

# Maiada Khaled - Project 2

[View in Power BI](#) ↗

## Nanodegree in Data Analysis and Visualization with Microsoft 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:

9/23/2022 12:18:20 PM UTC

Downloaded at:

9/23/2022 12:21:17 PM UTC

# Waggle Report: CEO's Questions

Waggle

←

Year

Select all	2019
2018	2020

Month, Day\_of\_Week

All

Daily\_Steps

50020,000

State

Search

- ☒ Select all
- ☒ Alabama
- ☒ Alaska
- ☒ Arizona
- ☒ Arkansas

Rate

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

11.90K

Diff in avg daily steps 2020



20,000

Max of Daily\_Steps

3,000

Min of Daily\_Steps



7,994

Max of Daily\_Steps

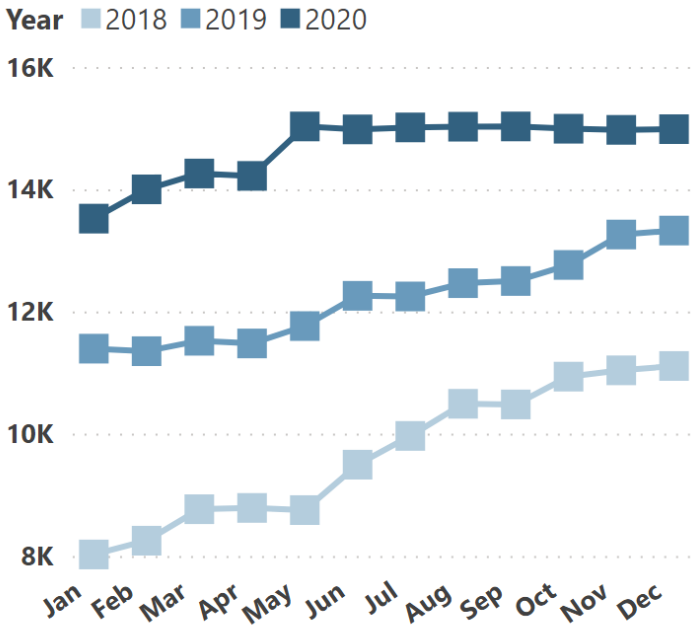
500

Min of Daily\_Steps

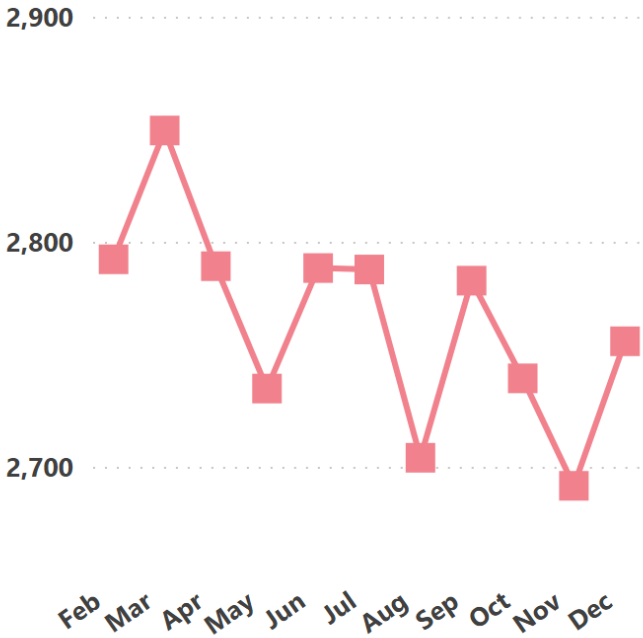
3.05

Difference in A...

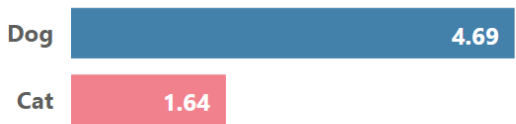
Average Daily Steps of Dogs



Average Daily Steps of Cats in 2020



Average of Rating by Dog/Cat (2020)



Top 10 Vendors

- Wall Market
- Waggle.Com
- Waggle Trial
- Rainforest.Com
- PetFans

Top 10 Comments

	Count
Works great!	3015
I guess you can teach a dog new tricks!	1008
Love the product!	614
This thing is amazing!	513

# Waggle Report: Cats VS Dogs

Waggle

⏪

⏩

Year

Select all	2019
2018	2020

Month, Day\_of\_Week

All

⌵

Daily\_Steps

500

20,000



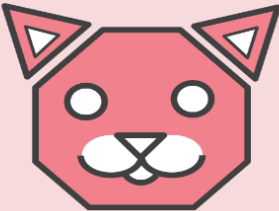
State

🔍 Search

- ☒ Select all
- ☒ Alabama
- ☒ Alaska
- ☒ Arizona
- ☒ Arkansas

Rate

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



MALE CATS COUNT

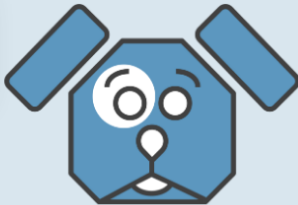
FEMALE CATS COUNT

Male Cats Count  
534

Male Dogs Count  
5890

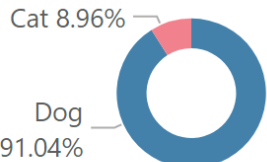
MALE DOGS COUNT

FEMALE DOGS COUNT



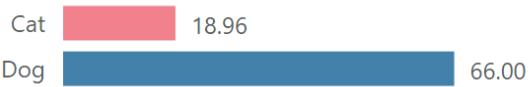
Breed	Avg Age	Avg Weight	Count
Shorthair (American)	8.11	18.10	174
Shorthair (British)	8.63	19.63	139
Himalayan	8.60	19.37	126
Ragdoll	8.44	17.03	87
Russian Blue	9.00	19.69	80

Count of Pets



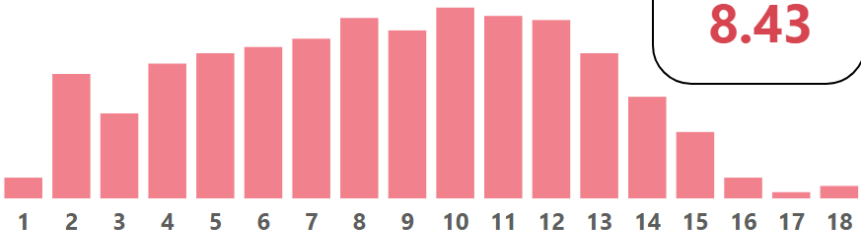
Total count of Pets  
5890

Avg Weight



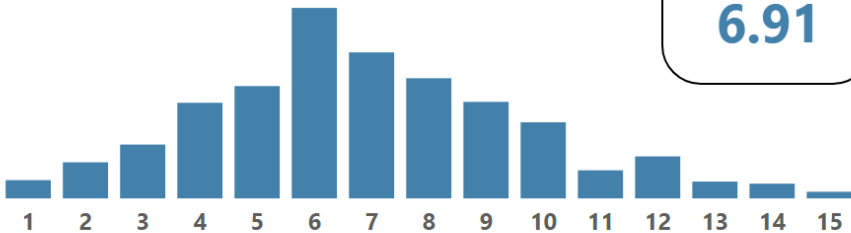
Breed	Avg Age	Avg Weight	Count
Golden Retriever	6.91	75.09	1524
Labrador	6.84	75.09	1204
Bulldog	7.02	49.74	1121
Poodle	6.94	65.11	1020
Pitbull	6.74	74.82	886
German Shepherd	7.09	78.17	836

Age Distribution of Cats



Avg age  
8.43

Age Distribution of Dogs



Avg Age  
6.91

# Waggle Report: Lapcat VS Lapdaog Families



⏪

⏩

Year

Select all	2019
2018	2020

Month, Day\_of\_Week

All

Daily\_Steps

50020,000

State

🔍 Search

☒ Select all

☒ Alabama

☒ Alaska

☒ Arizona

☒ Arkansas

Rate

☒ Select all

☒ 1

☒ 2

☒ 3

☒ 4

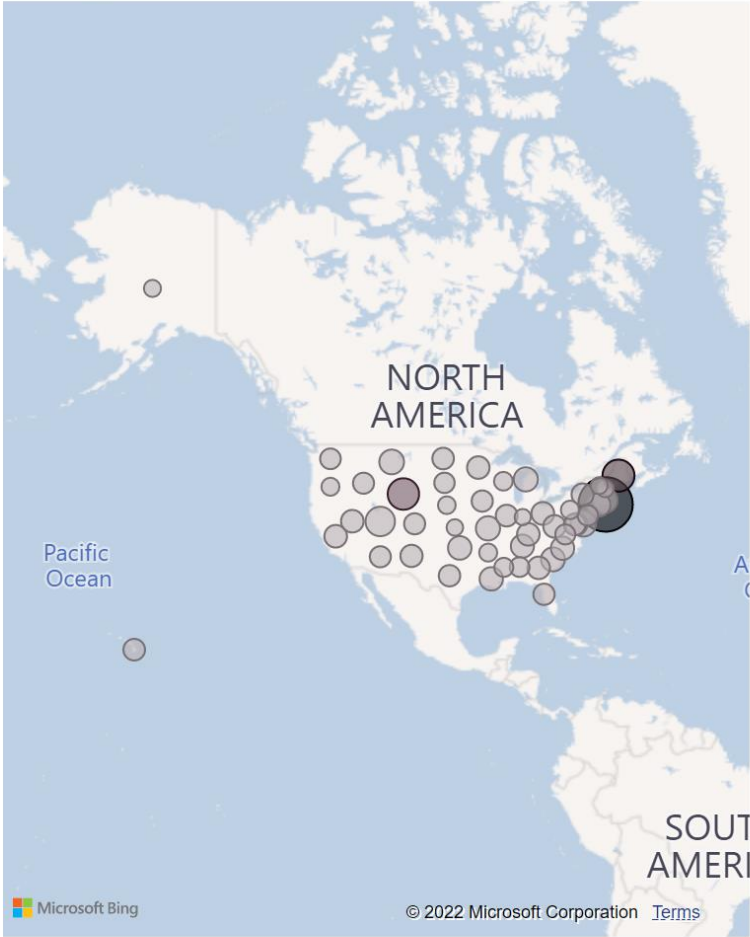
☒ 5

LAPCAT

VS

LAPDOG

Average Houshold Income for Each State



Pets' Details in Each Family

Family_Name	Annual_Pet_Expenses	Cat	Dog	Total Pets / Family
<input type="checkbox"/> Plews	\$3,615	1	15	16
<input type="checkbox"/> Danick	\$7,595		13	13
<input type="checkbox"/> Geraghty	\$8,344		8	8
	\$1,617	1	4	5
<input type="checkbox"/> Lange			13	13
<input type="checkbox"/> Danbye			12	12
<input type="checkbox"/> Elgar			12	12

2020 Recommendation Results

