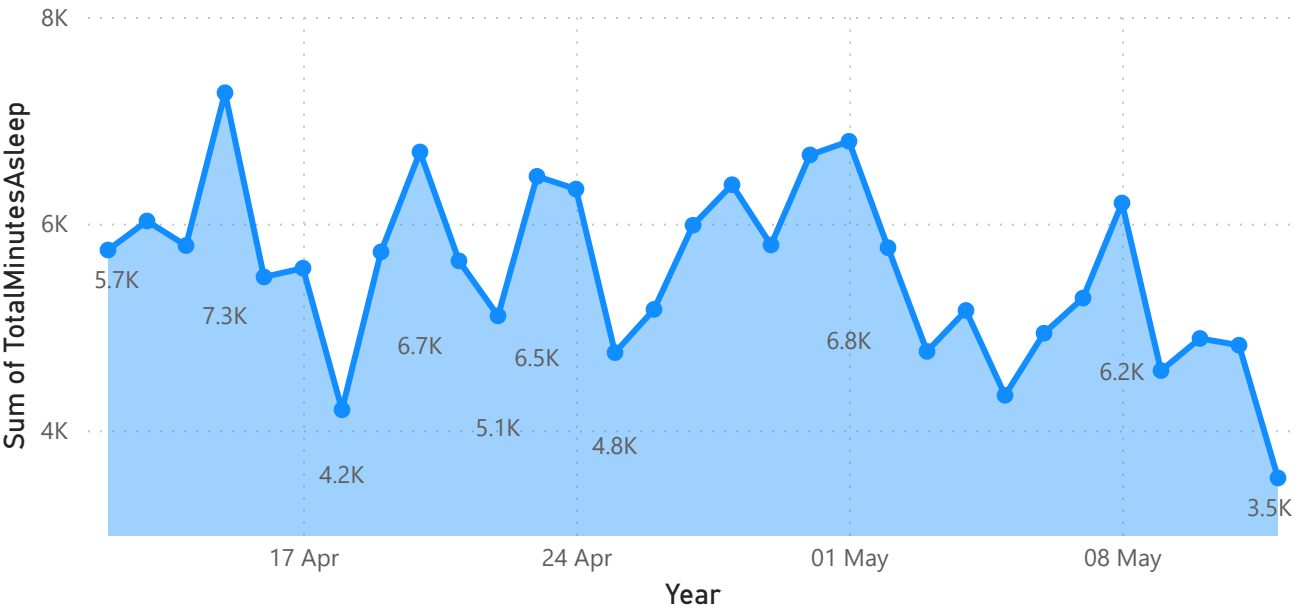
Min Sleep Duration (in Minute)

58

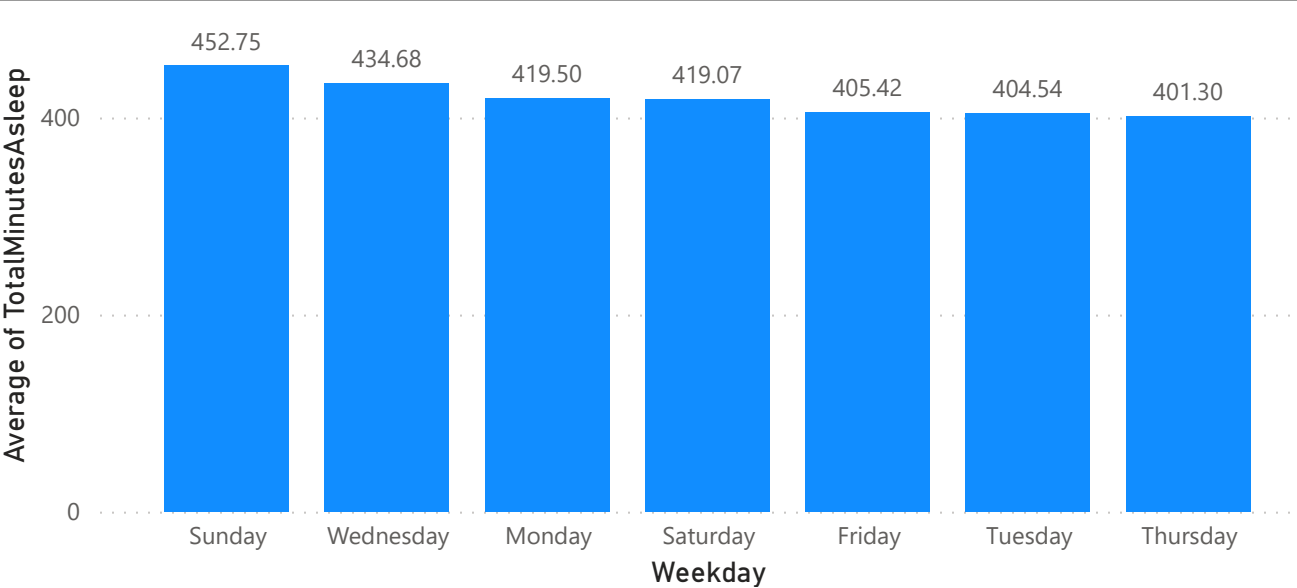
Max Sleep Duration (in Minute)

796

Total Sleep Duration Over Time (in Minutes)

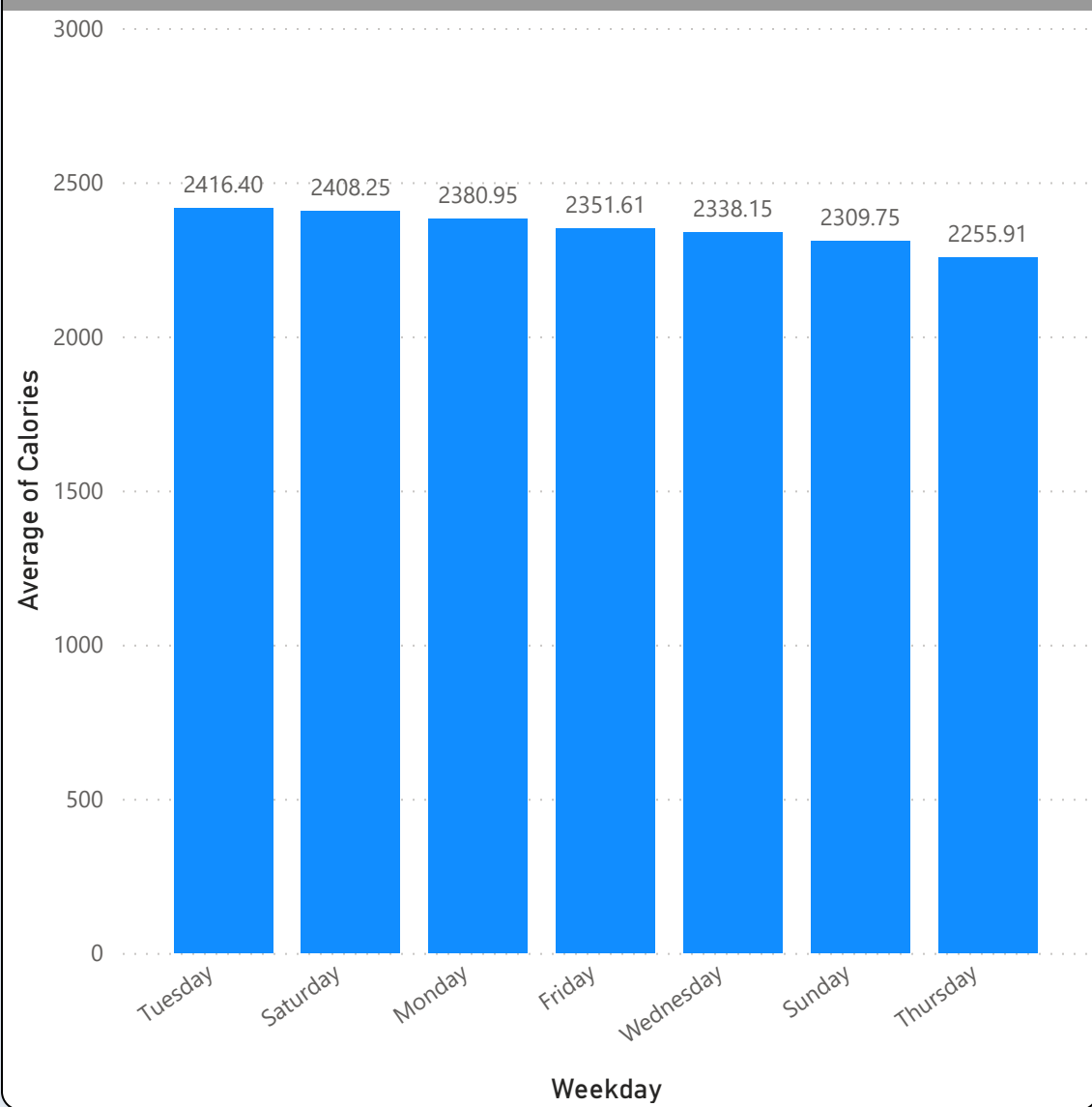


Average Sleep Duration by Weekday (in Minutes)

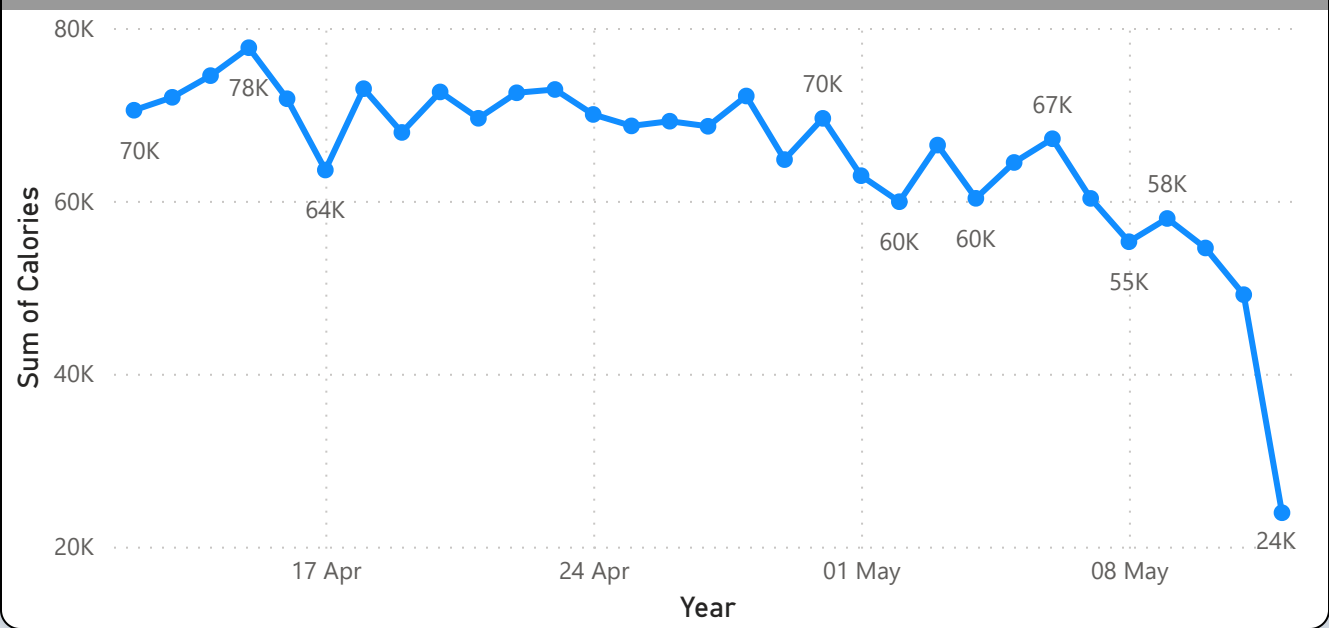


Calories Burned

Average Calories by Weekday



Calories Burned Over Time

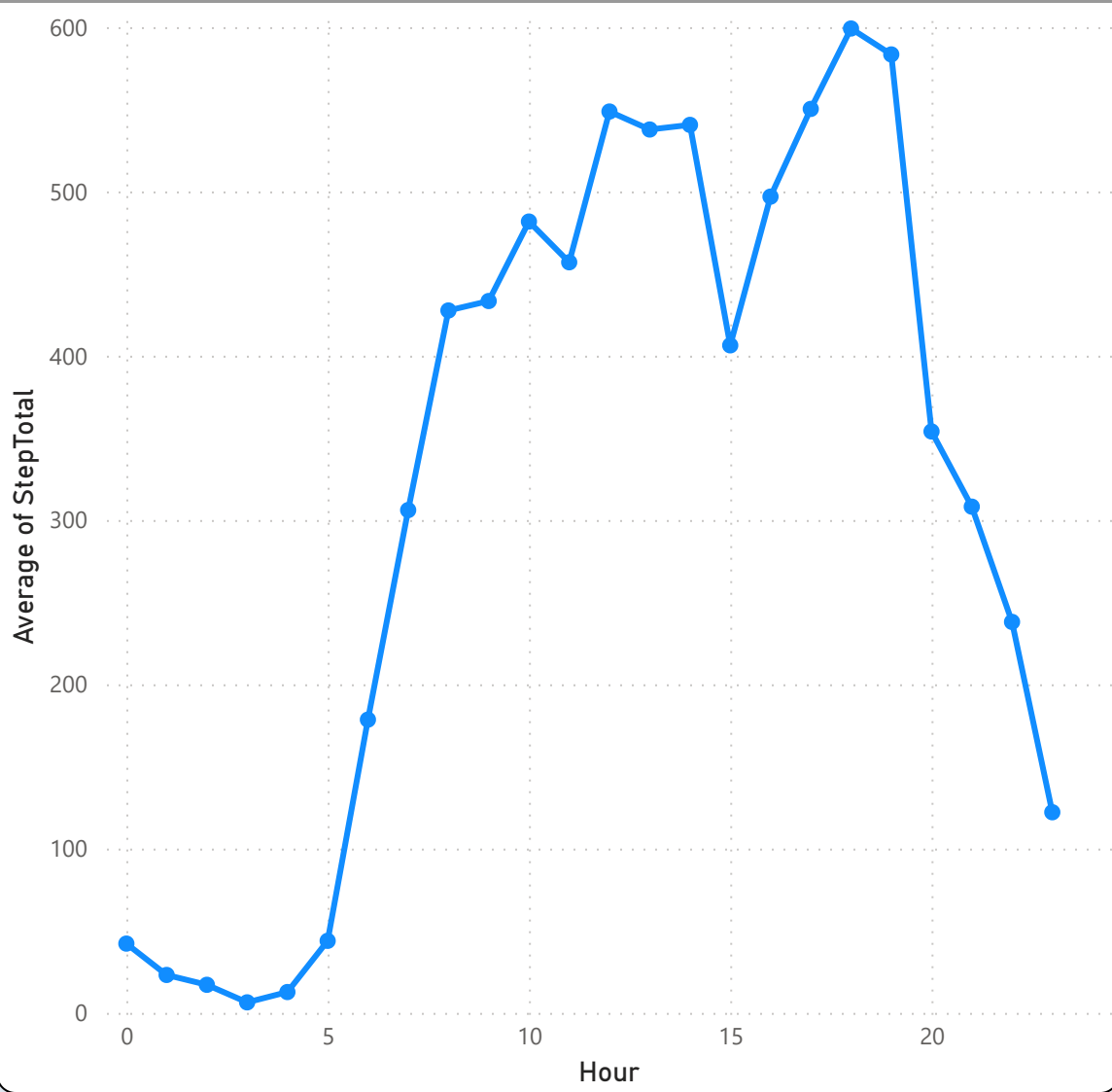


Top 5 Days with Highest Calories Burned

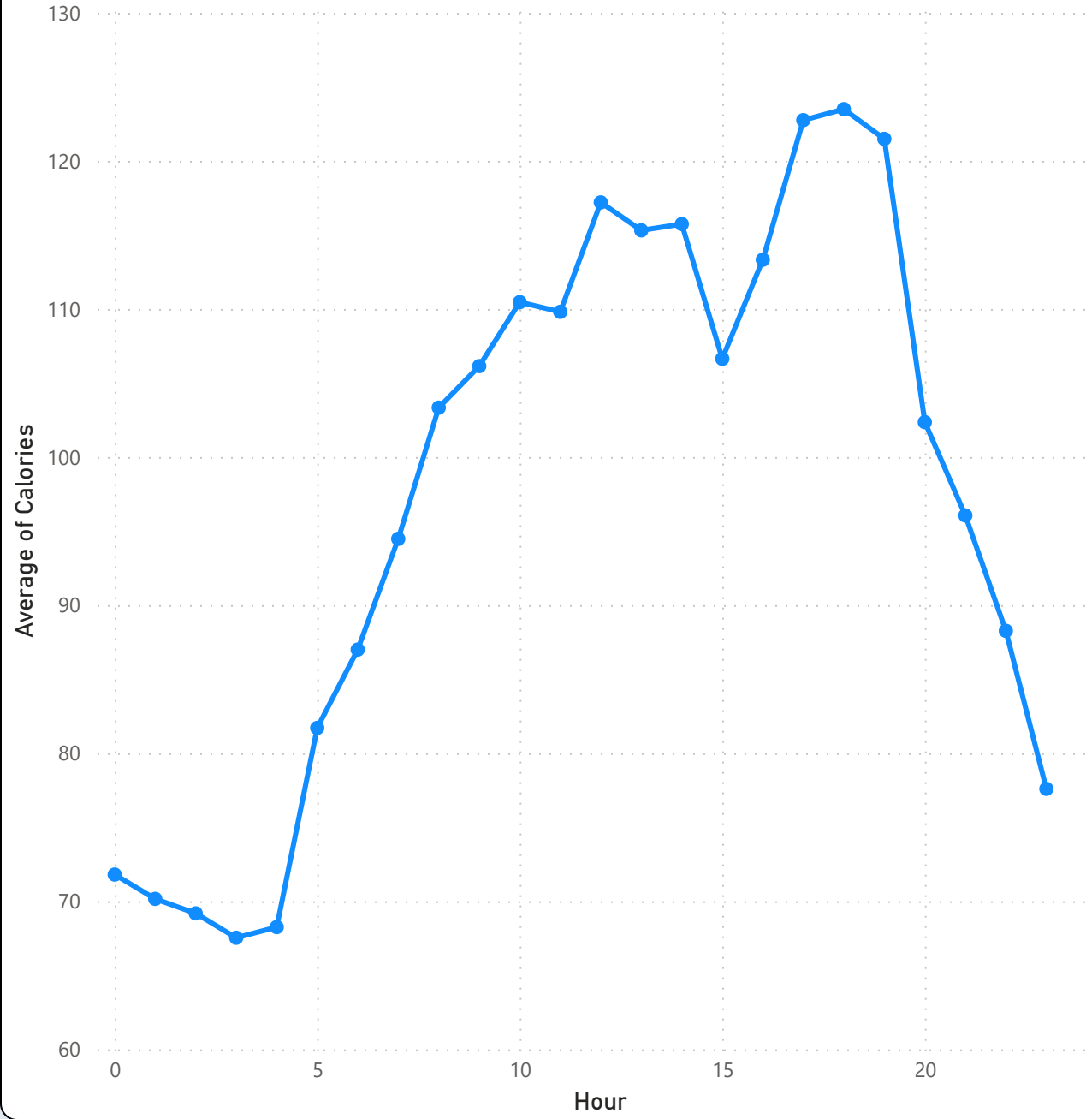
Year	Month	Day	Sum of Calories	Total Steps
2016	April	15	77721	248617
2016	April	14	74489	255538
2016	April	18	72980	252703
2016	April	23	72888	267124
2016	April	12	70486	253941
2016	May	12	23925	73129
Total			392489	1351052

Hourly Trends

Average StepTotal by Hour

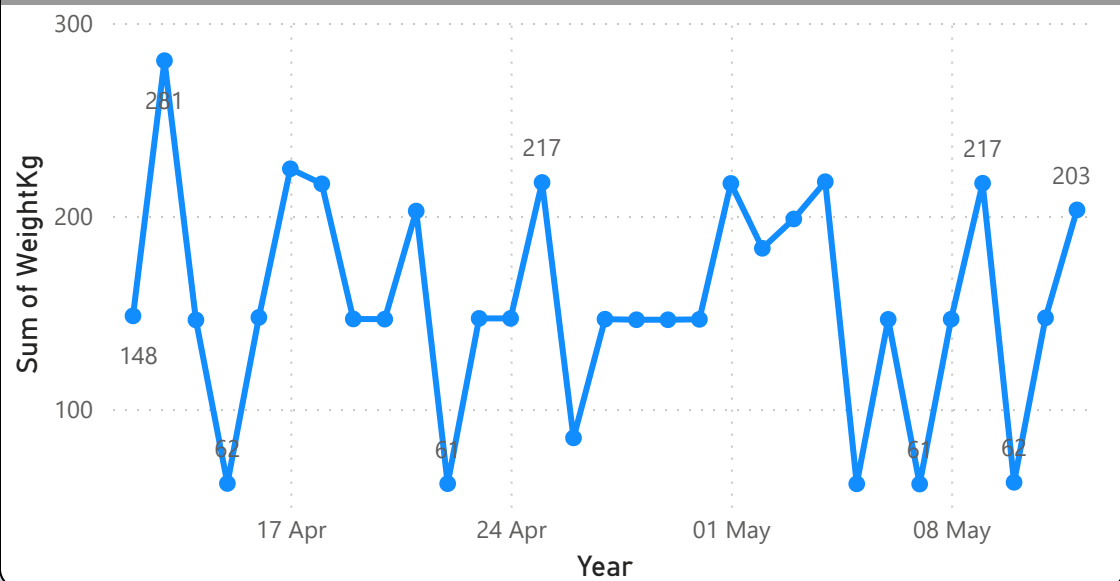


Average Calories by Hour



Weight Tracking

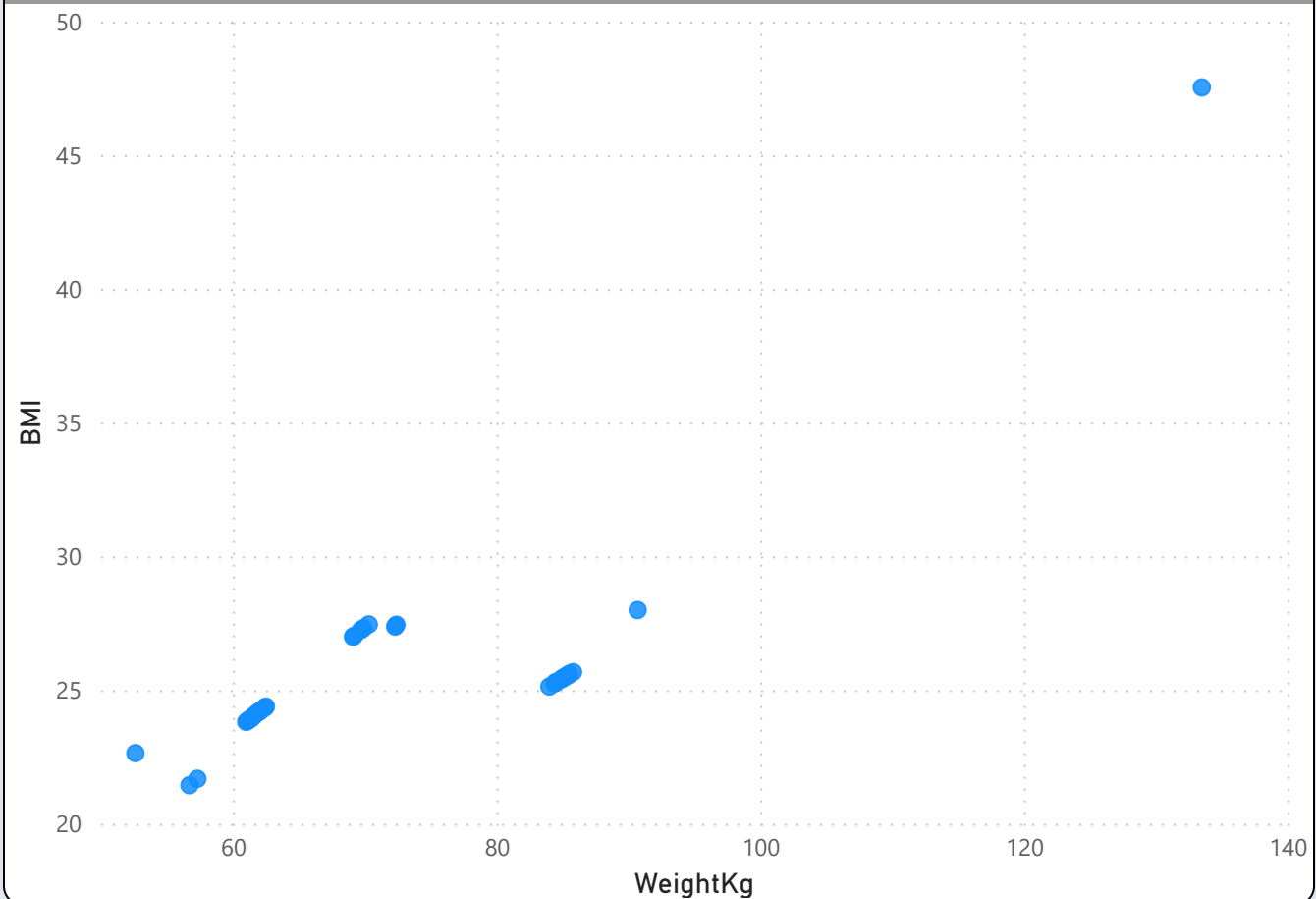
Weight Trend Over Time



Average Weight (All Users)

72.04

Weight vs BMI



Id					
1503960366		4319703577		6962181067	
1927972279		4558609924		8877689391	
2873212765		5577150313			

Summary & Recommendations

Top 5 Active Users

Id	Average of TotalSteps
8877689391	16040.03
8053475328	14763.29
1503960366	12520.63
7007744171	11776.36
2022484408	11370.65
Total	13360.95

Top 5 Sleepers

Id	Average of TotalMinutesAsleep
1844505072	652.00
2026352035	506.18
6117666160	478.78
4319703577	476.65
5553957443	463.48
Total	485.92

Business Insights

- Users who are more active tend to have more consistent calorie burn, but not always higher sleep duration.
- Several users show high sedentary minutes despite good step counts a sign of short bursts of movement.
- The top 5 active users averaged significantly higher steps, suggesting strong engagement with fitness tracking.
- Sleep patterns vary widely; some top sleepers may benefit from alerts or optimization tips.

Recommendations

- Target highly active users with step challenges and achievement-based rewards.
- Encourage low-sleeping users to use Strava's sleep tracking and mindfulness features.
- Introduce smart alerts during sedentary periods to promote hourly movement.
- Use data from top users to create personal-based marketing campaigns.