Phone Screen time Data Analysis

Sprint 1 Project: Structured Approach to Data Analytics

Problem Statement

I spend a lot of time on my phone on social media apps. I feel moody and exhausted after scrolling through the endless content. I want to reduce my phone's screen time so that I can focus more on other activities that keeps my mind and body active.

ASK

1. How much time do I spend on my phone on average?
2. What percentage of my day I waste using my phone?
3. Which days I am most and least active on my phone?
4. What influences my behavior to use the phone?
5. What can I do to reduce screen time?

Prepare

- Used the screen time data from Digital Wellbeing App in my phone.
- It's from a credible source as the app keep tracks of my phone usage
- Manually inputted the data in google sheet as no export option was available
- The data is saved in google sheets under folder Turing Data Analytics

Limitations:

- Since I needed to manually input each data, I chose to note only the daily screen time hours and ignored the detailed data.
- The data was available for the month of May only, from may 5 - may 31.
- I relied on my phone usage data for further analysis which isn't imported into google sheet.

Process

- I firstly checked the imported data against the app data to ensure data was correctly copied to the sheet.
- Change the formats to time and date formats.
- Cleaned spacing in the cells
- Split the columns for screen time as it was in x hr, y min format i.e 2 hr, 3 min
- Converted all the time data to minutes for easy calculation and manipulation
- Added the days field to the table
- Request sheet access [here](#).

Analyze
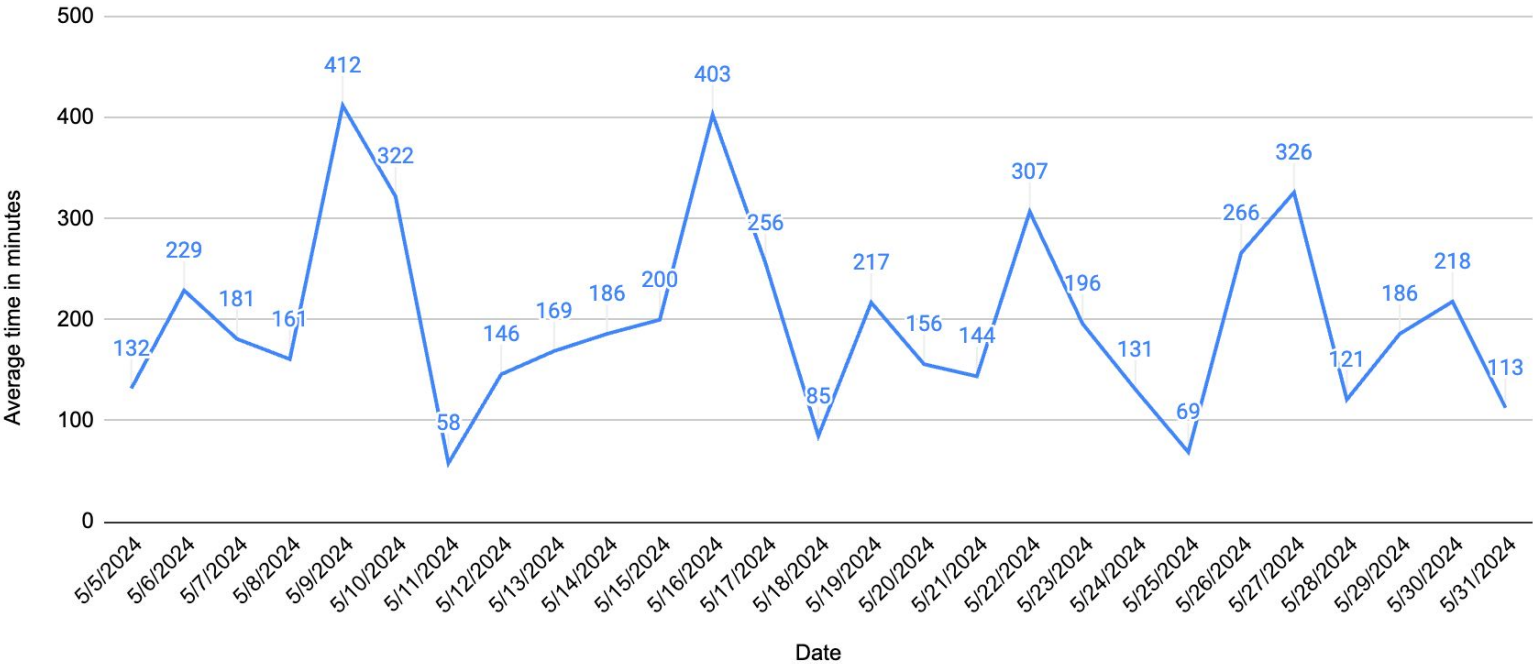
Time spent on various activities
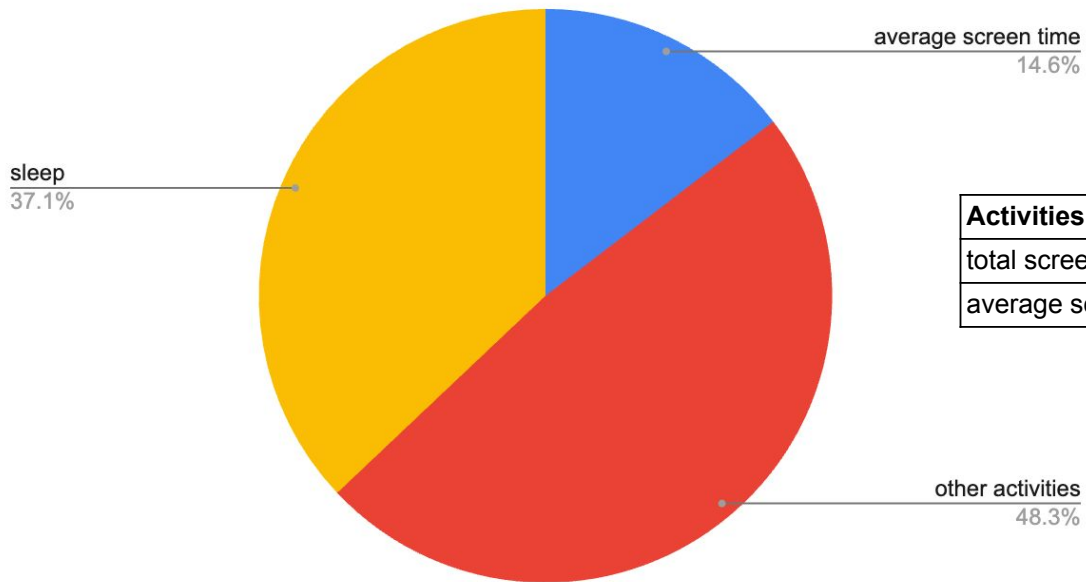
Activities	Minutes	Hours
total screen time in May	5390.0	89.8
average screen time	199.6	3.3

average screen time
14.6%

sleep
37.1%

other activities
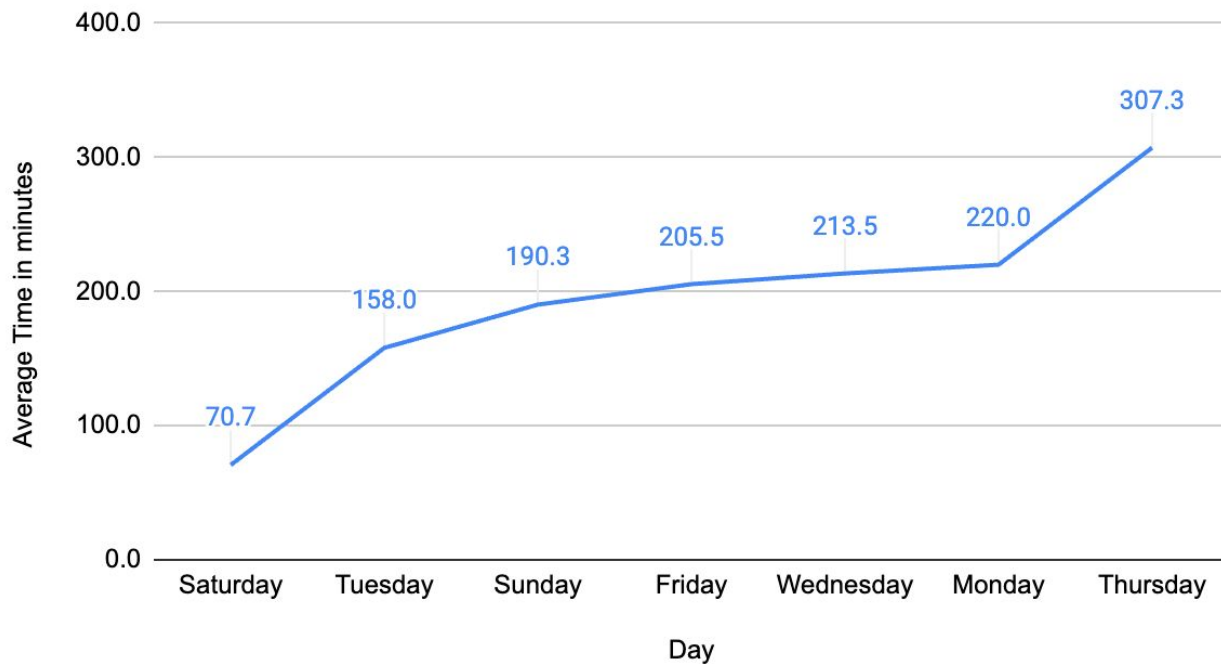48.3%

Analyze

Monthly Average Screen Time Analysis

Analyze

Daily Average Screen Time Analysis

Less use of phone during weekend because I was mostly outside during the weekend.

Analyze

After further looking at my phone usage data:

- Certain, spike in screentime is caused by use of apps for learning language upon checking digital wellbeing report on spike days.
- Phone used during evening or before bed mostly
- I initially thought I was spending a lot of time using social media but it turned out other apps were also causing higher screen time on some days.

Recommendations

Overall, I spent on **average 3.3 hours** on my phone which I would like to reduce by..

- Replacing phone with books during the evenings/before sleep.
- Setting timer for social media apps to reduce its use time.
- Involving further in outdoor activities to prevent staying at home and scrolling the phone all day.
- Scheduling phone free time during the day