

TABLEAU DASHBOARD

- Creating visualizations and a Tableau dashboard to present the key findings.
- The dashboard should be user-friendly and visually appealing, facilitating easy interpretation of the trends.

DAILY ACTIVITY DASHBOARD

[LINK](#)

DAILY ACTIVITY DASHBOARD

Day of Activity Date

(All)

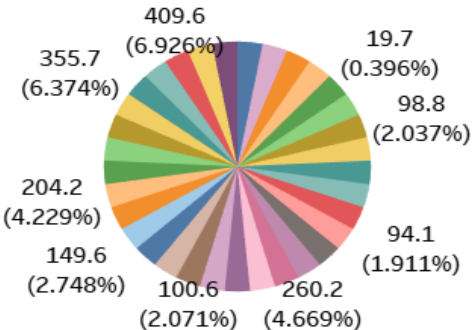
Id

(All)

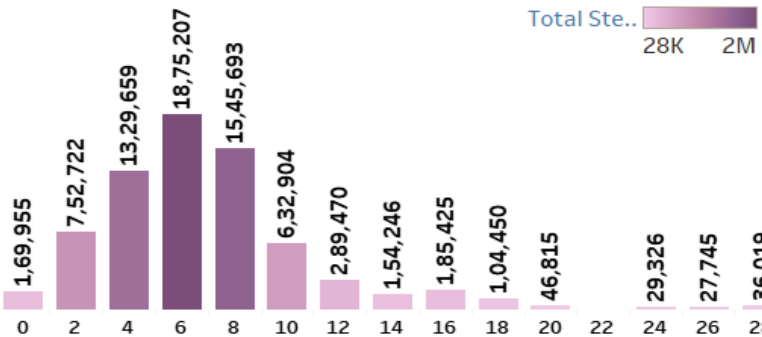
Designed by Aayushi Gupta

Total Distance	Total Steps	Tracker Distance	Very Active Distan..	Very Active Minutes	Steps rate	calories in month	Calories
242	375,619	242	89	1,200	1138239.39%	April May	35,799 20,510

Total Steps wise Total Distance



Tracker Distance by steps



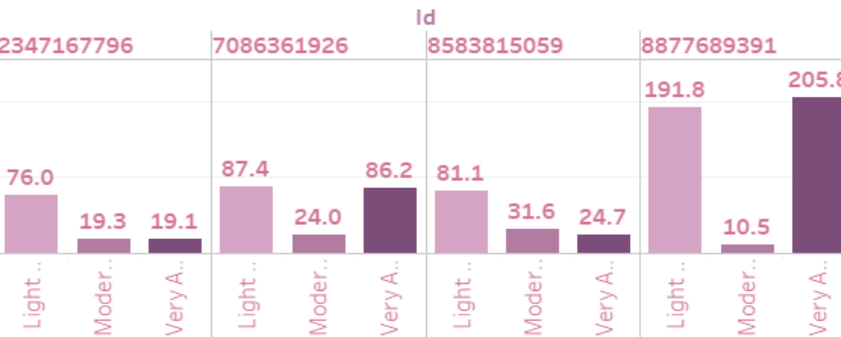
Bin size

2

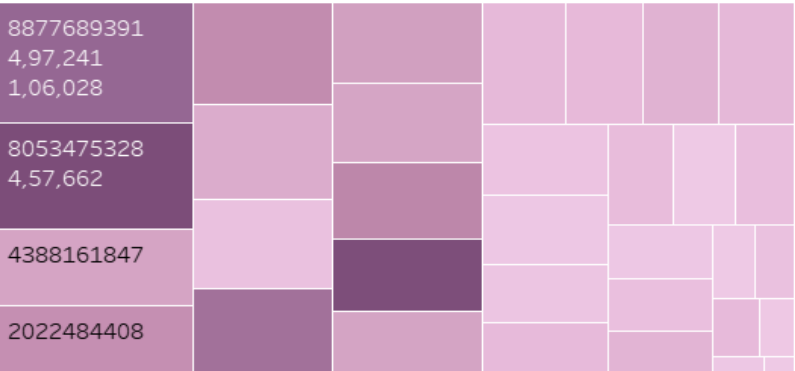
Total Ste..

28K 2M

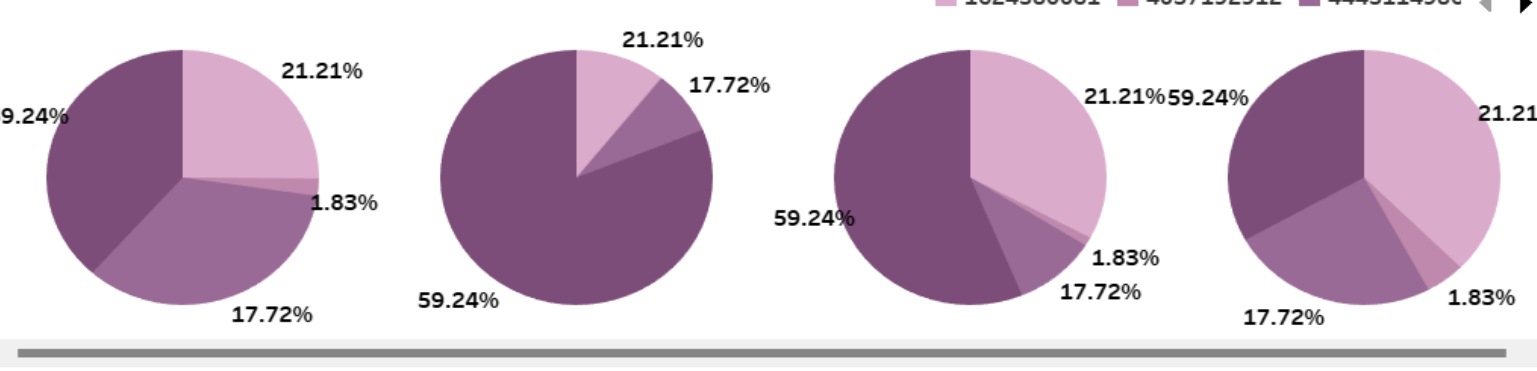
Id Vary to Distance



Distance Vs Minutes



Comparison between Id by distance for Minutes



SLEEP DATA DASHBOARD

[LINK](#)

SLEEP DATA DASHBOARD

ID

(All) ▼

Day of Sleep Day

(All) ▼

Designed By Aayushi Gupta

Total Minutes Asle.. Total Sleep Records Total Time In Bed wakeup

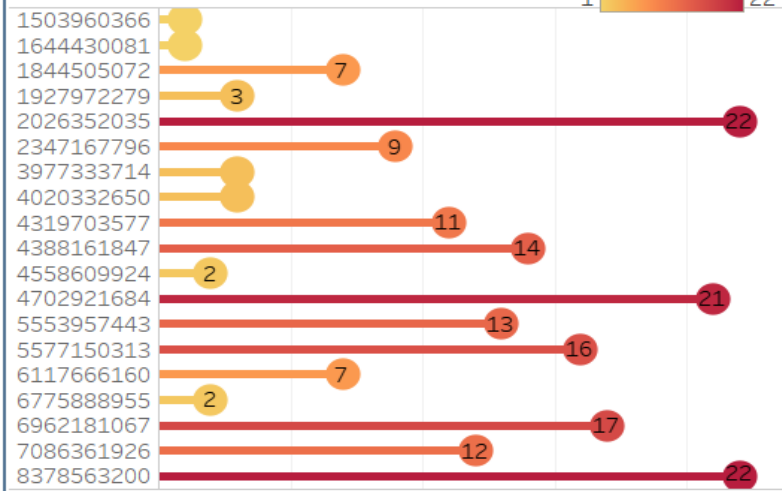
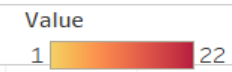
81,644

189

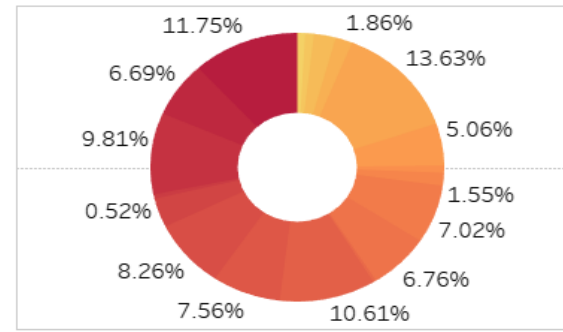
88,046

81,455

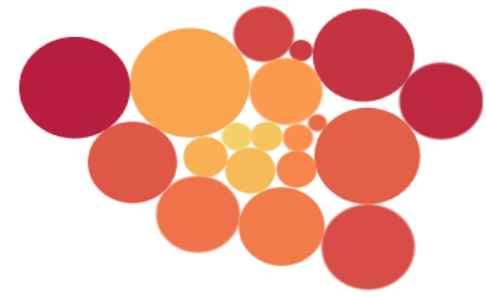
Value by Id



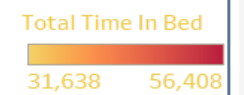
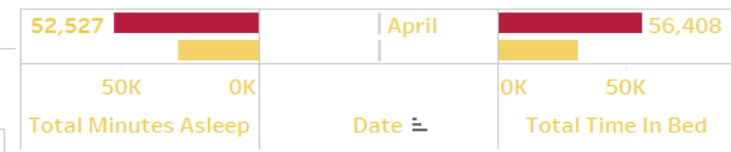
Different value variation



ID variation data

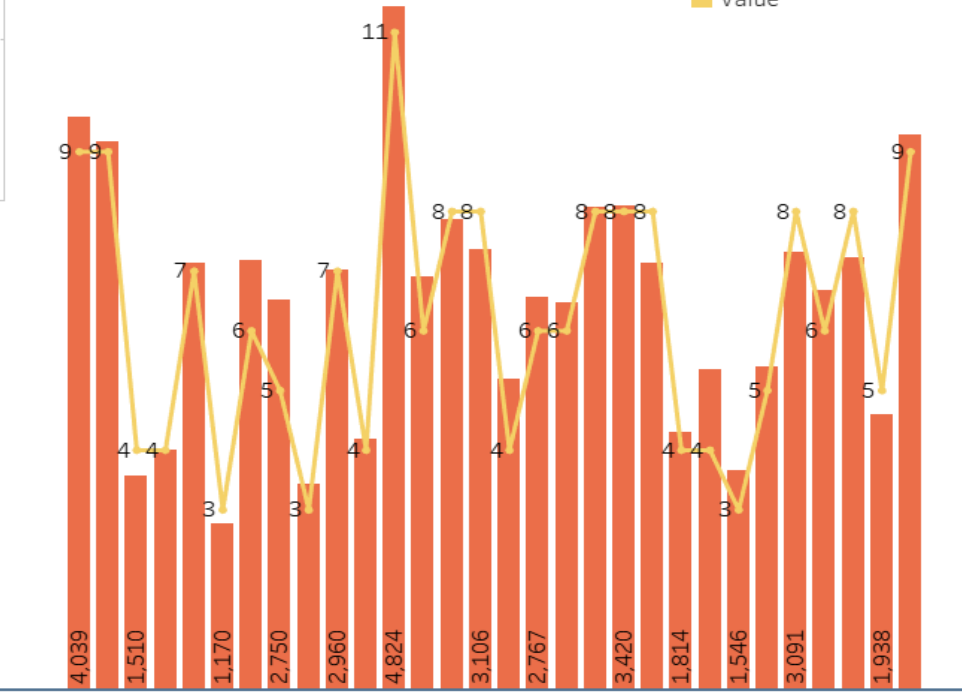


Total Minute Asleep Vs Total Time In Bed

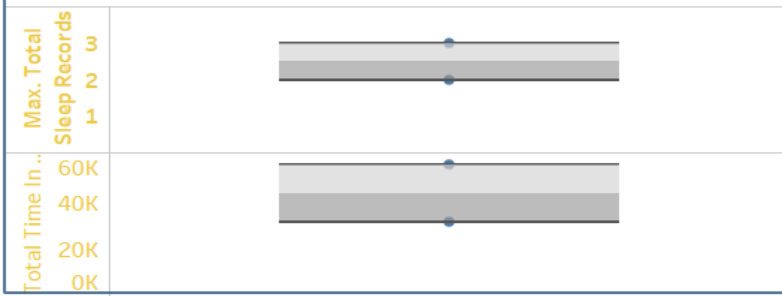


Sleep Day Vs Minutes Asleep

Measure Names
Total Minutes Asleep
Value



Total Sleep Recod Vs Total Time In Bed



WEIGHT LOG DASHBOARD

[LINK](#)

WEIGHT LOG DASHBOARD

ID (All) Weekday of Date (All) Day of Date (All)

Designed By Aayushi Gupta

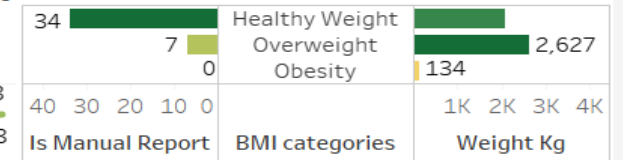
BMI categories vary to Weekend

BMI 22.6 127.2

Time Series vary to WeightKg

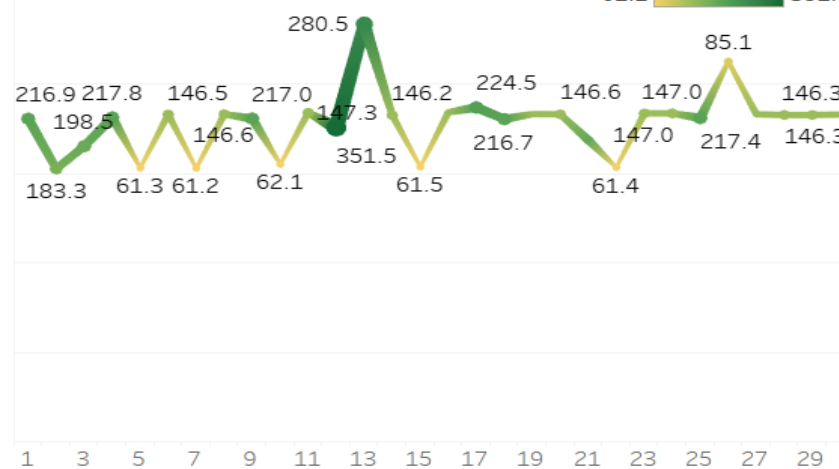
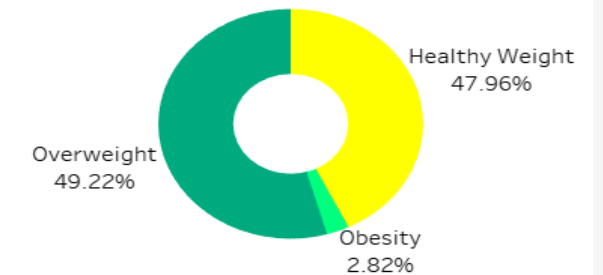
Weight Kg 61.2 351.5

Is Manual Report & WeightKg per BMI



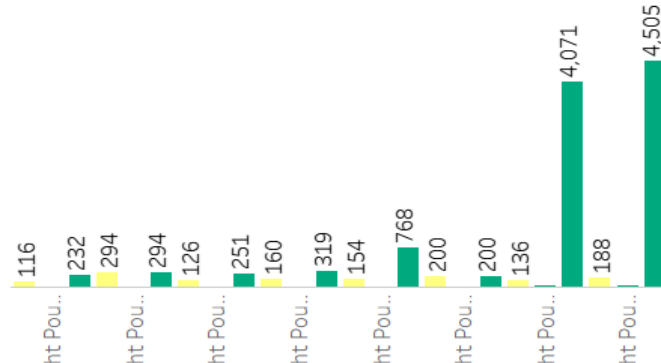
WeightKg percentage per BMI categories

BMI Categories
Healthy Wei.. Obesity



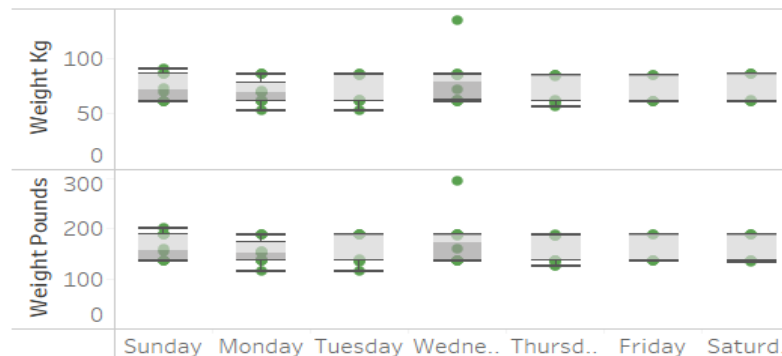
Weight Pounds vary to Id

1503.. 1927.. 2873.. 4319.. 4558.. 5577.. 6962.. 8877..

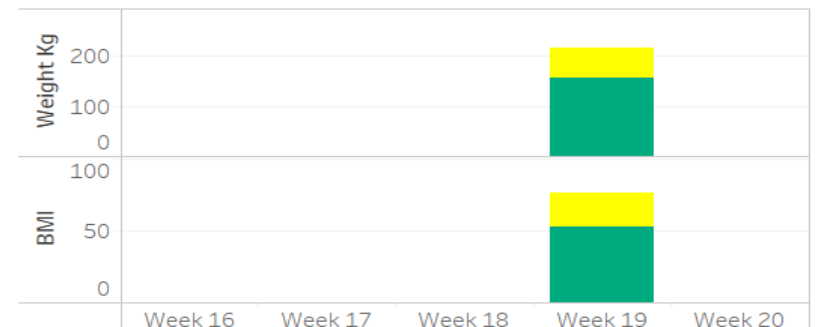


Comparison between WeightKg & Weight Pounds in weekend

Day of D.. Show hist



Comparison of BMI Categories by Weightkg & BMI

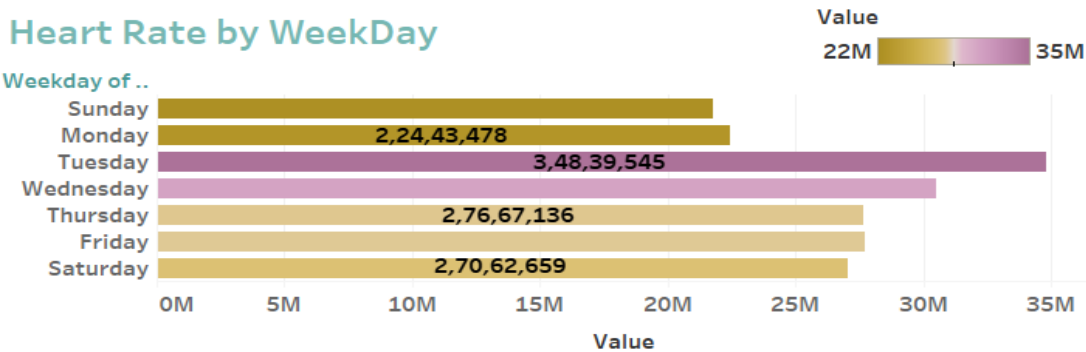


HEART RATE DASHBOARD

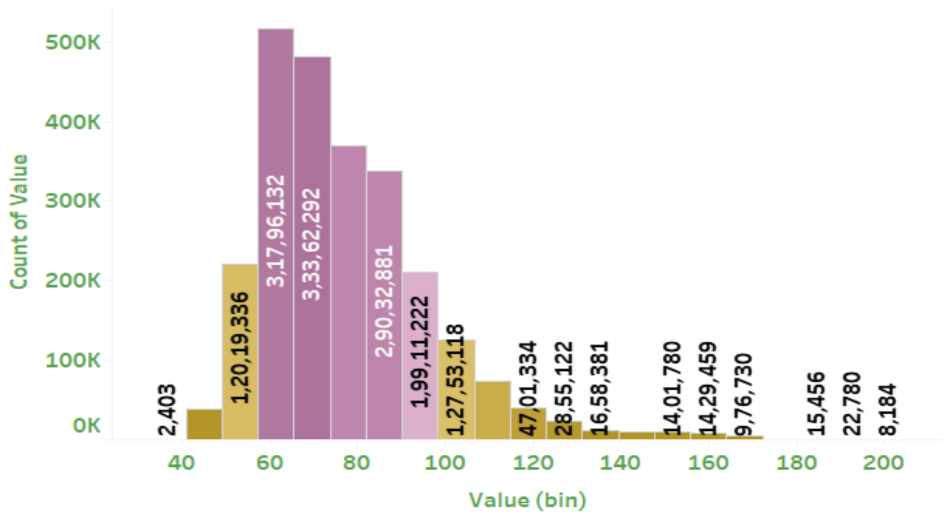
LINK

HEART RATE ANALYSIS DASHBOARD

Heart Rate by WeekDay



HeartRate Values By Histogram



ID (All)

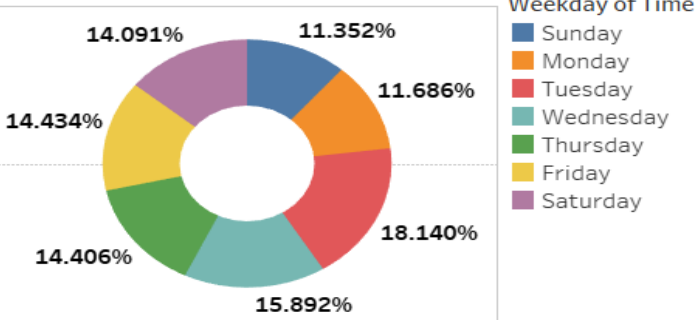
Weekday of Time (All)

Designed By Aayushi Gupta

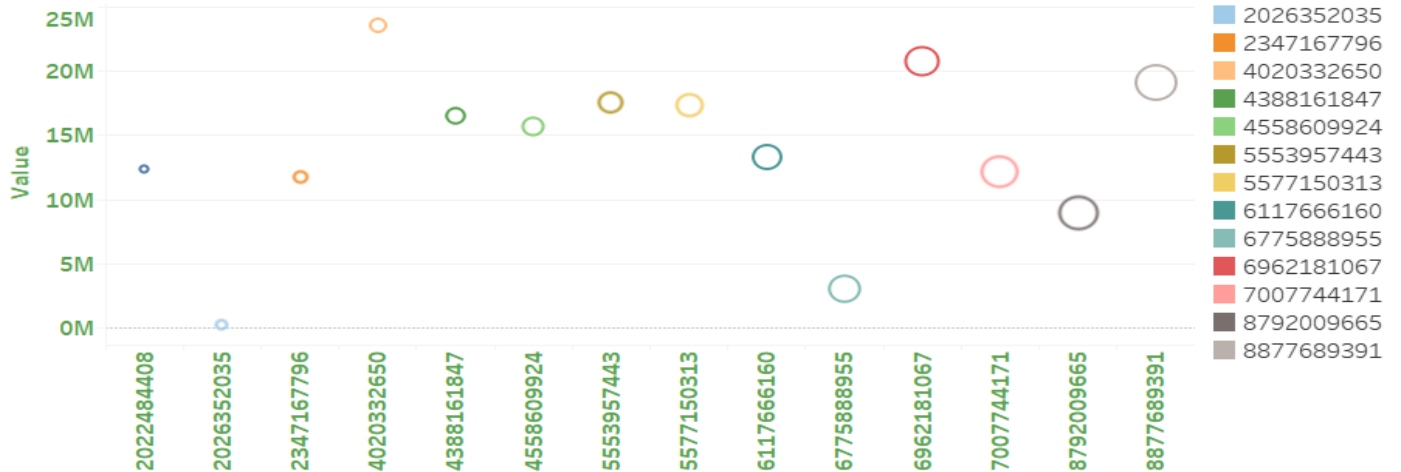
HeartRate over time

Id	Time	
	April	May
2022484408	75,55,488	48,09,333
2026352035	64,527	1,68,976
2347167796	1,17,14,266	
4020332650	48,51,287	1,86,42,318
4388161847	1,02,45,225	62,71,359
4558609924	1,01,36,636	55,58,483
5553957443	1,10,83,959	64,29,422
5577150313	1,31,91,913	40,99,043
6117666160	95,36,468	37,71,306
6775888955	25,63,131	4,52,772
6962181067	1,30,61,598	76,38,336
7007744171	97,33,240	24,40,170

Box Plot by WeekDay



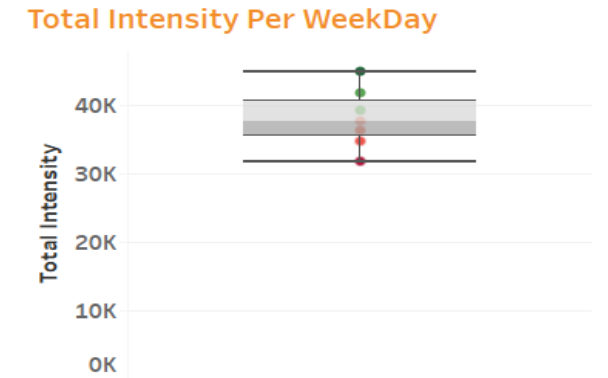
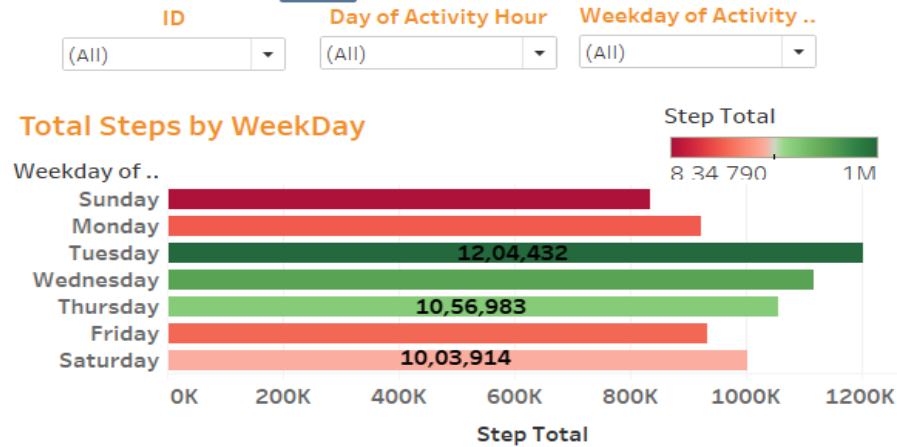
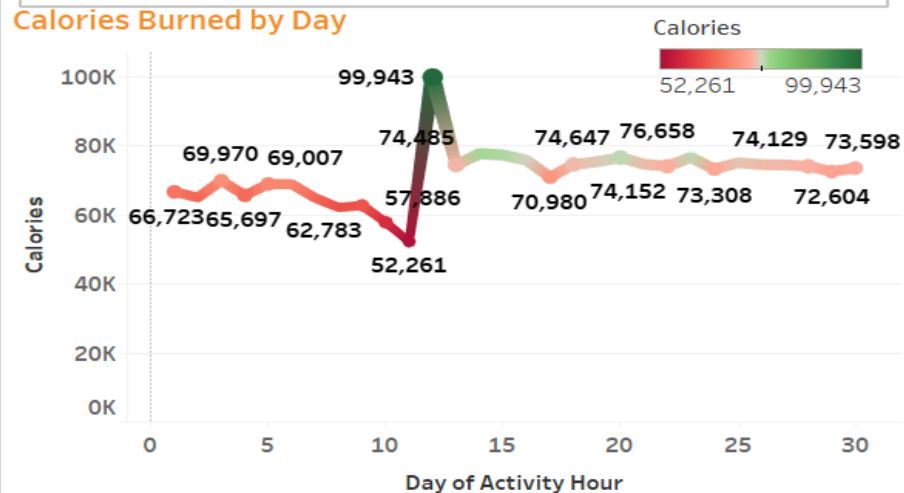
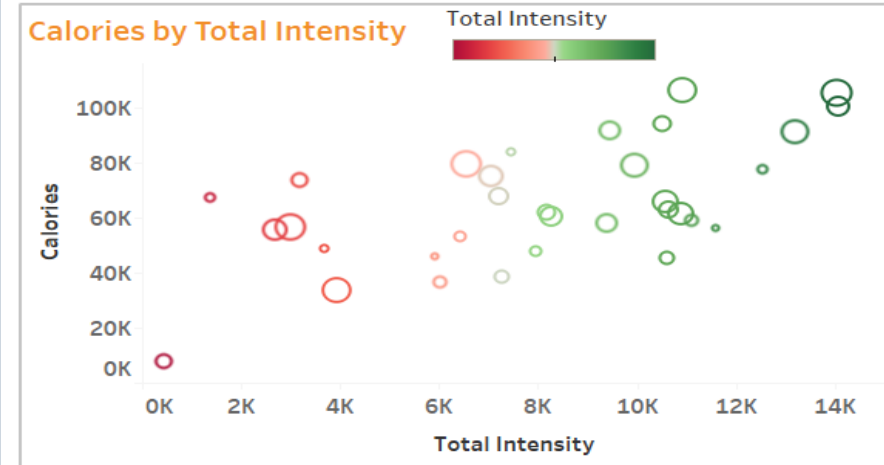
Scatter Plot of Heart Rate



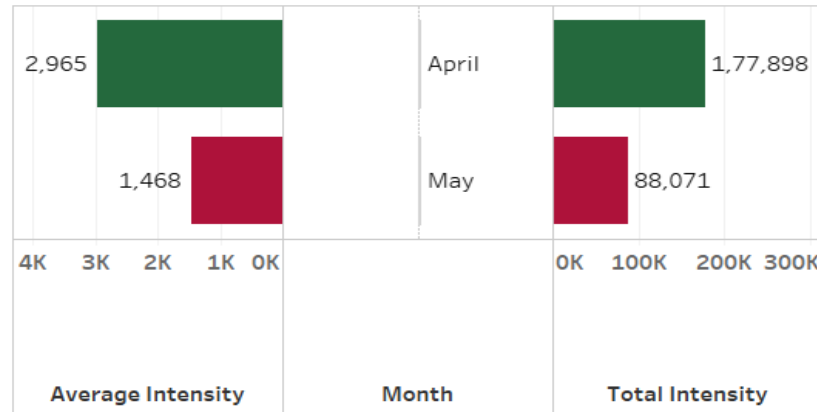
HOURLY ACTIVITY DASHBOARD

[LINK](#)

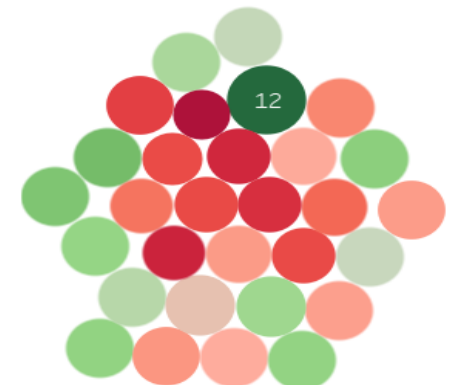
HOURLY ACTIVITY DASHBOARD



Avg Intensity Vs Total Intensity



Calories Burned by Total Steps

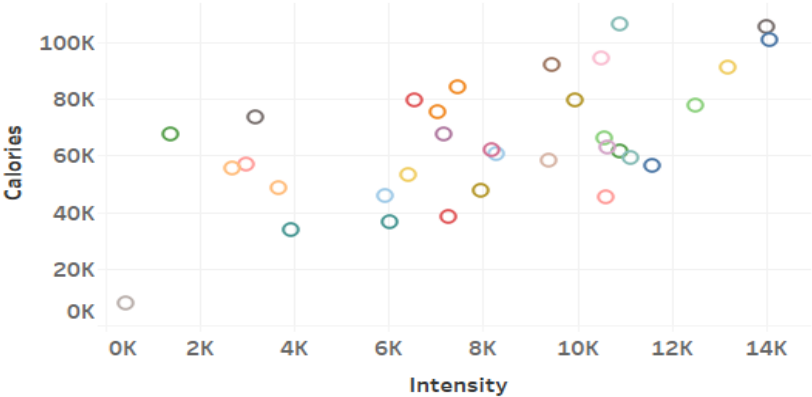


MINUTE ACTIVITY DASHBOARD

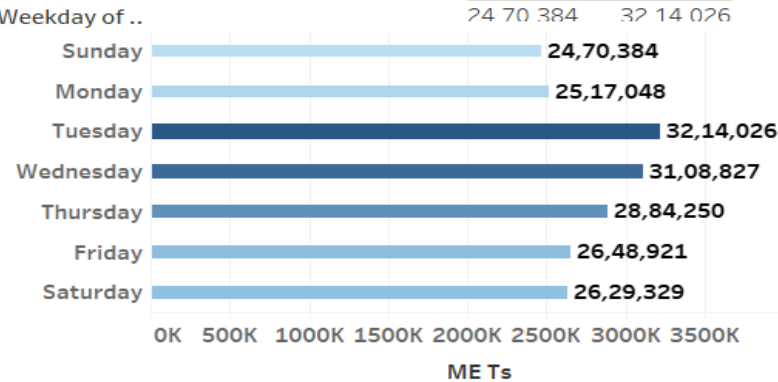
[LINK](#)

MINUTE ACTIVITY DASHBOARD

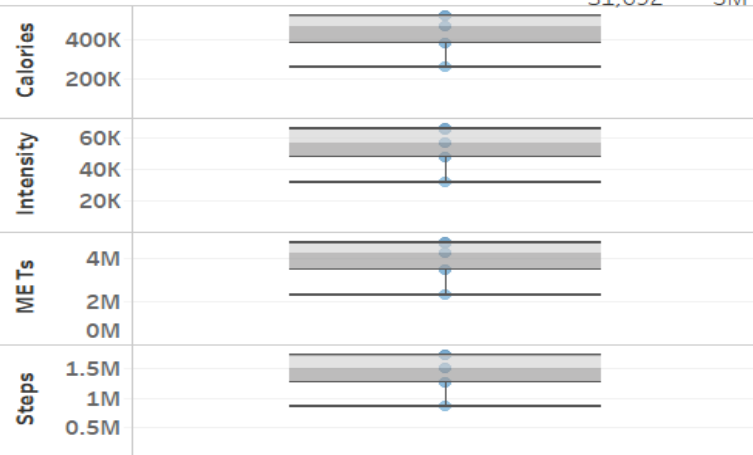
Calories Burned by Intensity



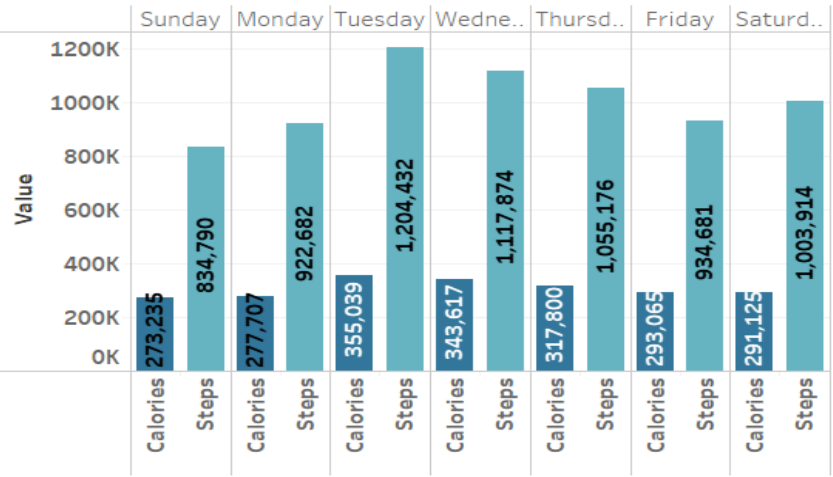
ME Ts By WeekDay



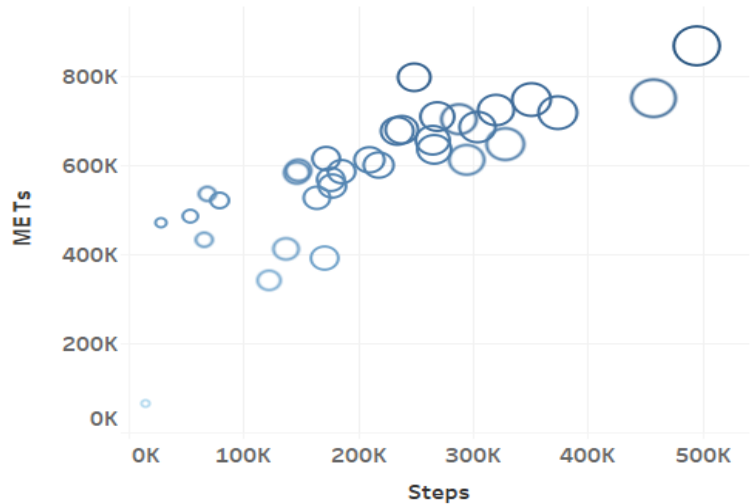
Comparison



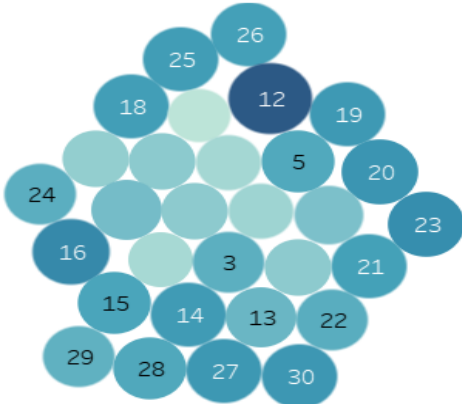
Calories Vs Steps



ME Ts by Steps



Steps Taking by Day



CONCLUSION

- The creation of a Tableau dashboard for the Fitbit Consumer Behavior Analysis project was a crucial step in transforming raw data into actionable insights. This dashboard serves as a dynamic and interactive tool that allows stakeholders to easily explore key trends and patterns in Fitbit users' activity, sleep, and heart rate data.
- Through the dashboard, we were able to visualize complex data in a clear and intuitive manner, enabling Health Trackers Inc. to quickly identify important consumer behavior trends. The visualizations, including time series charts, distribution plots, and comparative analyses, provided a deeper understanding of how users engage with Fitbit devices across various demographics and activity levels.
- Moreover, the dashboard's user-friendly design facilitates decision-making by allowing users to filter data, drill down into specific segments, and observe trends over time. This level of interactivity not only enhances the analytical capabilities of the team but also supports the development of targeted marketing strategies and product offerings.
- In summary, the Tableau dashboard was instrumental in synthesizing vast amounts of Fitbit data into a coherent narrative, making it easier to draw meaningful conclusions and inform strategic decisions. The insights gained from this dashboard will guide Health Trackers Inc. in tailoring its approach to better meet the needs of its customers, ultimately driving growth and customer satisfaction.