

# 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

