

Presentation

entro il Juan Saavedra

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N° della consegna: 2291638339

Nome file: Big_Data_Framework.pptx (165.6K)

Conteggio parole: 577

Conteggio caratteri: 2861

Big Data Framework

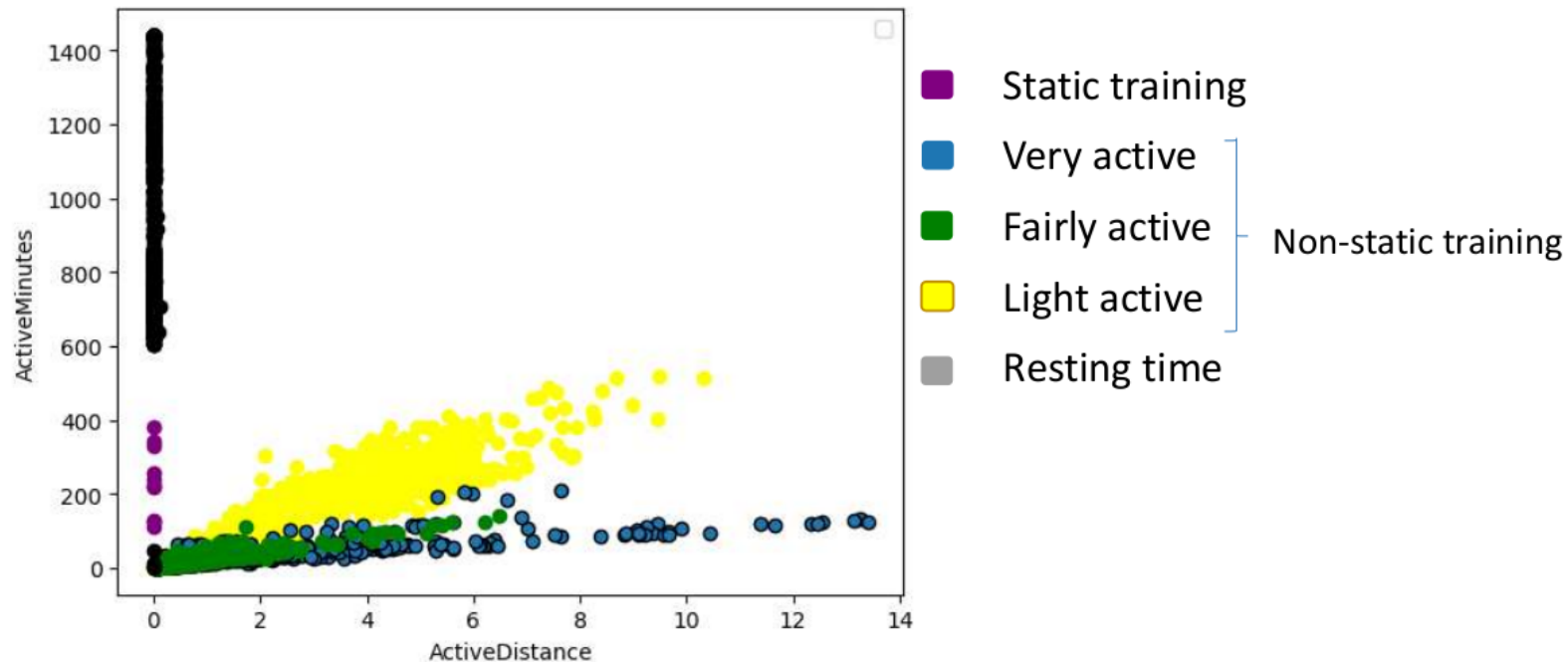
A data driven story of 24 wellness tracker users

Juan David Saavedra

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Exploring my user's trends and way of training

There are 3 ways people spend their time while wearing their fitness tracker: **resting**, **static** and **non statics** training.



Further exploration:

Is it possible to identify different profiles based on their workouts ?

Are there any trends on the on their sleeping patterns ?

Is it possible to identify different profiles based on their workouts ?

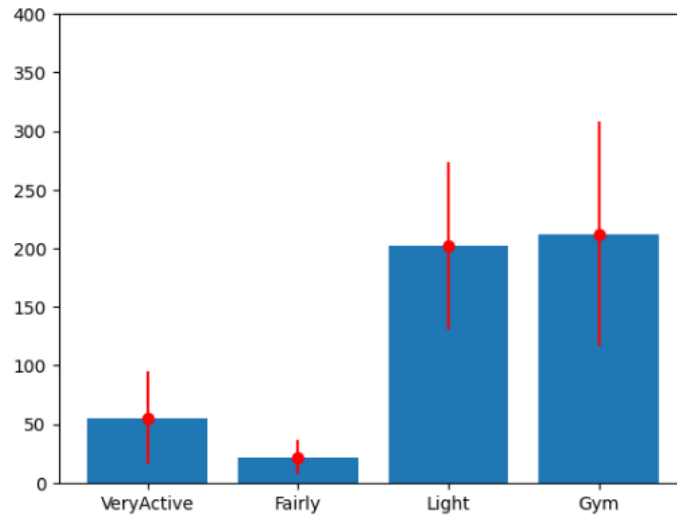
Do this different profiles show any difference on the way their heartrate ?

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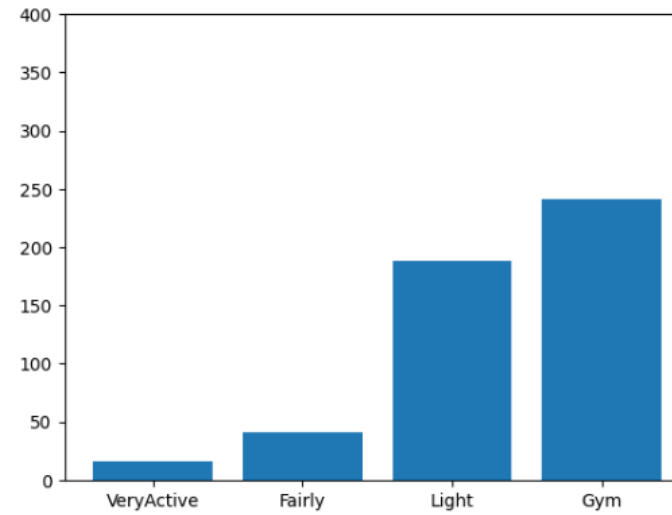
Based on the activity profile of our users, we found 3 types of users.

Very active:



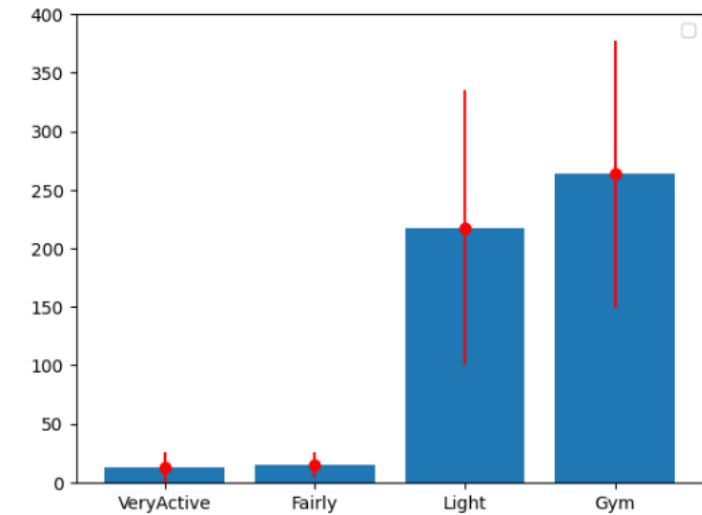
Users with more heavy workouts, mostly running workouts with a good mix of stationary workouts.

Fairly active:



Users that prefer fairly challenging workouts than heavy ones, with a good mix of stationary workouts.

Light active:



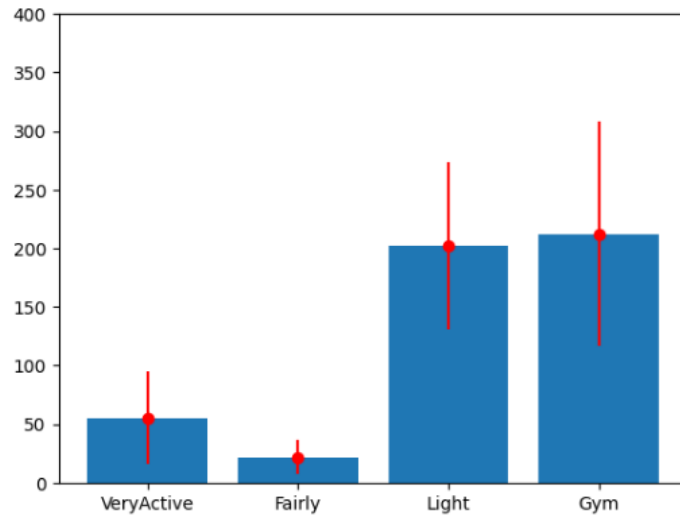
Users that spend more time on the gym or doing stationary workouts and not that much running outside.

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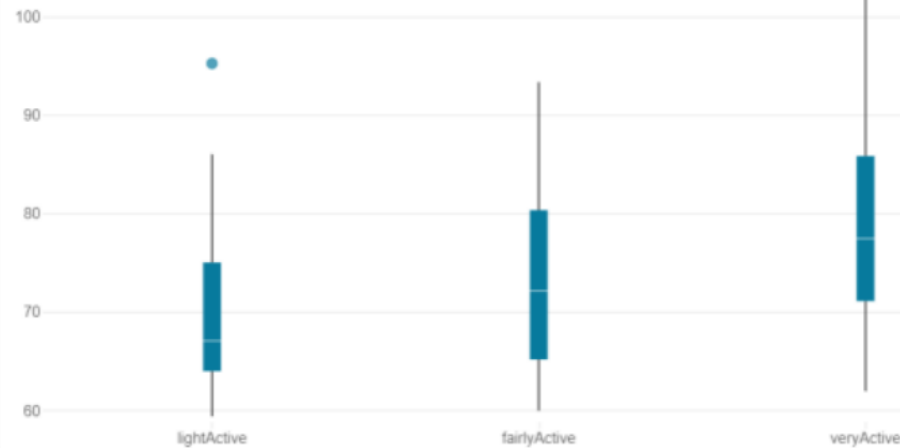
Personas identified

Very active

Activity trend:



Hearth rate by activity type



User characteristics:

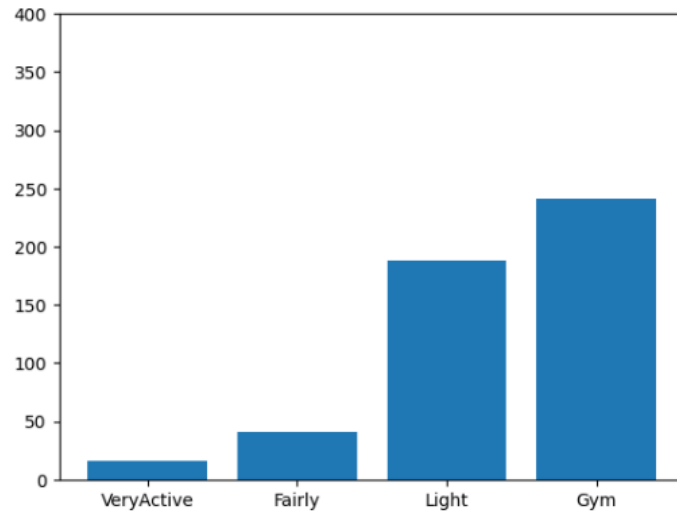
- 18 very active workouts per person with an avg of 55 mins.
- Only 20 days were tracked without a workout.
- Only 1 in 5 workouts were light active
- Around 7 hours of sleep each night
- Is a better trained population since the hearth rate doesn't present much variance between type of workout

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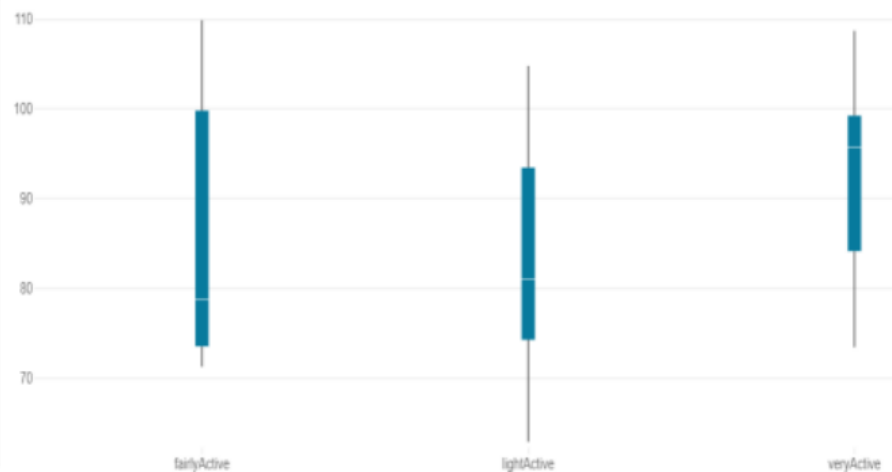
Personas identified

Fairly active

Activity trend:



Hearth rate by activity type



User characteristics:

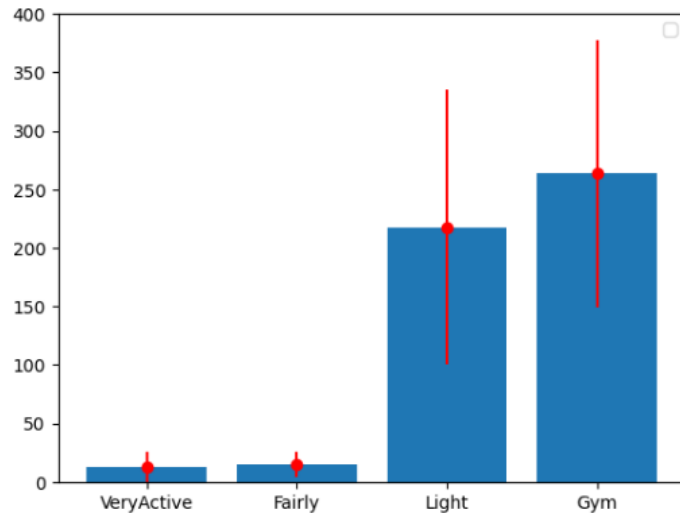
- The most amount of Fairly and Light workouts but with less time dedicated to working out than the Very active users.
- The most days tracked without a workout – 24 days.
- Only 1 in 3 workouts were very active
- Around 6 hours of sleep each night
- Mix of trained and untrained people, the hearth rate of the population present uncharacteristic variance between intensities.

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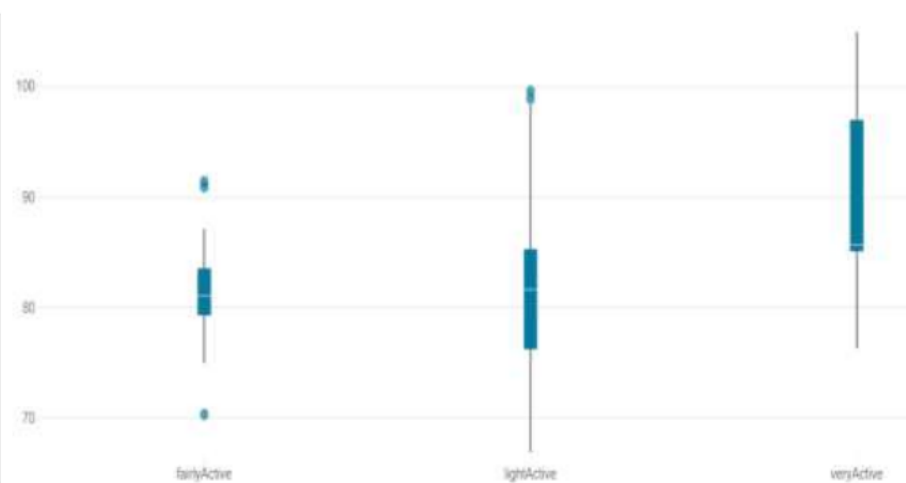
Personas identified

Light active

Activity trend:



Hearth rate by activity type



User characteristics:

- Characterize by a low amount of very and fairly active workouts, and around 17 light workouts and 18 stationary workouts.
- Regular user of the tracker for daily activities, 19 days on average recorded.
- On average, the user with most hours of sleep, 7,3 hours on average.
- Mostly unstrained population, represented by the spike in the very active and huge variability in light active intensity .

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Con

Profile Comparison by person			
Workouts: {#/ duration}	Very active	Fairly active	Light active
Very active	18 / 5	19 / 3	5 / 1
Fairly active	19 / 19	20 / 8	6 / 1
Light	22 / 16	25 / 37	16 / 14
Time off: {duration}			
Hours of sleep	7.3	6.1	7
Resting days	20	24.6	0.4

Conclusions

- 1. **Very active** users are the only users that take at least 82 % of their workouts to the very active category and staying in a fairly active category for most of the workouts.
- 2. **Fairly active** users are experience runners doing soft jogging and most of the time increasing the intensity.
- 3. **Light active** users most likely are amateur runners that do soft jogging without an intention of making the workout more taxing.