

Smartphone Usage Impact on Work Productivity

Analyzing behavioral data to understand how phone habits shape employee efficiency and well-being



Project Overview



Primary Objective

Identify how phone usage, sleep patterns, stress levels, and social media influence productivity across demographics



Interactive Dashboard

Provides insights to help organizations understand behavioral patterns affecting efficiency and well-being

Dataset Summary

Key Specifications

- 50,000 total records
- Excel data source
- Comprehensive behavioral metrics

Key Features

- Demographics & occupation
- Weekday/weekend usage
- Social media hours
- Sleep hours & stress levels
- Productivity scores



Data Preparation Process

01

Remove Errors

Eliminated inconsistencies and invalid entries

02

Standardize Data

Corrected column names and validated data types

03

Handle Quality Issues

Addressed missing values and formatting problems

04

Format Numbers

Ensured proper numeric formatting for analysis

05

Load to Power BI

Prepared cleaned dataset for modeling

DAX Calculations

1

Total Screen Time

Sum of weekday and weekend phone usage hours

2

Productivity Level

Categorized scores into low, moderate, and high tiers

3

Phone Usage Level

Classified usage as light, moderate, or heavy based on hours

4

Sleep Category

Binned sleep hours into insufficient, adequate, and optimal ranges



Dashboard Overview

Interactive visualizations providing real-time insights into smartphone usage patterns and productivity correlations

Key Insights



Heavy Usage = Lower Productivity

Employees with heavy phone usage show comparatively lower average productivity scores



Sleep Deprivation Impact

Sleep deprived individuals have higher stress levels and reduced productivity



Moderate Usage Balance

Moderate phone usage shows balanced productivity and stress levels

Additional Findings

Occupational Resilience

Certain occupations demonstrate higher resilience to phone distractions

Gender Variation

Female and male productivity levels show slight variation based on usage patterns

Social Media Stress

High social media usage correlates with increased stress levels



Business Implications



Digital Wellness Programs

Promote healthy technology habits



Healthy Sleep Cycles

Encourage proper rest for improved productivity



Monitor Usage

Track excessive phone use to enhance focus



Awareness Sessions

Implement work-life balance training

Take Action



Implement Monitoring

Track phone usage patterns across departments



Launch Wellness Initiatives

Support employees in establishing healthy digital habits



Measure Impact

Use dashboard insights to evaluate program effectiveness

