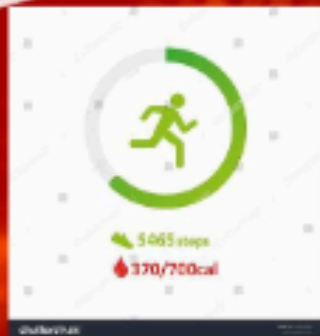


STRAVA



**Distance Vs
Steps Vs
Calories by Days**



**Steps
Vs
Heart rate**



**Daily
Intensities
by Days**



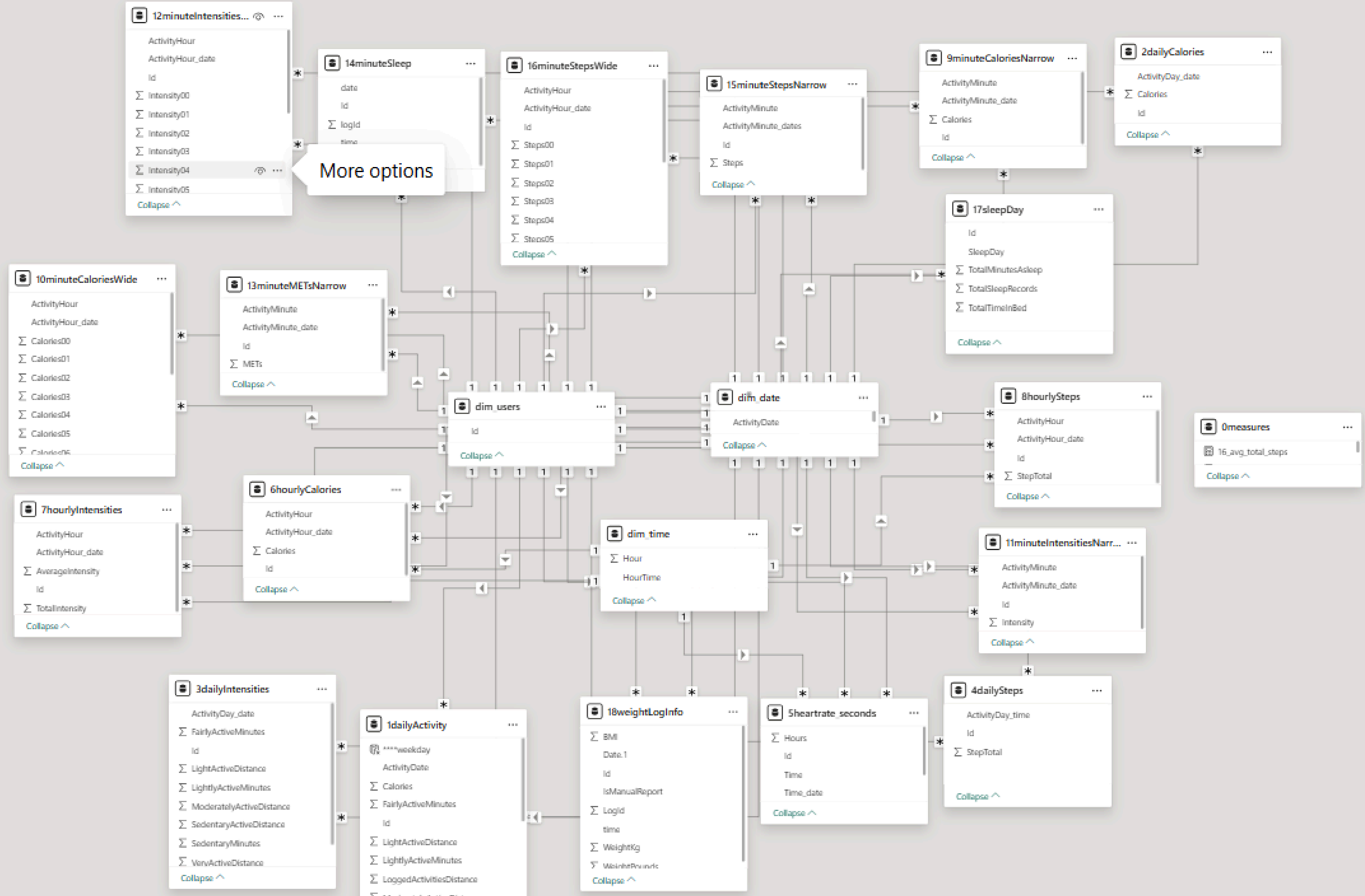
**Daily Intensities
& Heart Rate by
days**



**Steps Vs
Calories vs
Heart rate by time**



Conclusions





STRAVA

940

user_participation_cnt

863

Active_users

7M

Total_steps

2M

Total_calories_burn

73.00

Avg_heart_rate

User_id

All

day

All

12-04-2016

12-05-2016

day_type

All

day	Active_users	Total_steps	Total_distance_km	Total_calories_burn
Mon	110	9,33,704	666.35	2,78,905
Tue	138	12,35,001	886.50	3,58,114
Wed	139	11,33,906	823.25	3,45,393
Thu	133	10,88,658	780.90	3,23,337
Fri	120	9,38,477	669.05	2,93,805
Sat	113	10,10,969	725.98	2,92,016
Sun	110	8,38,921	608.29	2,73,823
Total	863	71,79,636	5,160.32	21,65,393

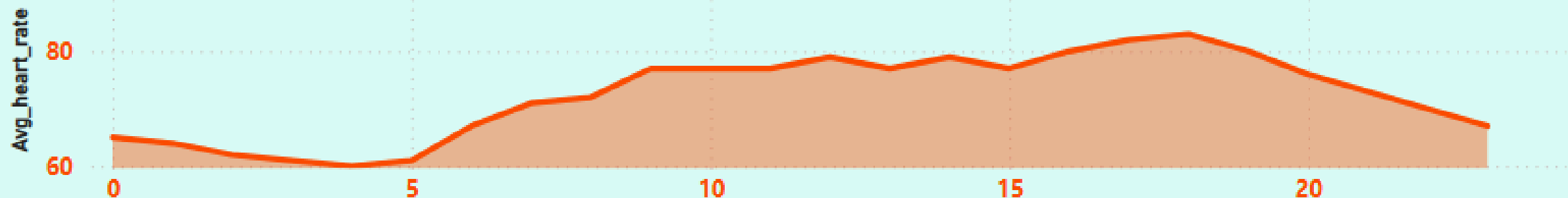
day	Active_users	Avg_Steps	Avg_distance_km	Avg_calories_burn
Mon	110	8,488.22	6.06	2,535.50
Tue	138	8,949.28	6.42	2,595.03
Wed	139	8,157.60	5.92	2,484.84
Thu	133	8,185.40	5.87	2,431.11
Fri	120	7,820.64	5.58	2,448.38
Sat	113	8,946.63	6.42	2,584.21
Sun	110	7,626.55	5.53	2,489.30
Total	863	8,319.39	5.98	2,509.15

day	users_0_steps_cnt
Mon	10
Tue	14
Wed	11
Thu	14
Fri	6
Sat	11
Sun	11
Total	77

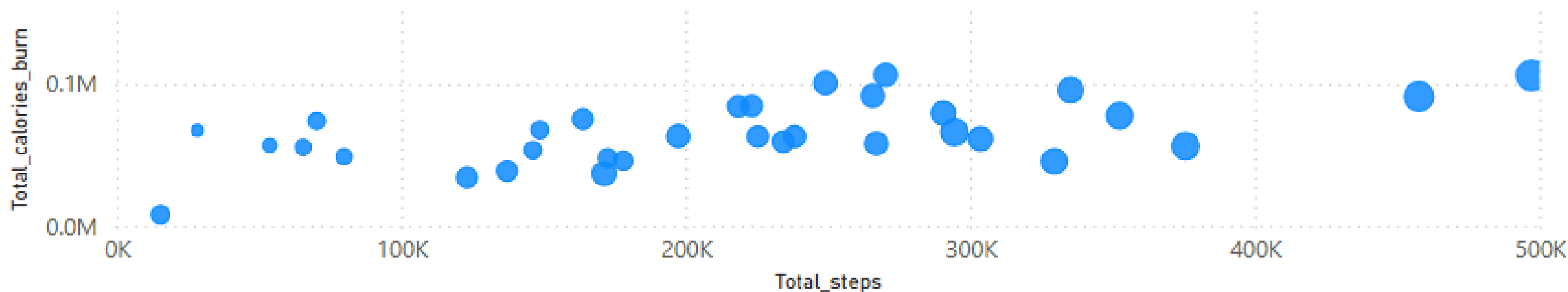
ActivityDate Id Avg_heart_rate

2016-04-12	2022484408	72.00
2016-04-13	2022484408	76.00
2016-04-14	2022484408	70.00
2016-04-15	2022484408	76.00
2016-04-16	2022484408	71.00
2016-04-17	2022484408	80.00
2016-04-18	2022484408	77.00
2016-04-19	2022484408	78.00
2016-04-20	2022484408	78.00
2016-04-21	2022484408	80.00
2016-04-22	2022484408	74.00
2016-04-23	2022484408	70.00
2016-04-24	2022484408	76.00
Total		73.00

Avg_heart_rate by Hours



Correlation: Steps Vs Calories





7M

Total_steps

2M

Total_calories_burn

73.00

Avg_heart_rate

77

users_0_steps_cnt

1.41K

Active_walk_km

12-04-2016

12-05-2016

day

All

User_id

All

day_type

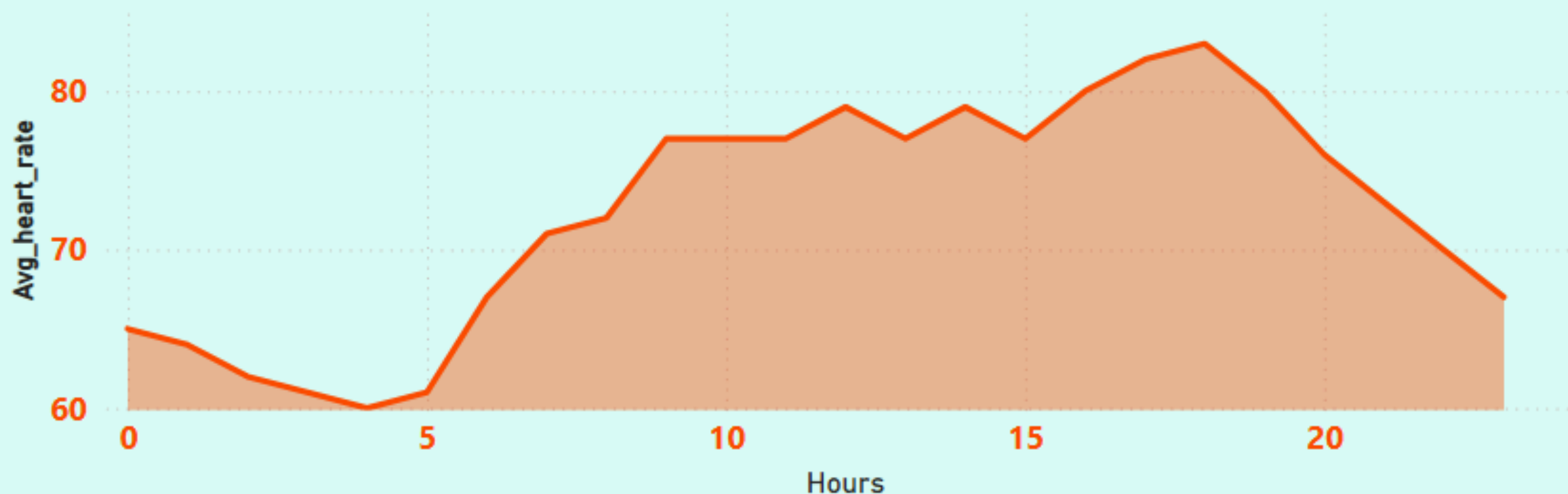
All

day	user_participation_cnt	Active_users	users_0_steps_cnt	Total_steps	Total_calories_burn	Avg_Steps	Avg_calories_burn
Mon	120	110	10	9,33,704	2,78,905	8,488.22	2,535.50
Tue	152	138	14	12,35,001	3,58,114	8,949.28	2,595.03
Wed	150	139	11	11,33,906	3,45,393	8,157.60	2,484.84
Thu	147	133	14	10,88,658	3,23,337	8,185.40	2,431.11
Fri	126	120	6	9,38,477	2,93,805	7,820.64	2,448.38
Sat	124	113	11	10,10,969	2,92,016	8,946.63	2,584.21
Sun	121	110	11	8,38,921	2,73,823	7,626.55	2,489.30
Total	940	863	77	71,79,636	21,65,393	8,319.39	2,509.15

day	Id	users_0_steps_cnt
Mon	1844505072	3
Mon	8792009665	3
Wed	1927972279	3
Wed	4020332650	3
Thu	1927972279	3
Tue	1844505072	2
Tue	1927972279	2
Tue	4020332650	2
Total		77

ActivityDate	Id	Avg_heart_rate
2016-04-12	2022484408	72.00
2016-04-13	2022484408	76.00
2016-04-14	2022484408	70.00
2016-04-15	2022484408	76.00
2016-04-16	2022484408	71.00
2016-04-17	2022484408	80.00
2016-04-18	2022484408	77.00
2016-04-19	2022484408	78.00
2016-04-20	2022484408	78.00
2016-04-21	2022484408	80.00
2016-04-22	2022484408	74.00
Total		73.00

Avg_heart_rate by Hours





STRAVA

7M

Total_steps

5.16K

Total_distance Km

214K

Total_active_min

932K

Sedentary_min

73.00

Avg_heart_rate

12-04-2016



12-05-2016



day



All



User_id



All



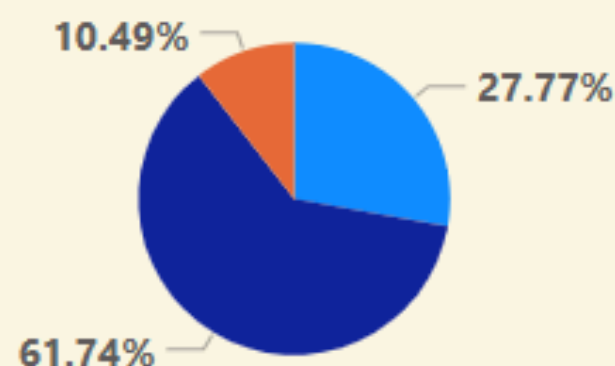
day_type



All

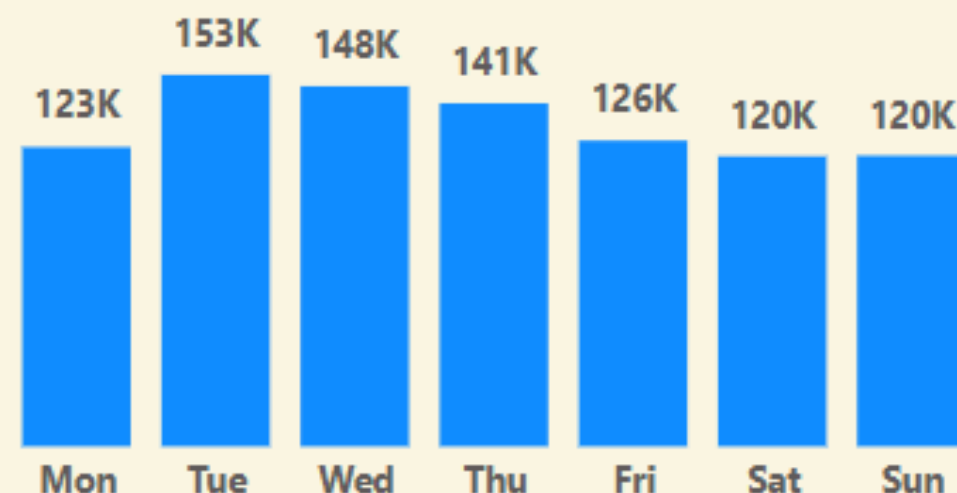


Light Vs Moderate Vs Active distance by users

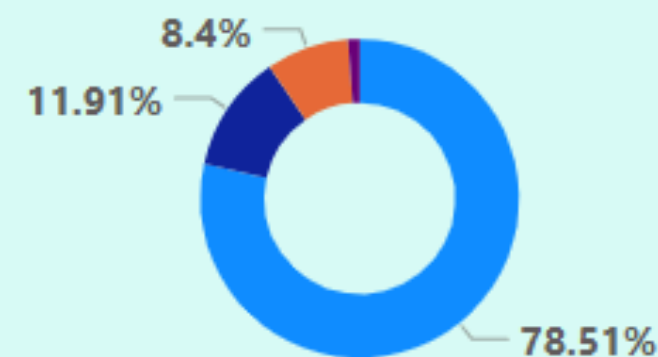


Active_walk_km light_walk_km Moderate_walk_km

Sedenatary min distribution by days

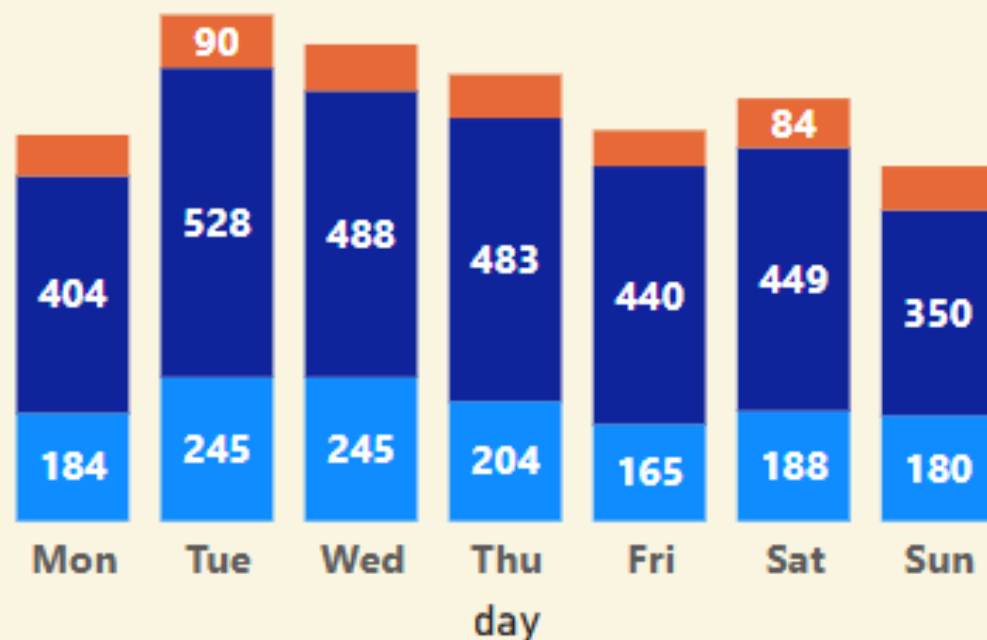


User Activeness by intensity min



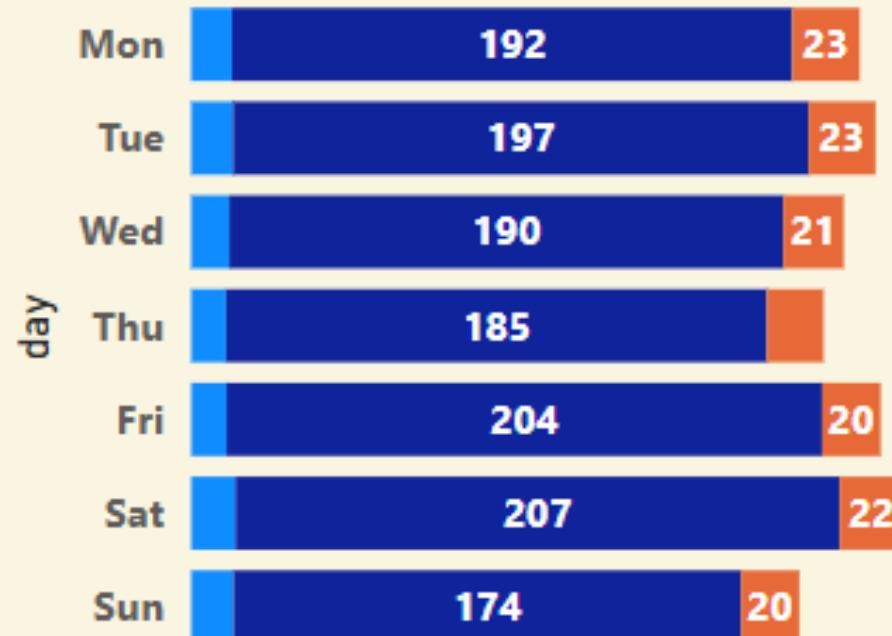
Low Active Highly Active Not Active Moderately A...

Light Vs Moderate Vs Active distance Km by day



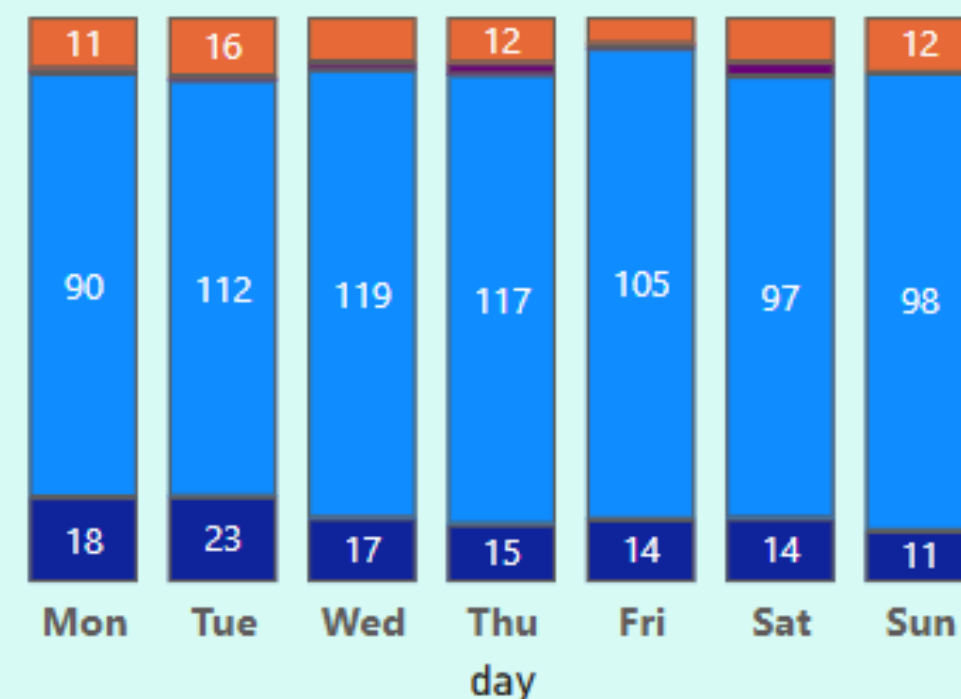
Active_walk_km light_walk_km Moderate_walk_km

Daily Avg Intensity Minutes based on days



Avg_Fairly_active... Avg_Lightly_ac... Avg_Very_ac...

User activeness Count by intensity min per day



Highly ... Low Active Modera... Not Ac...



7M

Total_steps

5.16K

Total_distance Km

214K

Total_active_min

932K

Sedentary_min

73.00

Avg_heart_rate

12-04-2016

12-05-2016

day

All

User_id

All

day_type

All

Light Vs Moderate Vs Active distance Km by day

day	Active_walk_km	light_walk_km	Moderate_walk_km
Mon	184.48	404	70.30
Tue	245.22	528	90.14
Wed	245.02	488	79.06
Thu	204.40	483	74.26
Fri	165.43	440	60.96
Sat	187.81	449	83.99
Sun	180.16	350	74.78
Total	1,412.52	3140	533.49

Daily Avg Intensity Minutes based on days

day	Avg_sedentary_min	Avg_Fairly_active_min	Avg_Lightly_active_min	Avg_Very_active_min
Mon	1,027.94	14.00	192.06	23.11
Tue	1,007.36	14.34	197.34	22.95
Wed	989.48	13.10	189.85	20.78
Thu	961.99	11.96	185.42	19.41
Fri	1,000.31	12.11	204.20	20.06
Sat	964.28	15.20	207.15	21.92
Sun	990.26	14.53	173.98	19.98
Total	991.21	13.56	192.81	21.16

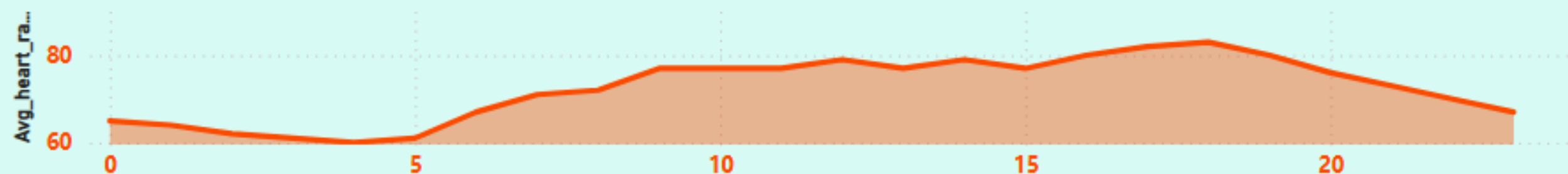
User activeness by intensity min per day

day	UserActivityCategory	user_participation_cnt
Mon	Highly Active	18
Mon	Low Active	90
Mon	Moderately Active	1
Mon	Not Active	11
Tue	Highly Active	23
Tue	Low Active	112
Tue	Moderately Active	1
Total		940

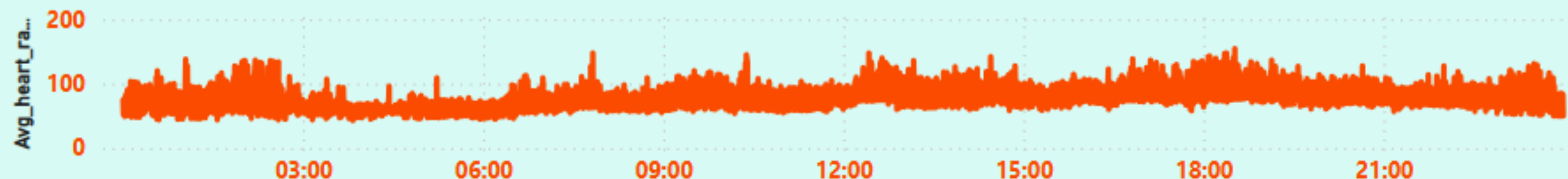
Heart rate User_id Rec

ActivityDate	Id	Avg_heart_rate
2016-04-12	2022484408	72.00
2016-04-12	2347167796	82.00
2016-04-12	4020332650	87.00
2016-04-12	4558609924	76.00
2016-04-12	5553957443	62.00
2016-04-12	5577150313	60.00
2016-04-12	6962181067	77.00
2016-04-12	7007744171	95.00
2016-04-12	8792009665	66.00
2016-04-12	8877680301	74.00
Total		73.00

Avg_heart_rate by Hours



Avg_heart_rate by Time





214.40K

8_hourly_avg_steps

65.22K

6_hourly_avg_calories

73.00

Avg_heart_rate

User_id

All

day_type

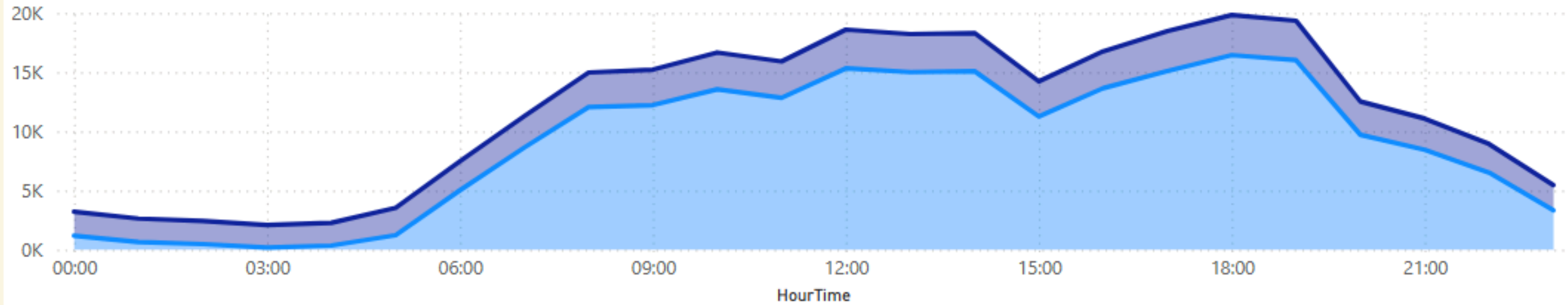
All

12-04-2016

12-05-2016

Avg_steps and Avg calories

8_hourly_avg_steps 6_hourly_avg_calories

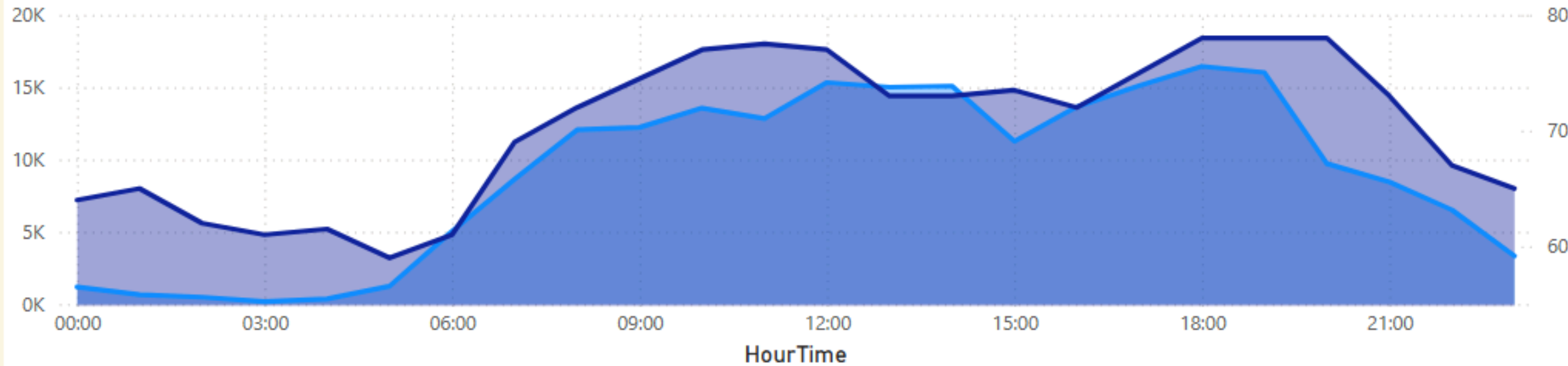


day

- (Blank)
- Mon
- Tue
- Wed
- Thu
- Fri
- Sat
- Sun

Avg_steps and Avg_heart_rate by HourTime

8_hourly_avg_steps Avg_heart_rate



Users Heart rate rec

Id

- 2022484408
- 2026352035
- 2347167796
- 4020332650
- 4388161847
- 4558609924

Insights Conclusion



Distance, Steps & Calories

- 📊 Out of **940 users**, **863 were active**, contributing to **over 7 million steps** and **2 million+ calories burned** during the month.
- 🔄 There is a **positive correlation** between **steps and calories burned**, and **77 users** recorded **0 steps** on certain days, indicating potential inactivity or missing device data.
- 📅 **Tuesday** emerged as the most active day with **138 active users**, **12.35 lakh steps**, and **3.58 lakh calories burned**.
- ❤️ The **average heart rate** was **73 bpm**, peaking between **10 AM to 6 PM**, indicating higher exertion during active hours.

Steps and heart rate

- 📈 **Average steps per user per day** is approximately **8,319**, indicating a moderately active lifestyle among participants.
- 🔥 **Saturday** showed the **highest average steps (8,946.63)** and **calorie burn (2,584.21)**, suggesting weekends are more active for most users.
- 😴 **Sedentary behavior** is noticeable—**77 instances** of users logging **zero steps**, and some users had **100% sedentary minutes (1,440 mins/day)**, indicating no movement at all.
- 📅 **Weekday vs. weekend behavior:** Weekdays had a **higher user participation rate**, but **weekends saw higher step averages and calorie burn**, suggesting people may work out more when off duty.

Daily Intensities

- ** The majority of distance covered was through **Light Walks (61.74%)**, while **Active Walks** made up **27.77%** and **Moderate Walks** just **10.49%**, indicating a generally light activity trend.
- **In terms of user activity classification, **78.51%** of users were categorized as **Low Active**, while only **11.91%** were **Highly Active**, showing a wide gap in fitness engagement.
- ****Tuesday** recorded the **highest active walking distance (528 km)** and **average intensity minutes (197)**, suggesting it was the most engaged day across the week.

Steps, Distance & Heart rate by time

- 🕒 **User activity peaked between 12:00 PM and 6:00 PM**, with the **highest average steps at 16,449.94** during **6:00 PM**, showing this is the most active period.
- 🌙 **Very low activity was observed between 12:00 AM and 5:00 AM**, with **steps consistently below 1,200** and **heart rate ranging between 61–64 BPM**, indicating rest periods.
- 🔥 The **maximum calories burned** was also recorded at **6:00 PM (3,390.42)**, indicating that evening hours are the most physically intense.
- ❤️ **Heart rate steadily increases from 59.00 at 5:00 AM** to a **peak of 78.00 BPM between 6:00 PM and 9:00 PM**, aligning with high