STRAVA FITNESS APP – POWER BI DASHBOARD

Overview:

Power BI has been used to convert clean fitness data into an interactive professional dashboard. Power BI provides the capability to visualize key metrics like steps, sleep, and calories while dynamic filtering is possible via slicers.

Tools Used:

- Power BI Desktop
- Q&A prompt-based visual generation
- Advanced graphics (bar, donut, area, line, scatter)
- Slicers, KPI cards, legends, tooltips

Steps Taken:

- Imported the `cleaned_master.csv` into Power BI
- Built Q&A images with question types like:
  - average of totalsteps by id
  - calories by activitydate
  - number of sleepefficiencygroup
- Transformed Q&A graphics into normal charts
- Custom layout, fonts, axis labels, background colors

Key Visuals Developed:

- Bar Chart: Avg Steps per User
- Area Chart: Calories Over Time
- Stacked Column: Minutes of Activity Breakdown
- Donut Chart: Sleep Efficiency Classification
- Line Chart: Sleep Efficiency vs. Time
- Scatter Plot: Steps vs Calories
- Histogram: BMI Distribution
- Heatmap: Sleep vs. Activity Correlation
- KPI Cards: Total Steps, Unique Users, Avg Sleep Efficiency
- Slicers: User ID, Date, SleepEfficiencyGroup

Dashboard Features:

- Slicers enable user ID and date range filtering
- Graphics update in real-time according to user input
- Page backgrounds and color schemes are kept uniform
- PPT and PDF exportable

Insights Presented:

- Monitoring daily and weekly activity graphically
- Donut charts categorization of health
- Filter live user performance data
- Physical activity and sleep quality relationship