Maiada Khaled - Project 2

Nanodegree in Data Analysis and Visualization with Microsoft Power BI

[View in Power BI ↗](#)

Waggle, is a startup that makes smart devices, a fitness collar for dogs, that lets owners track their dog's steps, alerts them when it's time for a walk, and even repels fleas.

I worked on delivering a boardroom-ready Power BI report that tells the story of how the new Lapcat device data compares to findings from the dog collar Lapdog devices.

I used bookmarks, slicers pane, and navigation buttons, to maintain an interactive report.

Last data refresh:
6/30/2022 11:28:25 PM UTC

Downloaded at:
6/30/2022 11:41:54 PM UTC

Waggle Report: CEO's Questions

Waggle

Year

Select all	2019
2018	2020

Month, Day_of_Week

All ▾

Daily_Steps

500	20,000

State

Search

☑ Select all
☑ Alabama
☑ Alaska
☑ Arizona
☑ Arkansas

Rate

☑ Select all
☑ 1
☑ 2
☑ 3
☑ 4
☑ 5

9.41K
Difference in Average daily Steps

3.05
Difference in Average Ratings

Average Daily Steps of Dogs

Year ■ 2018 ■ 2019 ■ 2020

15K
10K

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Average Daily Steps of Cats in 2020

2,800
2,700

Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Average of Rating by Dog/Cat (2020)

Dog — 4.69
Cat — 1.64

20,000	3,000
Max of Daily_Steps	Min of Daily_Steps

7,994	500
Max of Daily_Steps	Min of Daily_Steps
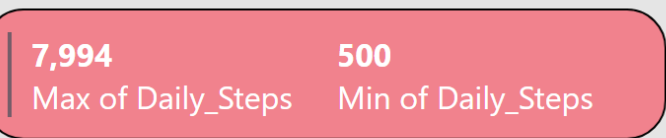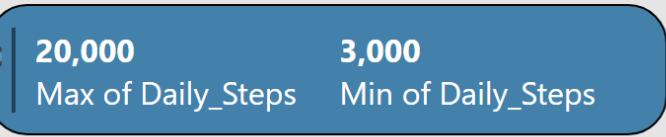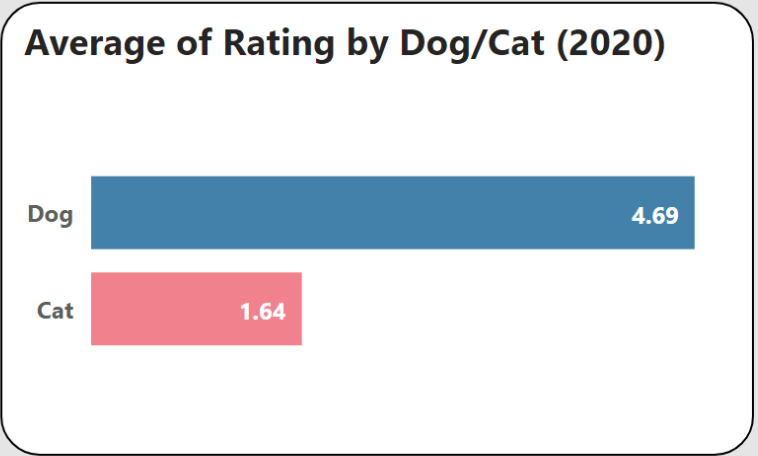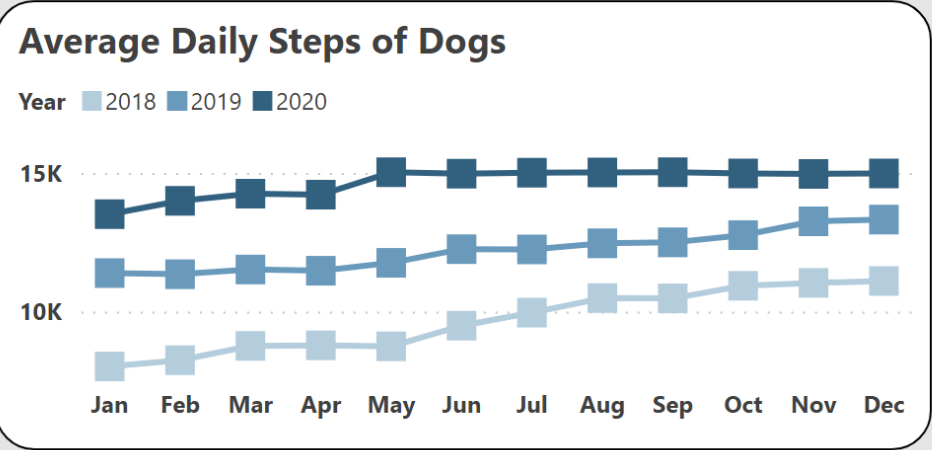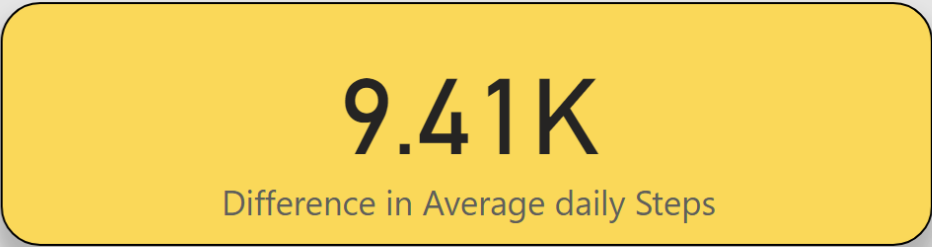
Waggle Report: Cats VS Dogs

Waggle

Year

| Select all | 2019 |
| 2018 | 2020 |

Month, Day_of_Week

All ⌄

Daily_Steps

| 500 | 20,000 |

State

🔍 Search

☑ Select all
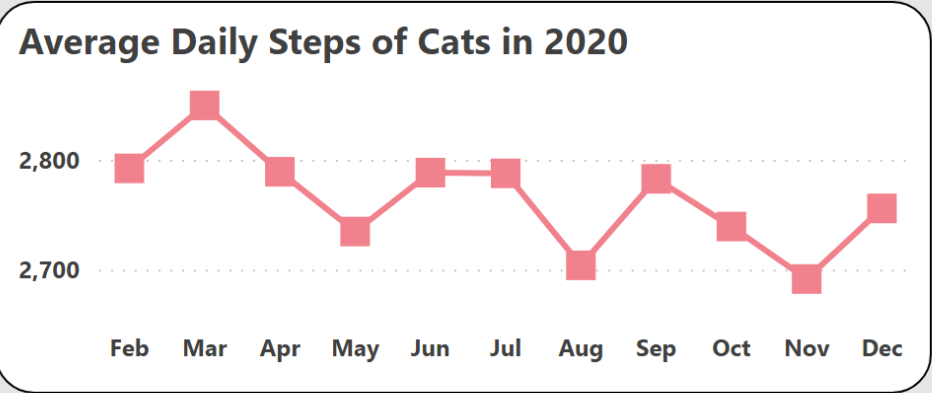☑ Alabama
☑ Alaska
☑ Arizona
☑ Arkansas

Rate

☑ Select all
☑ 1
☑ 2
☑ 3
☑ 4
☑ 5
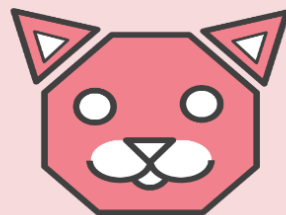
MALE CATS COUNT

FEMALE CATS COUNT

Male Cats Count
534

Breed ▼

Sphynx
Siberian
Siamese
Shorthair (British)

Cats Average of Age [Min : Max]

1   **8.58**   18
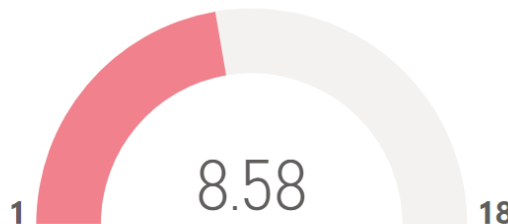
Average Activity Minutes by Breed

Ragdoll	40.56
Maine Coon	40.23
Shorthair ...	40.22
Other	40.17
Munchkin	40.05
Sphynx	40.02
Bengal	40.00
Siberian	39.90
Persian	39.76
Russian Bl...	39.71

Count of Pet_ID by Dog/Cat

Cat 1K

Dog 10.16K
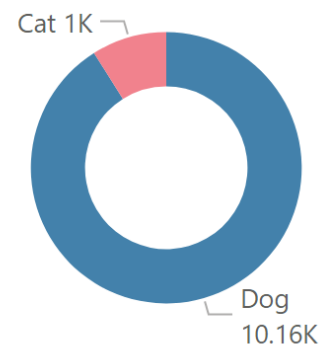
MALE CATS COUNT

FEMALE CATS COUNT

Male Dogs Count
5890

Dogs Average of Age [Min : Max]

1   **6.92**   15
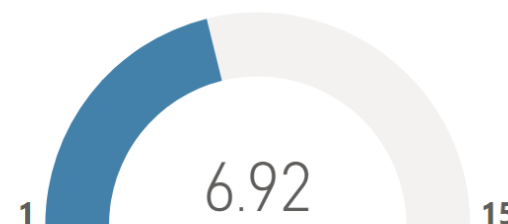
Breed ▲

Beagle
Bernese
Bichon Frise
Bulldog

Average Activity Minutes by Breed

Grey Hound	108.88
Chow Chow	108.42
Bernese	108.37
Beagle	108.29
Dalmation	108.28
Dachsund	108.25
Yorkshire ...	108.21
Husky	108.21
Rottweiler	108.14
Corgi	108.08

Waggle Report: Lapcat VS Lapdaog Families

Waggle

LAPCAT VS LAPDOG

Year

Select all	2019
2018	2020

Month, Day_of_Week

All ▽

Daily_Steps

500	20,000

State

🔍 Search

- ☑ Select all
- ☑ Alabama
- ☑ Alaska
- ☑ Arizona
- ☑ Arkansas

Rate

- ☑ Select all
- ☑ 1
- ☑ 2
- ☑ 3
- ☑ 4
- ☑ 5

Average Houshold Income for Each State

NORTH AMERICA

Pacific Ocean

SOUTH AMERI

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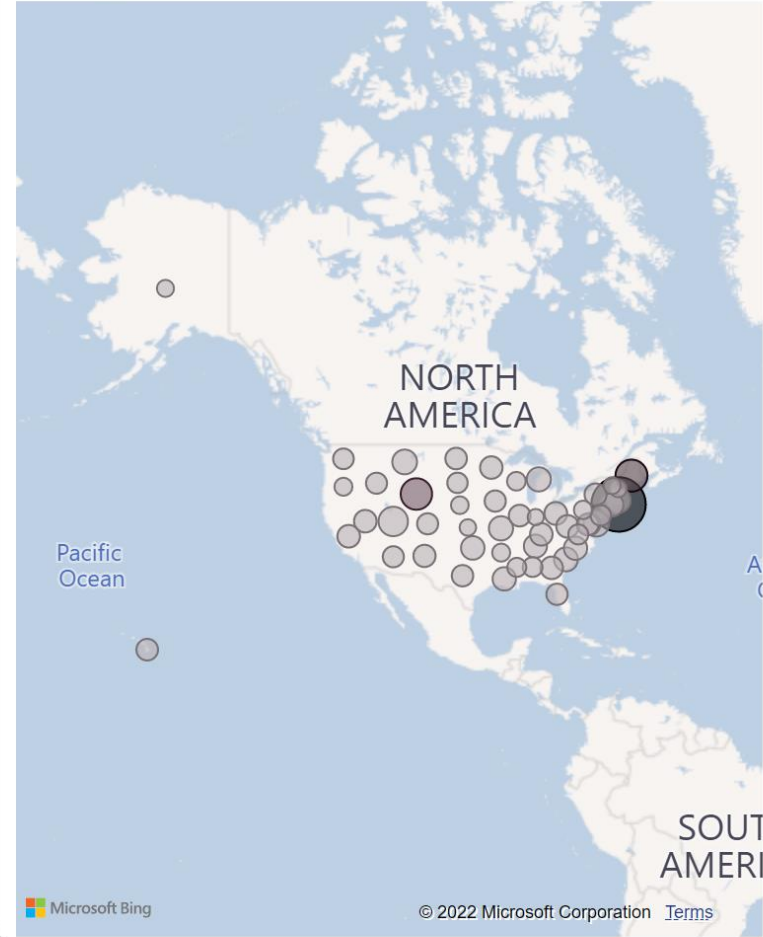
Pets' Details in Each Family

Family_Name	Annual_Pet_Expenses	Cat	Dog	Total Pets / Family ▽
⊟ Plews	$3,615	1	15	16
⊟ Danick	$7,595		13	13
⊟ Geraghty	$8,344		8	8
	$1,617	1	4	5
⊞ Lange			13	13
⊞ Danbye			12	12
⊞ Elgar			12	12

2020 Recommendation Results

Device_Type ●Lapcat ●Lapdog

50.00%	50.00%