

Organization VitaTrack Wellness

Assignment Questions



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VitaTrack Wellness, headquartered in the progressive city of FitZone, was at the forefront of digital health innovation. The company offered smart health monitoring solutions that enabled individuals to take charge of their lifestyles through insightful data tracking. With a growing base of users committed to better living, VitaTrack collected a comprehensive set of health metrics to understand behavior, identify risks, and promote well-being.

At the heart of this initiative was a robust data logging system, capturing crucial attributes such as **ID, Age, Gender, Height (cm), Weight (kg), BMI, Daily Steps, Calories Intake, Hours of Sleep, Heart Rate, Blood Pressure, Exercise Hours per Week, Smoking Status, Alcohol Consumption per Week, Diabetic Status, and Presence of Heart Disease**.

Each row of data told the story of a unique health journey — one shaped by choices, habits, and physical traits. However, as the dataset grew, so did the curiosity and responsibility to uncover deeper insights. Questions emerged from within the health science and analytics teams:

- Are users maintaining a balanced lifestyle in terms of daily steps, calories intake, and sleep?
- Identify how individuals are at risk of heart disease based on lifestyle habits?
- Is there any relationship between sleep and physical activity?
- How BMI across age groups and genders vary?
- What is the impact of smoking and alcohol on heart rate and blood pressure?
- Segment people based on their health activity to suggest lifestyle changes.

With these pressing questions in mind, **VitaTrack Wellness** enlisted **you as a data analyst**. Your mission is to develop a comprehensive **Power BI dashboard** that explores health patterns, identifies risk factors, and drives meaningful insights — enabling the company to shape personalized health advice, early risk detection, and proactive wellness strategies.

Data Set for project - [Dataset Link](#)