

# 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:**

9/22/2022 11:28:25 PM UTC

**Downloaded at:**

9/22/2022 11:41:54 PM UTC

# Waggle Report: CEO's Questions

Waggle

←

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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

11.90K

Diff in avg daily steps 2020



20,000  
Max of Daily\_Steps  
3,000  
Min of Daily\_Steps

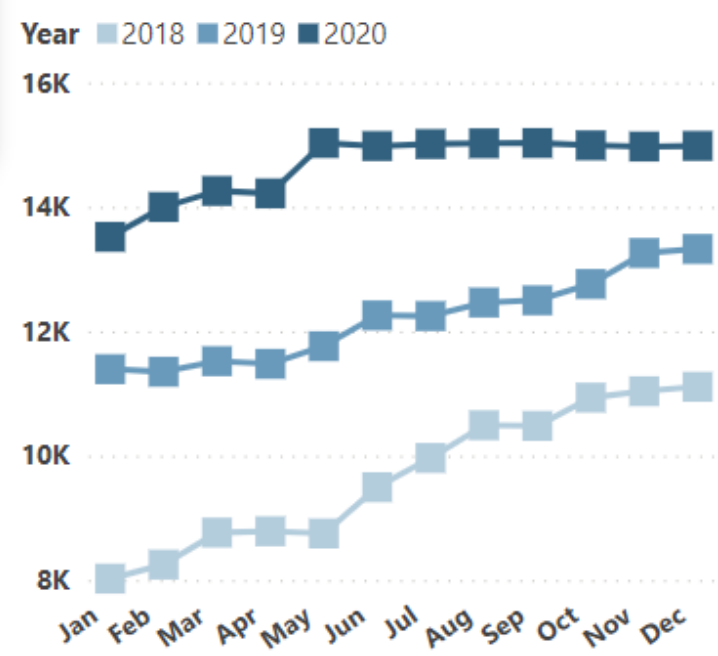


7,994  
Max of Daily\_Steps  
500  
Min of Daily\_Steps

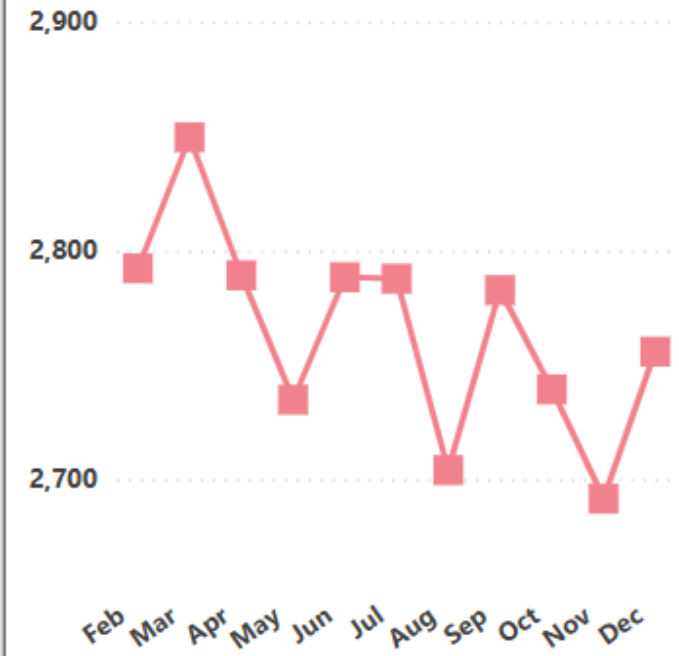
3.05

Difference in  
Average Ratings

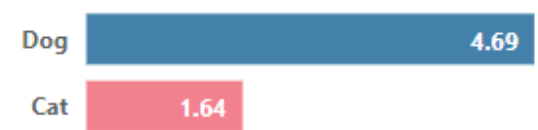
Average Daily Steps of Dogs



Average Daily Steps of Cats in 2020



Average of Rating by Dog/Cat (2020)



Top 10 Vendors

Great Buy
Other
PetFans
Rainforest.Com
Waggle Trial

Top 10 Comments

Comment	Count
Best purchase I've made all year	213
Best thing we've tried in years!	2
Don't waste your time	32
I can't tell any difference	51
I can't wait to buy another one	81

# 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

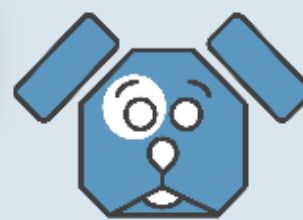
534

Male Dogs  
Count

5890

MALE DOGS COUNT

FEMALE DOGS COUNT

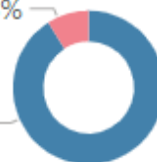


Breed	Avg Age	Avg Weight	Count
Bengal	9.24	21.92	25
Himalayan	8.60	19.37	126
Maine Coon	8.38	19.19	63
Munchkin	9.14	18.44	57
Other	9.10	19.49	72
Persian	8.38	18.11	64

Count of Pets

Cat 8.96%

Dog  
91.04%



Total  
count of  
Pets

5890

Avg Weight

Cat 18.96

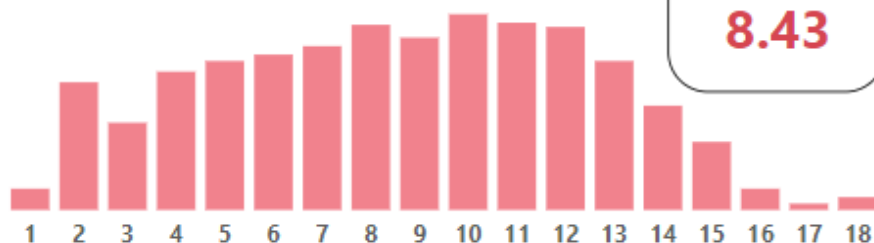
Dog 66.00

Breed	Avg Age	Avg Weight
Beagle	6.87	27.34
Bernese	6.75	106.66
Bichon Frise	6.44	15.60
Bulldog	7.02	49.74
Chow Chow	7.76	59.67
Corgi	7.06	35.08
Dachshund	6.73	24.27

Age Distribution of Cats

Avg age

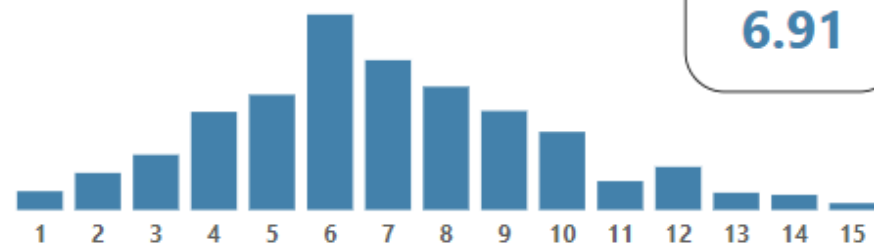
8.43



Age Distribution of Dogs

Avg Age

6.91



# Waggle Report: Lapcat VS Lapdaog Families



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⏩

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

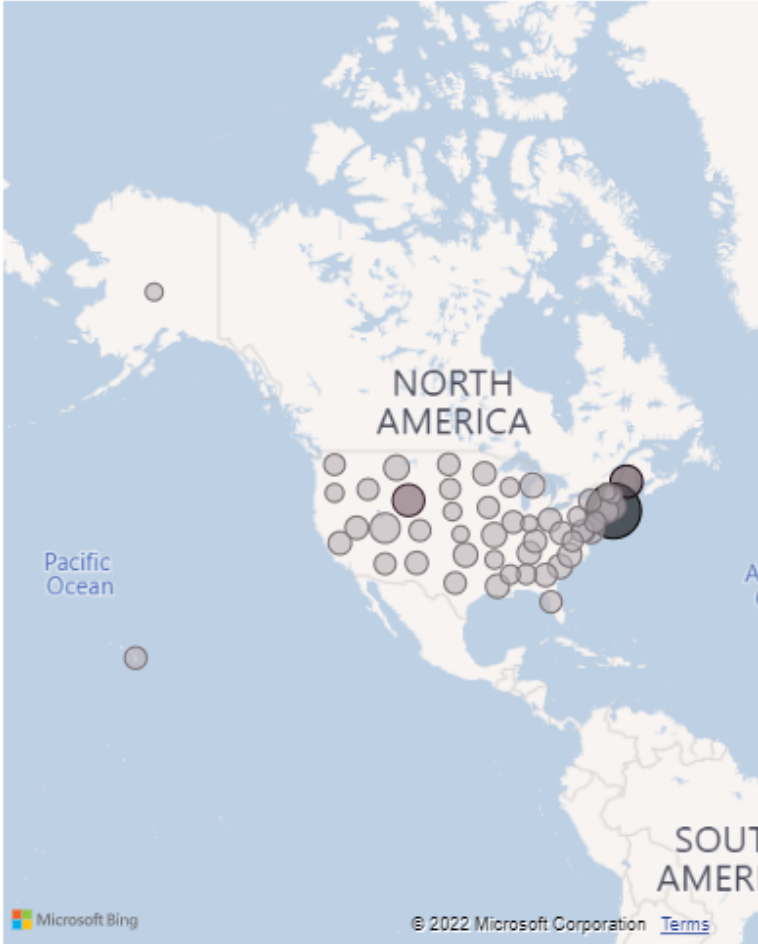
- ☒ Select all
- ☒ 1
- ☒ 2
- ☒ 3
- ☒ 4
- ☒ 5

LAPCAT

VS

LAPDOG

Average Houshold Income for Each State



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

