

# Strava Fitness Project – Power BI Report

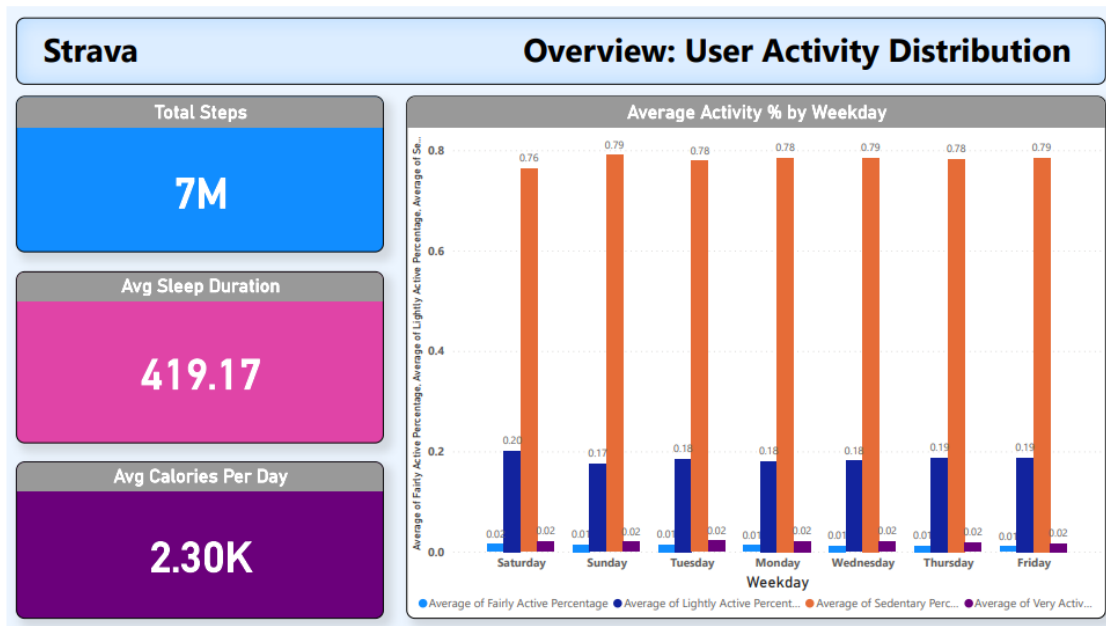
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## 1. Dashboard Overview

This report documents the interactive Power BI dashboard created to analyze user wellness behavior using steps, calories, sleep, and weight data. Each page below highlights visuals, insights, and business relevance.

## 2. Pages & Insights

### Page 1 Title: User Activity Distribution



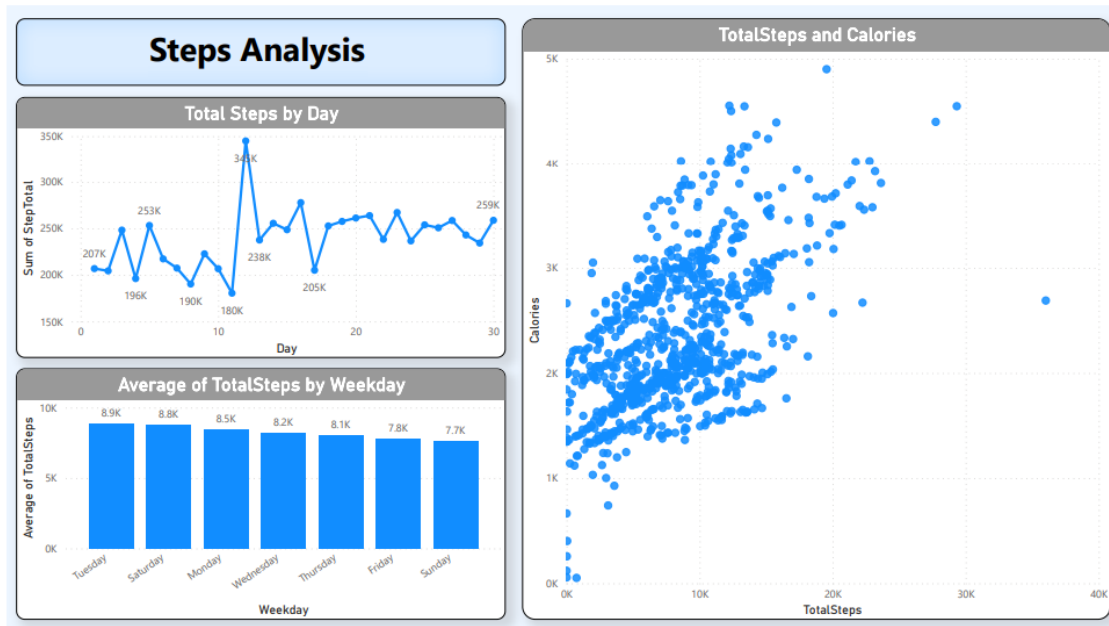
### Insight:

- **KPI Cards:** Total Steps (7M), Avg Sleep Duration (~419 mins), Avg Calories (2.3K)
- Users are mostly sedentary (78–79%) throughout the week.
- Light, fair, and very active minutes are minimal.

### Business Impact:

- Introduce movement reminders, activity goals, and habit nudges.
- Use weekday-specific strategies since behaviour is consistent across the week.

## Page 2 Title: Steps Analysis



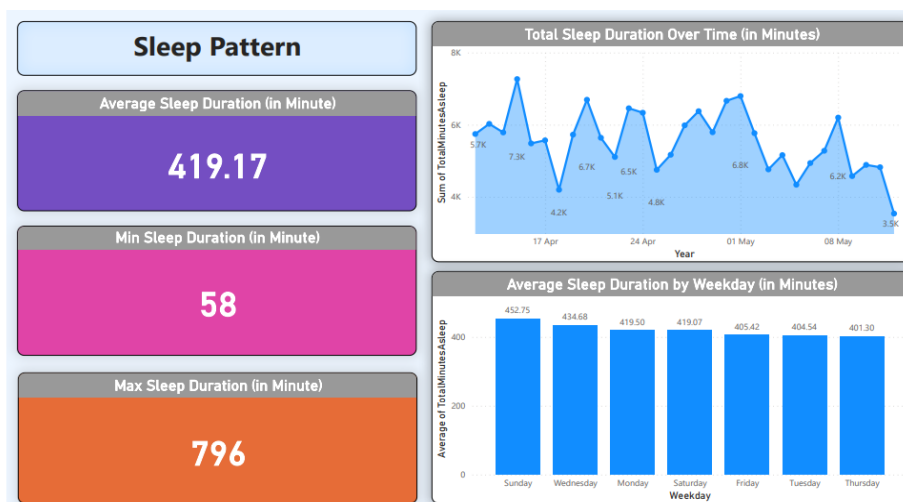
### Insight:

- Users are most active on Tuesdays (8.9K avg steps).
- There's a strong correlation between steps and calories.

### Business Impact:

- Promote step challenges on high-performing days.
- Emphasize steps as a driver of calorie burn in Strava's messaging.

## Page 3 Title: Sleep Pattern



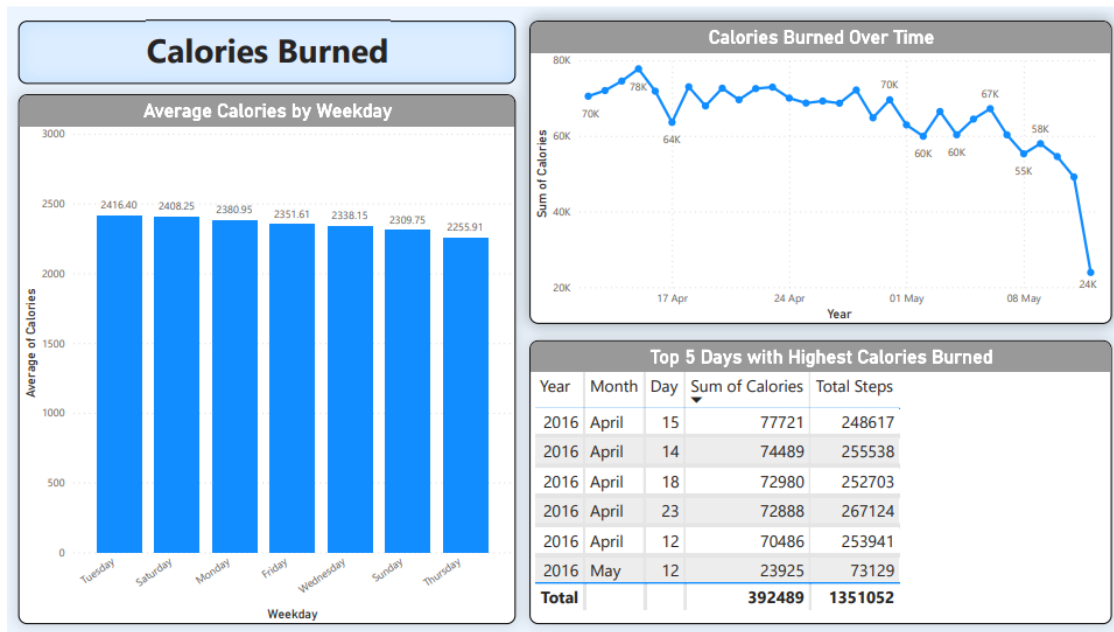
### Insight:

- **KPI:** Avg = 419 mins (~7 hrs), Min = 58, Max = 796 mins
- Sleep duration is highly variable, with some nights under 1 hour.
- Users sleep most on Sundays (452 mins) and least on Thursdays (401 mins).

### Business Impact:

- Use sleep streak features to improve consistency.
- Promote bedtime reminders and mindfulness tools.

### Page 4 Title: Calories Burned



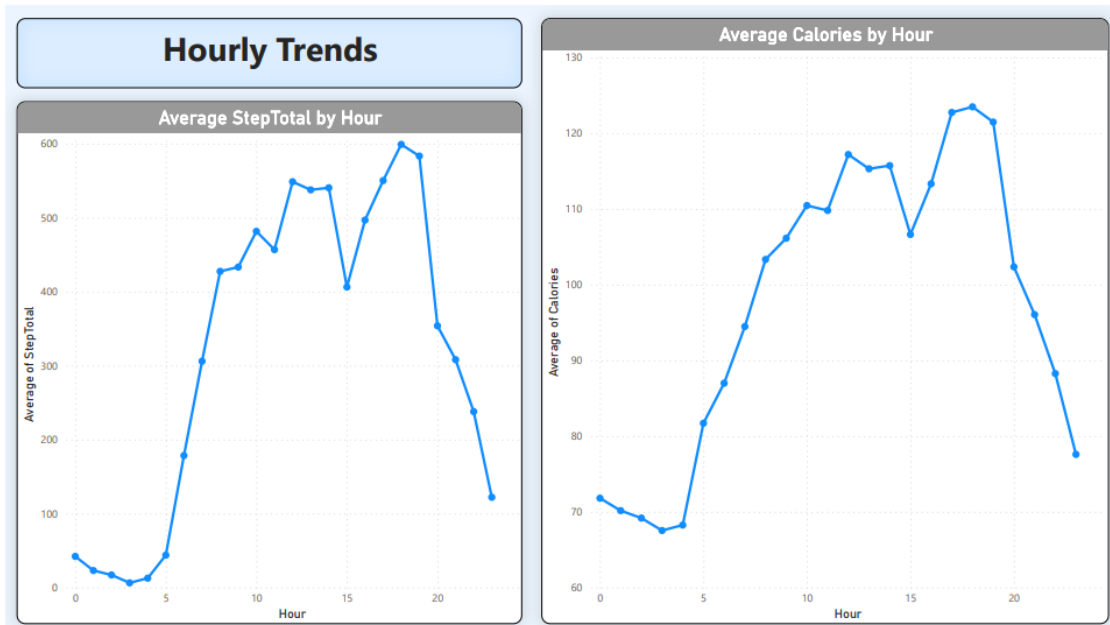
### Insight:

- Calorie burn peaks mid-April, aligned with top step days.
- Highest calorie days average 75K+ calories with 250K+ steps.

### Business Impact:

- Promote “energy zones” for power users.
- Encourage low-calorie users with coaching or nudges.

## Page 5 Title: Hourly Trends



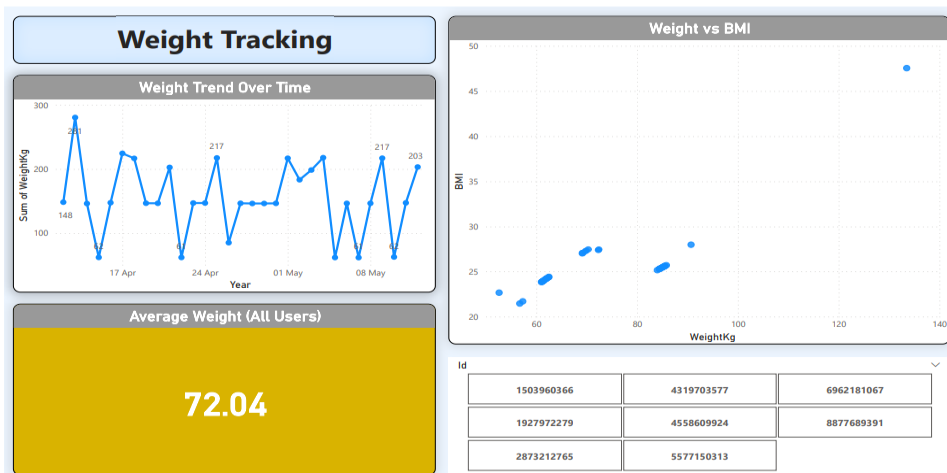
### Insight:

- Steps and calories peak in the late afternoon (5 PM–7 PM).
- Morning and late-night activity is minimal.

### Business Impact:

- Send timed notifications at 4–6 PM for optimal engagement.
- Design workout programs aligned with user behaviour windows.

## Page 6 Title: Weight Tracking



**Insight:**

- Avg weight: 72.04 kg
- Most users maintain stable weight and BMI between 25–30.
- A few outliers have BMI over 40.

**Business Impact:**

- Personalize recommendations based on weight trend patterns.
- Offer BMI goal tracking and alerts for extremes.

### 3. Business Insights & Recommendations

**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.