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Use Case: Fitbit

Imagine you are a Data Scientist at Fitbit

You've been given a user data to analyse and find some insights which can be shown on the smart watch.

But why would we want to analyse the user data for desiging the watch?

These insights from the user data can help business make customer oriented decision for the product design.

Lets first look at the data we have gathered

Link: https://drive.google.com/file/d/1Uxwd4H-tfM64giRS1VExMpQXKtBBtuP0/view? https://drive.google.com/file/d/1Uxwd4H-tfM64giRS1VExMpQXKtBBtuP0/view? https://drive.google.com/file/d/1Uxwd4H-tfM64giRS1VExMpQXKtBBtuP0/view? https://drive.google.com/file/d/1Uxwd4H-tfM64giRS1VExMpQXKtBBtuP0/view? https://drive.google.com/file/d/1Uxwd4H-tfM64giRS1VExMpQXKtBBtuP0/view? https://drive.google.com/file/d/1Uxwd4H-tfM64giRS1VExMpQXKtBBtuP0/view? https://drive.google.com/file/d/1Uxwd4H-tfM64giRS1VExMpQXKtBBtuP0/view?

		iii fit.txt				
#date step_co	ount	mood	calorie		hours_of_sleep	active
06-10-2017	5464	Neutral	181	5	Inactive	
07-10-2017	6041	Sad	197	8	Inactive	
08-10-2017	25	Sad	0	5	Inactive	
09-10-2017	5461	Sad	174	4	Inactive	
10-10-2017	6915	Neutral	223	5	Active	
11-10-2017	4545	Sad	149	6	Inactive	
12-10-2017	4340	Sad	140	6	Inactive	
13-10-2017	1230	Sad	38	7	Inactive	
14-10-2017	61	Sad	1	5	Inactive	
15-10-2017	1258	Sad	40	6	Inactive	
16-10-2017	3148	Sad	101	8	Inactive	
17-10-2017	4687	Sad	152	5	Inactive	
18-10-2017	4732	Нарру	150	6	Active	
19-10-2017	3519	Sad	113	7	Inactive	
20-10-2017	1580	Sad	49	5	Inactive	
21-10-2017	2822	Sad	86	6	Inactive	
22-10-2017	181	Sad	6	8	Inactive	
23-10-2017	3158	Neutral	99	5	Inactive	
24-10-2017	4383	Neutral	143	4	Inactive	
25-10-2017	3881	Neutral	125	5	Inactive	
26-10-2017	4037	Neutral	129	6	Inactive	

Notice that there are some user features in the data

There are provided as various columns in the data.

Every row is called a record or data point

What are all the features provided to us?

- Date
- Step Count
- Mood (Categorical)
- · Calories Burned
- · Hours of sleep
- Feeling Active (Categorical)

Using NumPy, we will explore this data to look for some interesting insights - Exploratory Data Analysis.

EDA is all about asking the right questions

What kind of questions can we answer using this data?

- · How many records and features are there in the dataset?
- What is the average step count?
- · On which day the step count was highest/lowest?

Can we find some deeper insights?

We can probably see how daily activity affects sleep and moood.

We will try finding

· How daily activity affects mood?

```
In [ ]: 1 import numpy as np
```

Universal Functions (ufunc) on 2D & Axis

Sorting Arrays

- · We can also sort the elements of an array along a given specified axis
- · Default axis is the last axis of the array.

np.sort()

Question: What will be the result when we sort using axis = 0?

Recall that when axis =0

change will happen along vertical axis.

Hence, it will sort out row wise.

· Original array is still the same. It hasn't changed

np.argsort()

• Returns the **indices** that would sort an array.

- Performs an indirect sort along the given axis.
- It returns an array of indices of the same shape as a that index data along the given axis in sorted order.

As you can see:

 The original indices of elements are in same order as the original elements would be in sorted order

Use Case: Fitness data analysis

Let's first download the dataset

Let's load the data we saw earlier. For this we will use .loadtxt() function

We provide file name along with the dtype of data we want to load in

What's the shape of the data?

There are 96 records and each record has 6 features. These features are:

- Date
- · Step count
- Mood
- · Calories Burned
- · Hours of sleep
- · activity status

Notice that above array is a homogenous containing all the data as strings

In order to work with strings, categorical data and numerical data, we will have save every feature seperately

How will we extract features in seperate variables?

We can get some idea on how data is saved.

Lets see whats the first element of data

Hm, this extracts a row not a column

Think about it.

Whats the way to change columns to rows and rows to columns?

Transpose

```
In [ ]:
            1 data.T[0]
Out[96]: array(['06-10-2017', '07-10-2017', '08-10-2017', '09-10-2017',
                  '10-10-2017', '11-10-2017', '12-10-2017', '13-10-2017',
                  '14-10-2017', '15-10-2017', '16-10-2017',
                                                                 '17-10-2017'
                  '18-10-2017', '19-10-2017', '20-10-2017', '21-10-2017',
                  '22-10-2017', '23-10-2017', '24-10-2017', '25-10-2017',
                  '26-10-2017', '27-10-2017', '28-10-2017', '29-10-2017'
'30-10-2017', '31-10-2017', '01-11-2017', '02-11-2017'
                                                                '29-10-2017',
                  '03-11-2017', '04-11-2017', '05-11-2017',
                                                                 '06-11-2017'
                  '07-11-2017', '08-11-2017', '09-11-2017', '10-11-2017',
                  '11-11-2017', '12-11-2017', '13-11-2017',
                                                                 '14-11-2017',
                  '15-11-2017', '16-11-2017', '17-11-2017', '18-11-2017',
                  '19-11-2017', '20-11-2017', '21-11-2017',
                                                                '22-11-2017',
                                '24-11-2017',
                                                '25-11-2017',
                  '23-11-2017',
                                                                 '26-11-2017',
                  '27-11-2017', '28-11-2017', '29-11-2017', '30-11-2017',
                  '01-12-2017', '02-12-2017', '03-12-2017',
                                                                 '04-12-2017',
                  '05-12-2017', '06-12-2017', '07-12-2017', '08-12-2017',
                  '09-12-2017', '10-12-2017', '11-12-2017',
                                                                '12-12-2017'
                                '14-12-2017', '15-12-2017',
                  '13-12-2017',
                                                                '16-12-2017',
                  '17-12-2017', '18-12-2017', '19-12-2017', '20-12-2017'
                  '21-12-2017', '22-12-2017', '23-12-2017', '24-12-2017', '25-12-2017', '26-12-2017', '27-12-2017', '28-12-2017',
                  '29-12-2017', '30-12-2017', '31-12-2017', '01-01-2018',
                  '02-01-2018', '03-01-2018', '04-01-2018', '05-01-2018',
                  '06-01-2018', '07-01-2018', '08-01-2018', '09-01-2018'],
                 dtype='<U10')
```

Great, we could extract first column

Lets extract all the columns and save them in seperate variables

Notice the data type of step count and other variables. It's a string type where **U** means

Why? Because Numpy type-casted all the data to strings.

Let's convert the data types of these variables

Unicode String. and 10 means 10 bytes.

Step Count

```
In [ ]:
              step_count = np.array(step_count, dtype = 'int')
            2 step_count.dtype
Out[100]: dtype('int64')
 In [ ]:
              step count
Out[101]: array([5464, 6041,
                              25, 5461, 6915, 4545, 4340, 1230,
                                                                  61, 1258, 3148,
                 4687, 4732, 3519, 1580, 2822, 181, 3158, 4383, 3881, 4037,
                  292, 330, 2209, 4550, 4435, 4779, 1831, 2255,
                                                                 539, 5464, 6041,
                 4068, 4683, 4033, 6314, 614, 3149, 4005, 4880, 4136, 705,
                  269, 4275, 5999, 4421, 6930, 5195, 546, 493, 995, 1163, 6676,
                 3608, 774, 1421, 4064, 2725, 5934, 1867, 3721, 2374, 2909, 1648,
                  799, 7102, 3941, 7422, 437, 1231, 1696, 4921, 221, 6500, 3575,
                 4061, 651, 753, 518, 5537, 4108, 5376, 3066,
                                                                 177,
                 1447, 2599,
                                         153, 500, 2127, 2203])
                             702,
                                   133,
```

Calories Burned

Hours of Sleep

Mood

Mood is a categorical data type. As a name says, categorical data type has two or more categories in it.

```
In [ ]:
                                                  1 mood
Out[104]: array(['Neutral', 'Sad', 'Sad', 'Neutral', 'Sad', 'Sad', 'Sad',
                                                                          'Sad', 'Sad', 'Sad', 'Happy', 'Sad', 'Sad', 'Sad', 'Sad',
                                                                          'Neutral', 'Neutral', 'Neutral', 'Neutral', 'Neutral',
                                                                         'Happy', 'Neutral', 'Happy', 'Happy', 'Happy', 'Happy',
                                                                         'Happy', 'Happy', 'Neutral', 'Happy', '
                                                                         'Happy', 'Happy', 'Neutral', 'Sad', 'Happy', 'Happy',
                                                                         'Happy', 'Happy', 'Happy', 'Sad', 'Neutral', 'Neutral',
                                                                         'Sad', 'Sad', 'Neutral', 'Neutral', 'Happy', 'Neutral', 'Neutral',
                                                                         'Sad', 'Neutral', 'Sad', 'Neutral', 'Neutral', 'Sad', 'Sad', 'Sad', 'Sad', 'Happy', 'Neutral', 'Sad', 'Sad'
                                                                          'Neutral', 'Neutral', 'Sad', 'Happy', 'Neutral', 'Neutral',
                                                                          'Happy'], dtype='<U10')
        In [ ]:
                                                  1 np.unique(mood)
Out[105]: array(['Happy', 'Neutral', 'Sad'], dtype='<U10')</pre>
                                           Activity Status
        In [ ]:
                                                  1 activity status
Out[106]: array(['Inactive', 'Inactive', 'Inactive', 'Active',
                                                                          'Inactive', 'Inactive', 'Inactive', 'Inactive',
                                                                         'Inactive', 'Inactive', 'Active', 'Inactive', 'Inactiv
                                                                          'Inactive', 'Inactive', 'Inactive', 'Inactive',
                                                                         'Active', 'Inactive', 'Inactive', 'Inactive', 'Inactive', 'Active',
                                                                          'Inactive', 'Inactive', 'Inactive', 'Inactive',
                                                                         'Active', 'Active', 'Active', 'Active', 'Active',
                                                                         'Active', 'Active', 'Inactive', 'Inactive', 'Inactive',
                                                                          'Inactive', 'Inactive', 'Inactive', 'Active', 'Active',
                                                                         'Active', 'Active', 'Active', 'Active', 'Active',
                                                                         'Active', 'Active', 'Inactive', 'Active', 'Active',
                                                                         'Inactive', 'Active', 'Active', 'Active', 'Active',
                                                                          'Inactive', 'Active', 'Active', 'Active', 'Inactive',
                                                                          'Inactive', 'Inactive', 'Inactive', 'Active', 'Active',
                                                                         'Active', 'Inactive', 'Inactive', 'Inactive',
                                                                         'Inactive', 'Inactive', 'Inactive', 'Inactive', 'Active',
                                                                          'Inactive', 'Active'], dtype='<U10')
```

Let's try to get some insights from the data.

What's the average step count?

How can we calculate average? => .mean()

```
In [ ]: 1 step_count.mean()
```

Out[107]: 2935.9375

User moves an average of 2900 steps a day.

On which day the step count was highest?

How will be find it?

First we find the index of maximum step count and use that index to get the date.

How'll we find the index? =>

Numpy provides a function <code>np.argmax()</code> which returns the index of maximum value element.

Similarly, we have a function np.argmin() which returns the index of minimum element.

```
In [ ]: 1 step_count.argmax()
2
```

Out[108]: 69

Here 69 is the index of maximum step count element.

Let's check the calorie burnt on the day

```
In [ ]: 1 calories_burned[step_count.argmax()]
```

Out[110]: 243

Not bad! 243 calories. Let's try to get the number of steps on that day as well

```
In [ ]: 1 step_count.max()
```

Out[111]: 7422

7k steps!! Sports mode on!

Let's try to compare step counts on bad mood days and good mood days

Average step count on Sad mood days

```
In [ ]:
            1 | np.mean(step count[mood == 'Sad'])
Out[112]: 2103.0689655172414
            1 | np.sort(step count[mood == 'Sad'])
  In [ ]:
Out[113]: array([
                                          177, 181, 221, 299,
                                                                    518, 651,
                   25,
                          36,
                                61,
                                    133,
                   753, 799, 1230, 1258, 1580, 1648, 1696, 2822, 3148, 3519, 3721,
                  4061, 4340, 4545, 4687, 5461, 6041, 6676])
            1 | np.std(step count[mood == 'Sad'])
  In [ ]:
Out[114]: 2021.2355035376254
          Average step count on happy days
            1 | np.mean(step count[mood == 'Happy'])
  In [ ]:
Out[115]: 3392.725
            1 | np.sort(step count[mood == 'Happy'])
  In [ ]:
Out[116]: array([ 153, 269, 330, 493, 539, 546, 614, 705, 774,
                  1831, 1867, 2203, 2255, 2725, 3149, 3608, 4005, 4033, 4064, 4068,
                  4136, 4275, 4421, 4435, 4550, 4683, 4732, 4779, 4880, 5195, 5376,
                  5464, 5537, 5934, 5999, 6314, 6930, 7422])
          Average step count on sad days - 2103.
          Average step count on happy days - 3392
          There may be relation between mood and step count
```

Let's try to check inverse. Mood when step count was greater/lesser

Mood when step count > 4000

Out of 38 days when step count was more than 4000, user was feeling happy on 22 days.

Mood when step count <= 2000

Out of 39 days, when step count was less than 2000, user was feeling sad on 18 days.

There may be a correlation between Mood and step count