Strava Fitness App

PowerBi Analysis Report

Overview:

In today's fast-paced world, where people are increasingly aware of their health and well-being, fitness tracking apps like **Strava** have become essential tools in everyday life. These platforms not only help individuals stay accountable but also empower them to understand their physical patterns, set goals, and lead healthier lifestyles.

This report focuses on analyzing real-world user data collected from the Strava Fitness App. The goal is to uncover meaningful trends related to users' **physical activity, sleep behavior, calorie expenditure**, and **overall daily movement** across different days of the week.

By using visual dashboards, charts, and comparative tables, this report transforms raw data into clear insights. These insights can help:

- **Users** make better decisions about their fitness routines.
- **Healthcare professionals or fitness coaches** understand typical behavior patterns.
- **Strava's product team** improves app features, notifications, or personalized suggestions.

In essence, this analysis doesn't just interpret data—it tells a story about how people move, rest, and burn energy throughout the week, offering valuable takeaways for both individuals and businesses aiming to promote healthier habits.

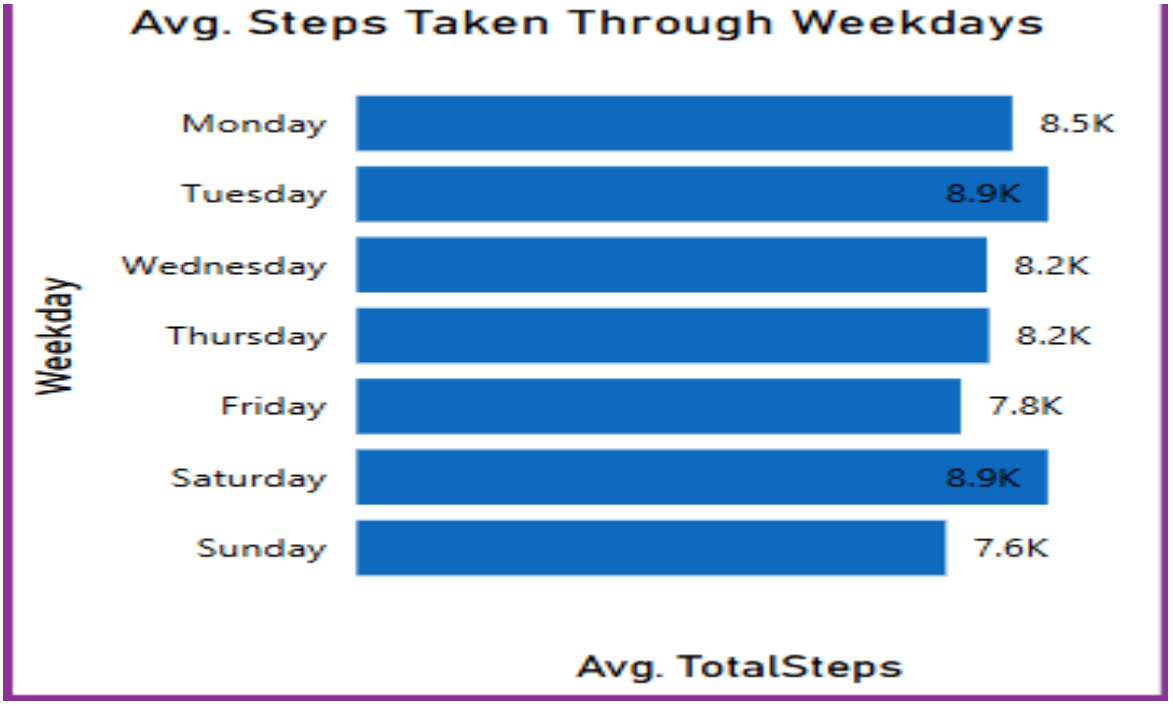
Dashboard Summary

This Power BI dashboard includes Five key visuals:

1. **Avg. Steps Taken Through Weekdays**
2. **Average Calories Burnt During Active Time**
3. **Active Time Distribution by Type**
4. **Avg. Calories Burnt by Participants (Weekdays)**
5. **Avg. Sedentary Minutes of Participants (Weekdays)**

Each of these visuals is explained in the following sections with actionable insights.

1. **Average Steps Taken Through Weekdays:**



This visual displays the average number of steps users take on each day of the week, helping identify patterns in daily physical activity.

Insights:

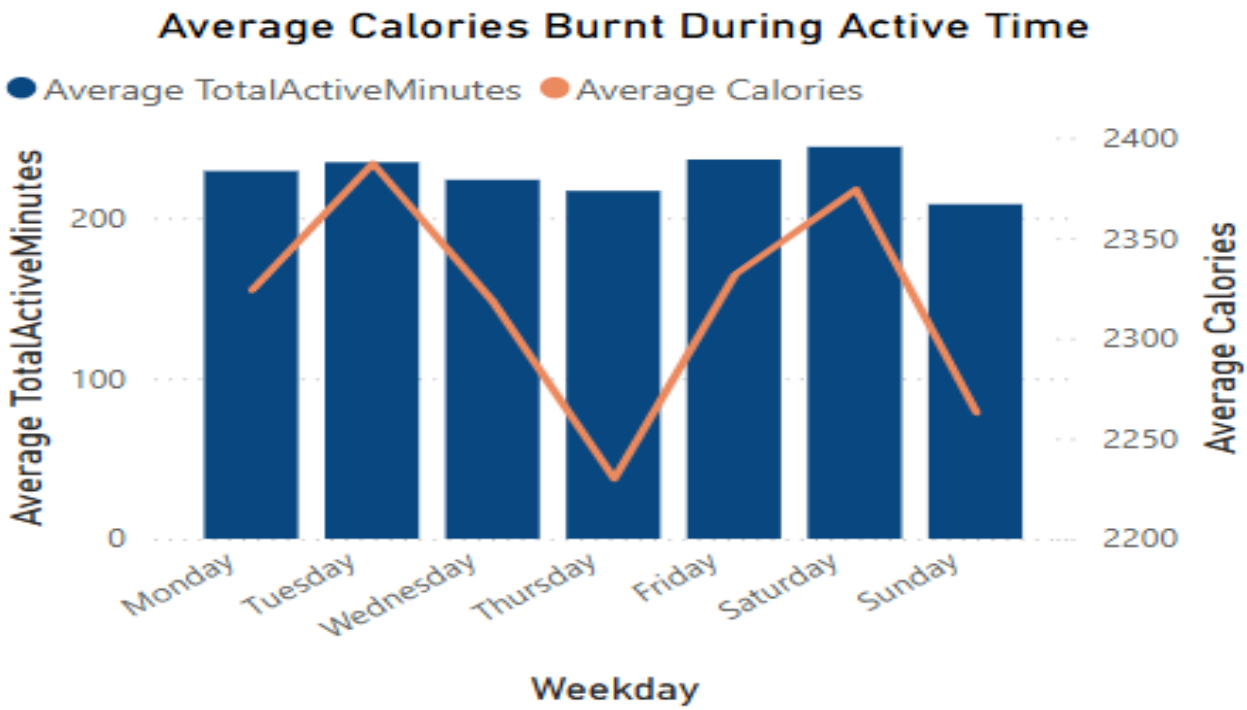
- Users tend to be more active on **Tuesdays** and **Saturdays**, possibly due to mid-week workouts or weekend leisure activities.

- **Fridays** and **Sundays** show the lowest average step counts, suggesting users wind down before or after weekends.

Business Impact:

- Promote **step challenges** or **fitness reminders** on low-activity days like Friday and Sunday to balance engagement.
- Use high-performance days to test new features or campaigns, as users are more responsive on active days.

2. Average Calories Burnt During Active Time



This combination chart compares the **total active minutes** and **calories burned** across the weekdays, providing a relationship between effort and energy expenditure.

Insights:

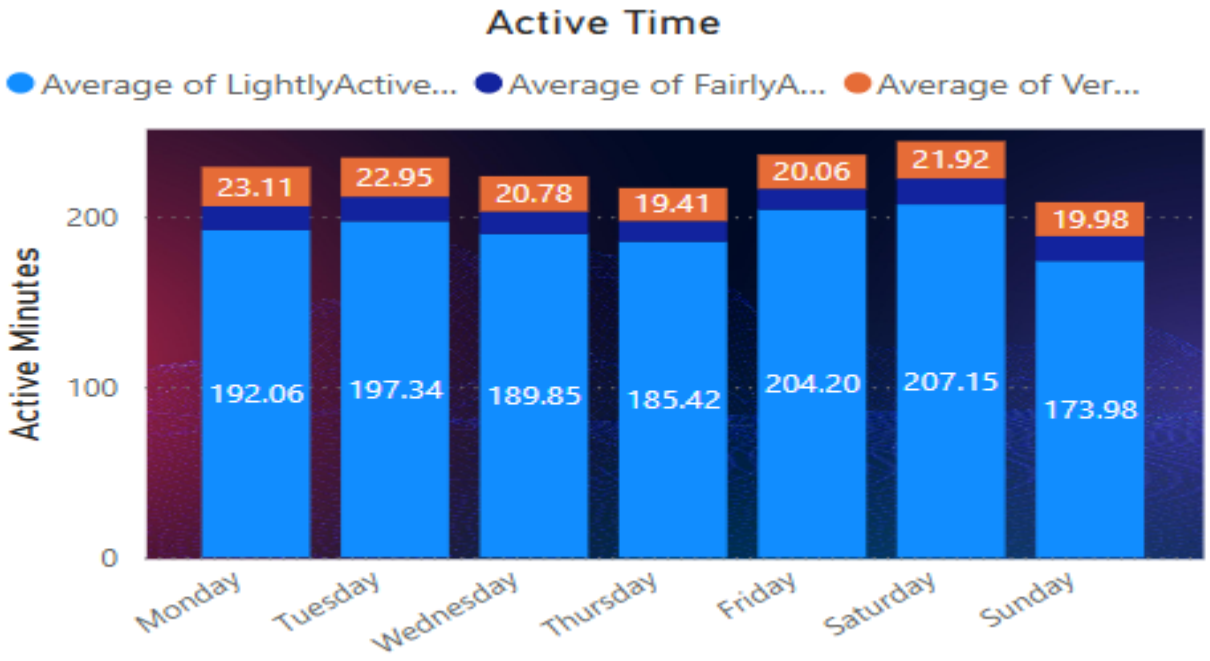
- Tuesdays and Saturdays again stand out with higher calorie burn, confirming users are more active and possibly more consistent on those days.

- There are days (e.g., Thursday or Sunday) where the active minutes are decent, but calorie burn remains low—suggesting lower workout intensity.

Business Impact:

- Educate users about intensity levels and how they affect calorie burn.
- Develop targeted content (videos, notifications) to encourage users to **increase intensity**, not just duration.

3. Active Time Distribution by Type



A stacked column chart showing the breakdown of users' active time into **Lightly Active**, **Fairly Active**, and **Very Active** minutes.

Insights:

- The majority of users' active minutes are in the **lightly active** category, such as walking or standing.

- **Very active minutes** are significantly lower, indicating a lack of high-effort activities like running or intense workouts.

Business Impact:

- Introduce features like “Power Hours” or “HIIT Challenges” to promote more high-intensity activities.

- Segment users based on their intensity levels and offer **personalized recommendations** for more efficient workouts.

4. Average Calories Burnt by Participants (Weekdays)

Avg. Calories Burnt by Participants

Id	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	**Total**
1503960366	1939	1968	1869	1852	1826	1895	1769	**1877**
1624580081	1480	1399	1451	1362	1390	1539	1822	**1483**
1644430081	2723	3149	2264	2734	2730	3355	2777	**2811**
1844505072	1464	1566	1491	1688	1690	1603	1507	**1573**
1927972279	2195	2236	2136	2049	2190	2214	2215	**2173**
2022484408	2606	2644	2631	2446	2568	2243	2385	**2510**
2026352035	1639	1431	1627	1548	1568	1572	1404	**1541**
2320127002	1701	1869	1747	1537	1701	1820	1700	**1724**
2347167796	2020	2184	2143	1971	1494	2650	2035	**2043**
2873212765	1895	1938	1981	1820	1999	1974	1816	**1917**
3372868164	2012	1943	2018	2054	1874	1950	1707	**1933**
3977333714	1645	1596	1514	1464	1521	1622	1580	**1564**
4020332650	2242	2674	2493	2104	2404	2497	2260	**2386**
Total	**2324**	**2387**	**2318**	**2230**	**2332**	**2374**	**2263**	**2318**

A matrix or heatmap comparing how much each user burns in calories across different days of the week.

Insights:

- There’s a visible performance gap—some users consistently burn high calories, while others show minimal activity.
- Tuesday remains a consistent high-calorie day across many users.

Business Impact:

- Identify **high-performing users** and offer them leadership roles in challenges or communities.
- Create **personalized nudges** for low-engagement users to improve consistency and reduce churn.

5. Average Sedentary Minutes of Participants (Weekdays)

Avg. Sedentary Minutes Of Participants

Id	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	**Total**
1503960366	899.00	779.60	910.00	1027.00	878.00	762.50	638.00	**848.16**
1624580081	1265.50	1307.60	1292.80	1198.20	1303.25	1229.25	1201.25	**1257.74**
1644430081	1097.25	1152.80	1199.40	1256.25	1216.00	1088.75	1115.50	**1161.87**
1844505072	1382.75	1333.40	1372.60	1025.80	1066.75	1063.00	1174.00	**1206.61**
1927972279	1372.00	1217.00	1331.80	1261.00	1285.75	1391.75	1398.25	**1317.42**
2022484408	1107.25	1116.60	1102.00	1027.80	1107.25	1185.00	1165.00	**1112.58**
2026352035	785.50	898.40	594.20	567.40	600.50	611.25	770.75	**689.42**
2320127002	1263.50	1192.00	1227.40	1190.20	1250.00	1175.25	1255.00	**1220.10**
2347167796	665.50	781.33	770.00	743.33	501.00	779.50	546.00	**687.17**
2873212765	1099.25	1074.60	1080.20	1034.20	1069.00	1158.25	1190.50	**1097.19**
3372868164	1047.00	1102.33	1083.33	1043.67	1125.67	1106.00	1024.67	**1077.55**
3977333714	814.50	716.40	635.60	749.25	698.75	694.25	659.75	**707.53**
4020332650	1363.25	1063.20	1229.40	1190.80	1258.50	1339.50	1273.25	**1237.26**
Total	**1027.94**	**1007.36**	**989.48**	**971.79**	**1000.31**	**964.28**	**990.26**	**992.74**

This heat map reveals how much time users spend being sedentary (sitting, lying down) during each weekday.

Insights:

- Some users spend **over 1,200 minutes per day** (20+ hours) sedentary—very high inactivity levels.
- Mondays and Fridays seem to be particularly sedentary, likely due to start and end-of-week routines.

Business Impact:

- Push **"stand-up" reminders** or quick movement tasks to reduce sedentary time.

- Introduce **rewards** for users who stay under a healthy sedentary threshold.

- This can directly impact user health and engagement rates over time.

Business Solutions

1. **Smart Reminders**
   Send personalized nudges on low-activity days (e.g., Friday, Sunday) to boost movement and reduce sedentary time.

2. **User Segmentation**
   Group users by activity level and provide custom challenges, rewards, or workout plans to improve engagement.

3. **Promote High-Intensity Workouts**
   Encourage users to shift from light to moderate or intense activities with guided sessions and in-app tips.

4. **Reduce Sedentary Behavior**
   Use inactivity alerts and short break prompts to help users stay active throughout the day.

5. **Leverage Peak Days**
   Launch new features or campaigns on active days like Tuesday and Saturday for maximum impact.

Conclusion

This analysis of Strava's fitness data paints a holistic picture of user behavior, highlighting both strengths and opportunities. The dashboard reveals that while users are moderately engaged, especially on specific days, there is significant room to improve **consistency**, **workout intensity**, and **overall movement patterns**.

With strategic nudges, intelligent segmentation, and personalized recommendations, Strava can go beyond tracking to truly become a **behavioral wellness partner**—guiding users toward better habits, deeper engagement, and healthier outcomes.