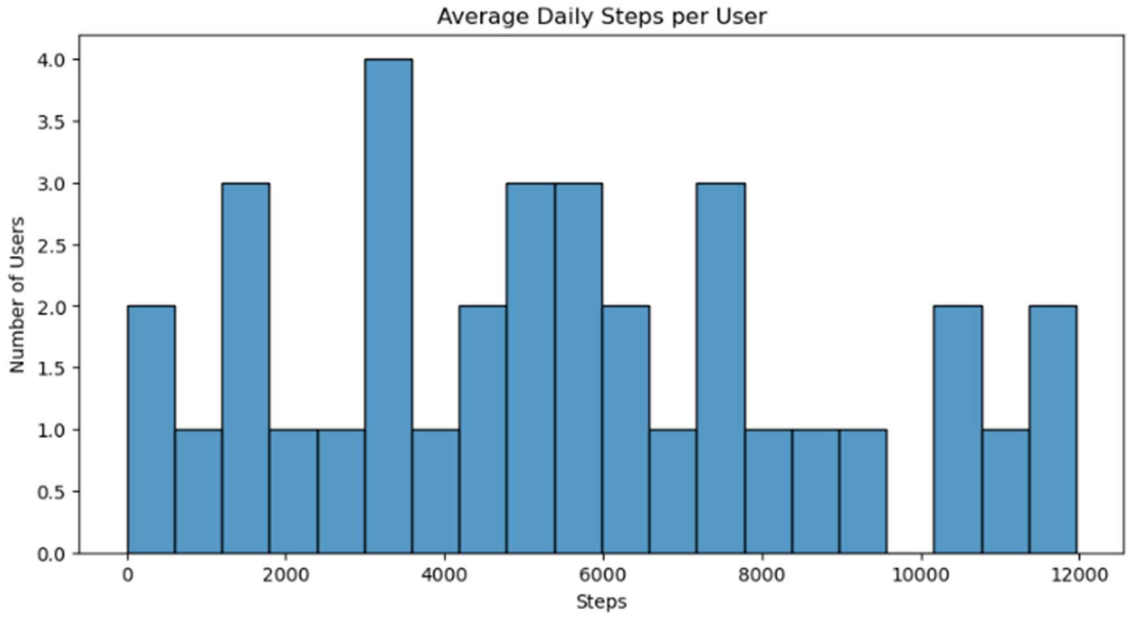
REPORT

Dataset Overview

No. of tables in dataset – 11

The dataset has daily activity logs from users, including:
- Steps taken
- Calories burned
- Activity minutes at various levels
- BMI

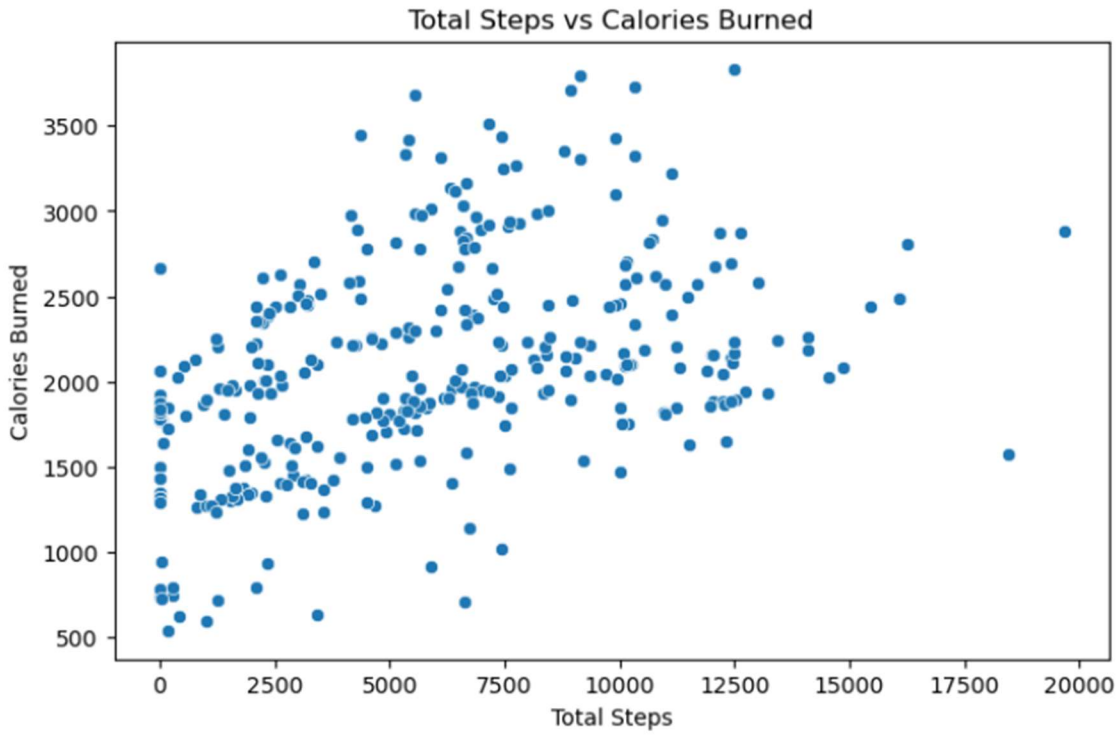
Visualizations



Insights:
- Many users fall within the 3,000–6,000 steps/day (since average of daily steps across all users is 5472)
- A few users show very high activity above 10,000 steps/day and few users show very low activity below 1,000 steps/day

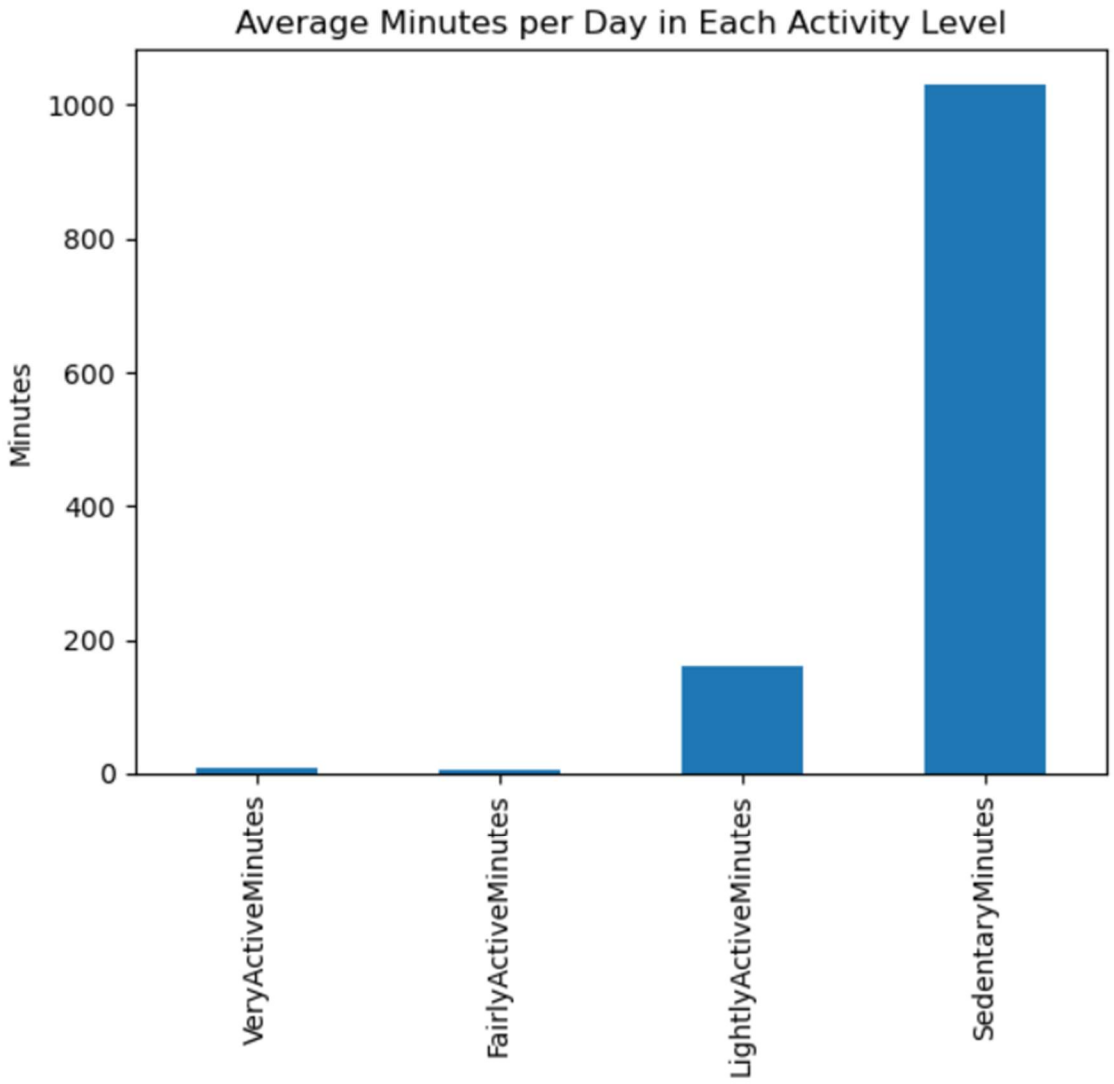
Suggestion:
- Encourage users to gradually increase their daily steps, targeting 10,000 steps/day as a

health benchmark.



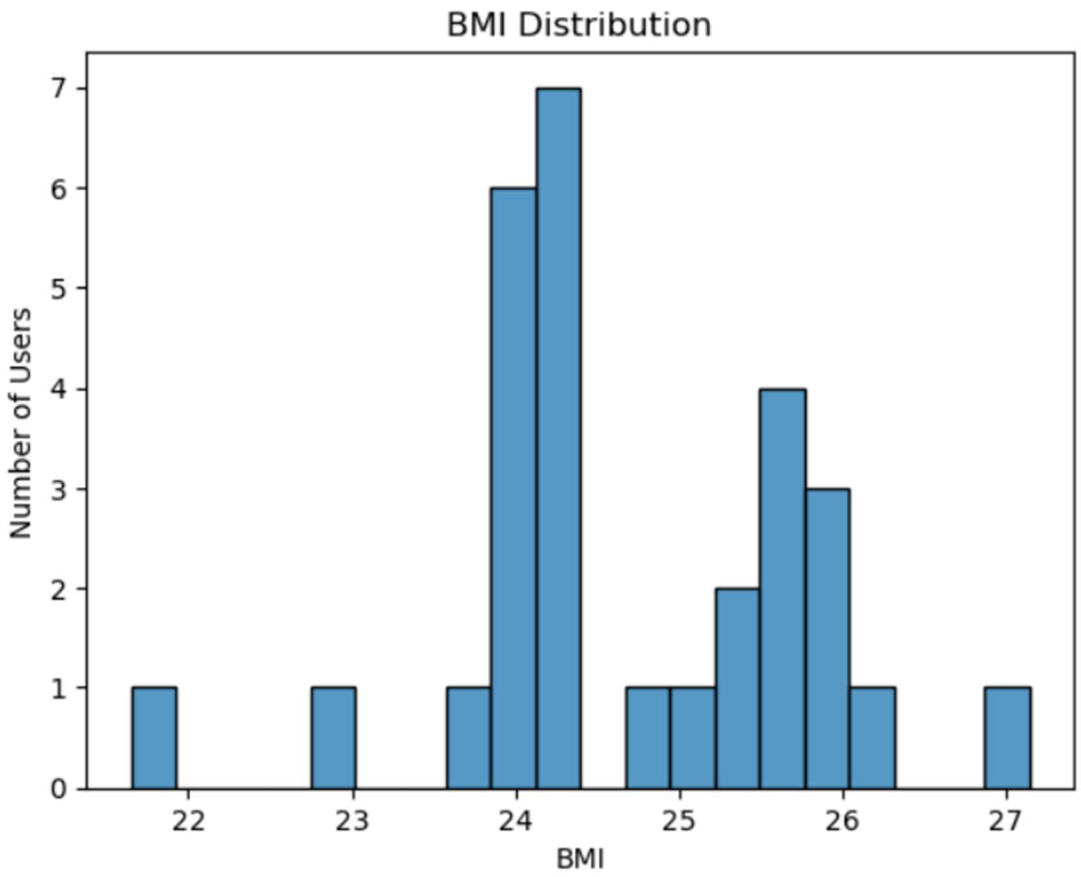
Insights:
- Positive correlation between steps and calories burned. (Correlation Coeff: 0.44 i.e. +ve)
- As step count increases, calories burned also increases.

Suggestion:
- Promote consistent daily movement and educate users that calories burned depend on steps



Insights:
- Most time is spent in sedentary minutes over 1,000 minutes/day(sedentary minutes mean: 1030 mins/day compared to 8.5 very active mins/day, 6 fairly active mins/day and 161 light activity mins/day)
- Therefore Very little time is spent in active categories compared to sedentary activity

Suggestion:
- Recommend setting hourly movement reminders.
- Encourage users to incorporate light-to-moderate activities like walking or stretching.



Insights:
- Most users have a BMI in the 24–25 range, which is within the healthy or slightly overweight category. (since mean BMI: 24.68)
- There are few users with BMI outside the 22–27 range.

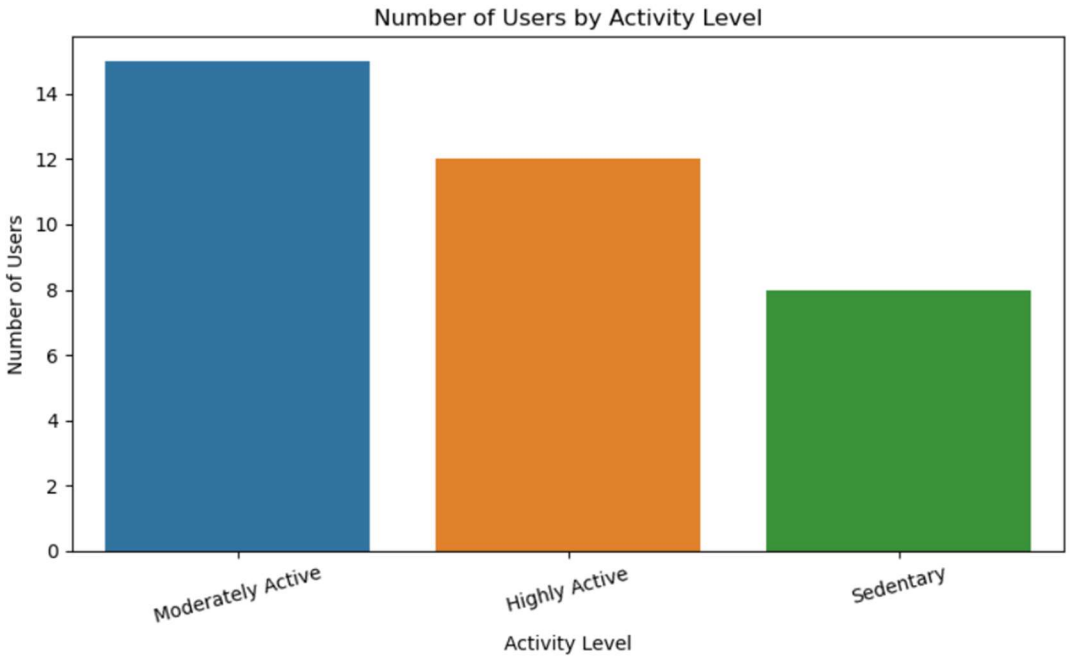
Suggestion:
- Provide personalized fitness goals (e.g., calorie control, strength training).
- Introduce BMI-based tips for maintaining or improving health.

Data Exploration and Segmentation

Segmentation by activity levels (sedentary, moderately active, highly active):

- Most users fall under the category of moderately active (3000 - 7000 steps)

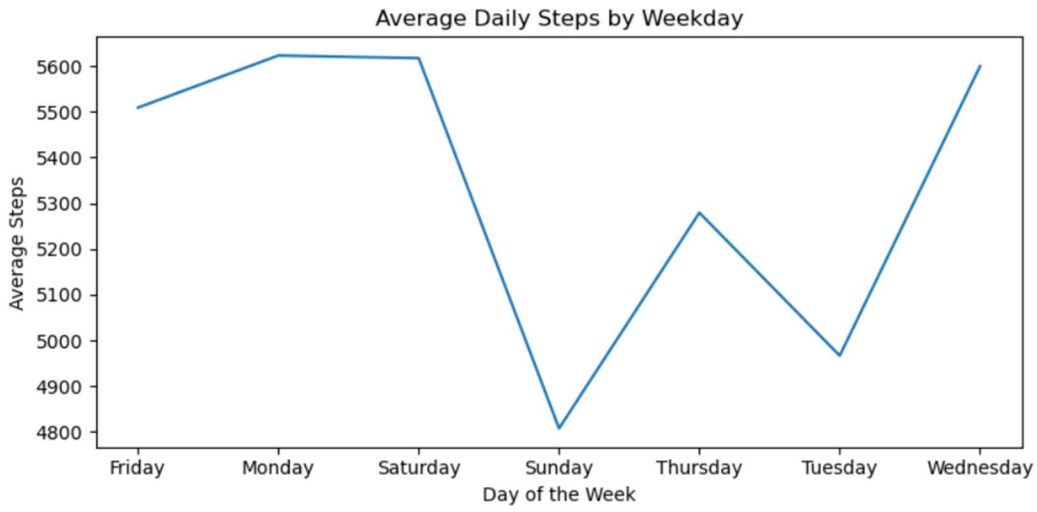
- Least users fall under the category of sedentary (<3000 steps)



Segmentation by trends over time:

- Higher Steps on weekdays likely due to commuting to work etc.

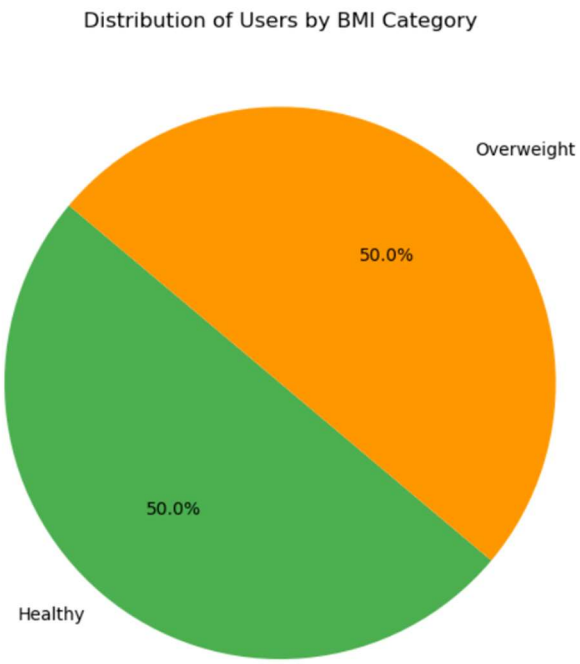
- Least steps on Sunday likely due to holiday



Segmentation by BMI:

- 50% of users are Healthy and 50% of users are overweight.

- categories are underweight, healthy, overweight, obese.



Predictive Insights

- Sedentary Users Will Likely Remain Inactive until targeted intervention
  Sedentary users are users with <3000 steps/day and >1000 sedentary mins/day

- Sunday will have the lowest step count
  Weekends will have the lowest steps in all the days of a week following a consistent pattern for all the weekends

- Increased steps will always show an increase in calorie burn
  Observed due to a clear positive correlation between both

Business Insights

- Stable Engagement Among Moderately Active Users
  Introducing loyalty points or special perks for these will help retain them as they are the most loyal user base

- Sedentary Users at risk of churn
  Sedentary users are less likely to see progress and might stop using the product
  Introducing beginner challenges or repeated remainders will help them re-engage

- Drop in the Activity on weekends
  Low weekend usage leading to reduction in overall usage
  Introducing weekend only fitness challenges or activities to engage users on weekends