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PHONE NOTIFICATION ANALYSIS

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INTRODUCTION

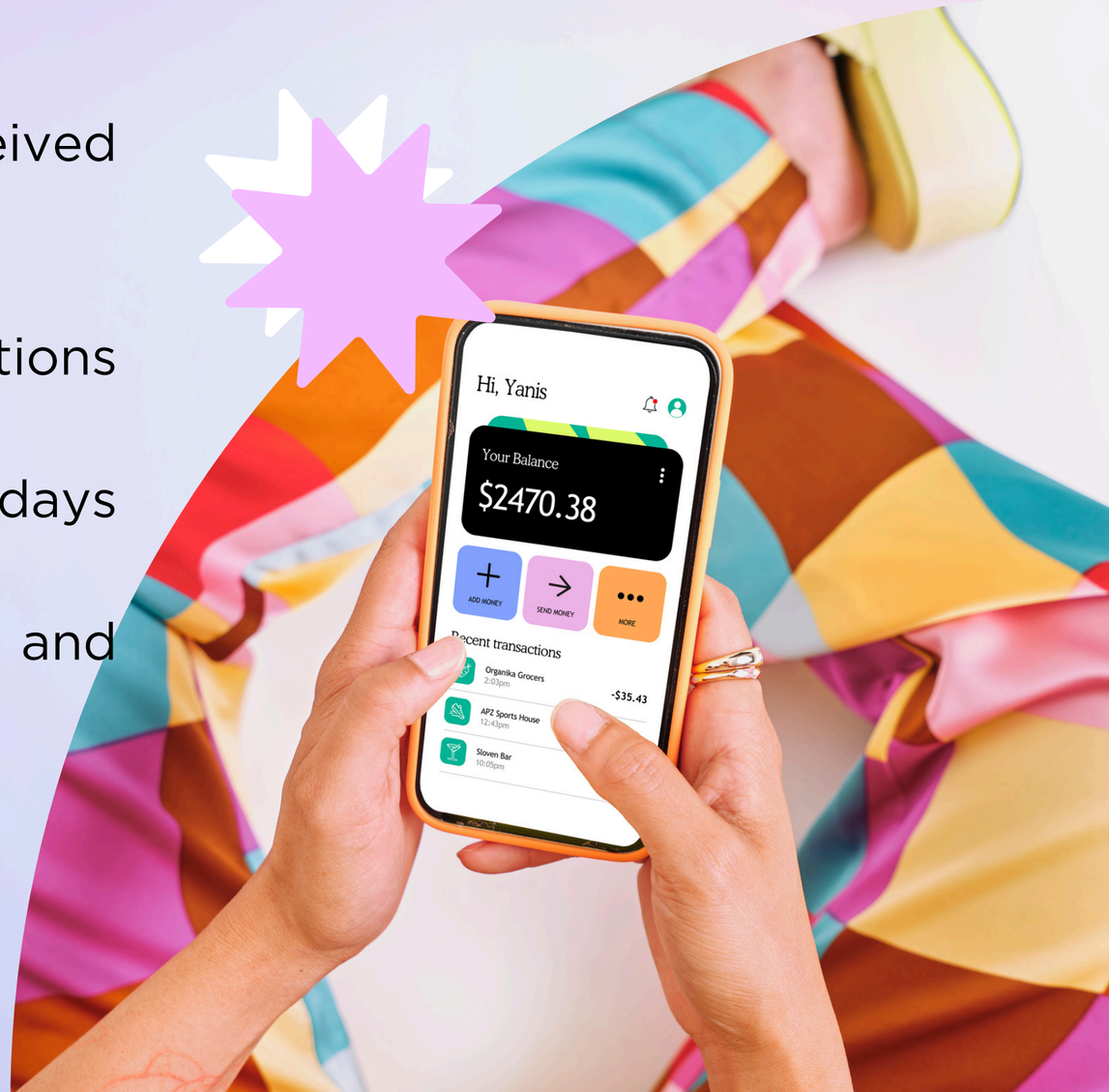
Smartphones send many notifications every day from different apps. These notifications often disturb users and reduce focus. This project studies phone notification data to understand which apps send more notifications and how users react to them. The analysis helps to find distracting apps and shows how notifications affect focus and screen time.

PROBLEM STATEMENT

Smartphone users receive a large number of notifications every day from different applications. These frequent notifications interrupt users, reduce concentration, and increase screen time. It is difficult to identify which apps are most distracting and how notifications affect user focus. This project aims to analyze phone notification data to understand notification behavior and its impact on user productivity.

OBJECTIVE

-To analyze the number of notifications received from different apps
-To identify the most distracting applications
-To study user interaction with notifications (clicked vs ignored)
-To compare notification behavior on weekdays and weekends
-To understand the impact of device mode and focus mode on distraction

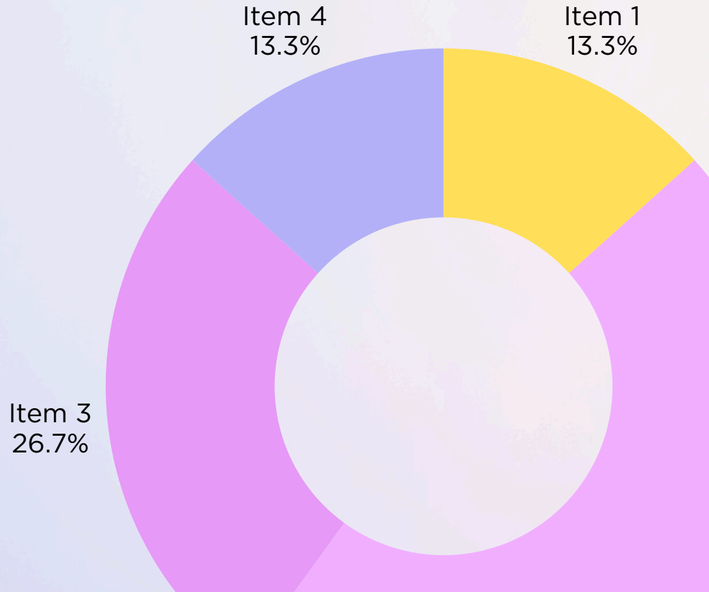


MOTIVATION

-Smartphones are an important part of daily life, but frequent notifications often cause distraction.
-Many users are not aware of how much time and focus they lose due to unnecessary notifications.
-Understanding notification patterns helps users improve concentration and productivity.
-Analyzing notification data can help identify the most distracting apps.
-This project motivates better digital habits and supports digital wellbeing.

METHODOLOGICAL DETAILS

-Collected phone notification data in Excel format.
-Cleaned and organized the data by removing errors and duplicates.
-Used Python to read and process the Excel data.
-Created pivot tables to summarize notification information.
-Analyzed notification patterns by app, category, and time.
-Visualized results using Excel pivot charts and dashboards.



Key Matrix

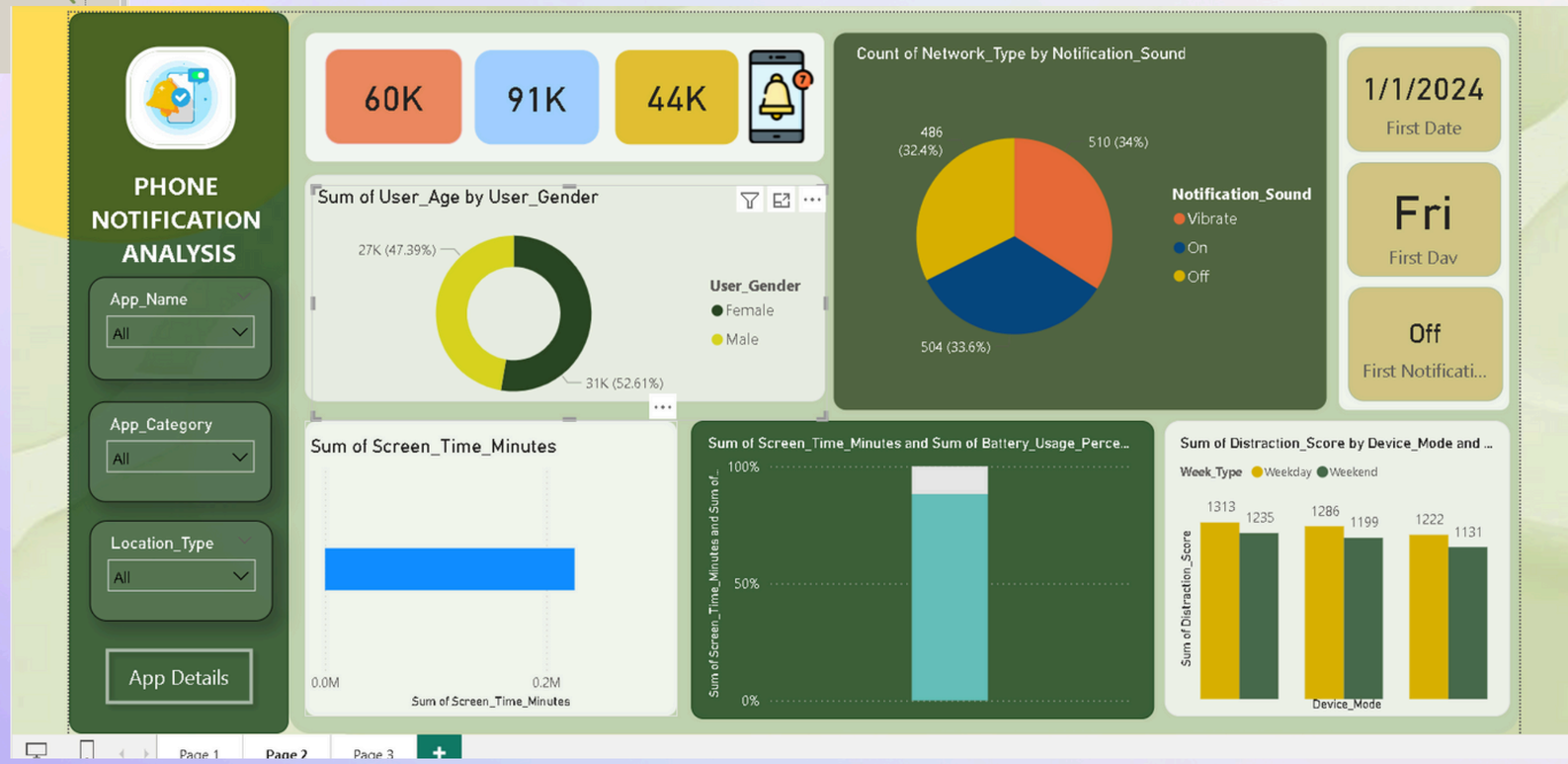
Key matrix
Total Notifications Sent: 60K
Total Screen Time: 91K minutes
Total Battery Usage: 44K %
First Notification Date: 01-01-2024
First Day of Activity: Friday
Default Notification Sound Mode: ON/OFF
Gender Distribution :
Male: 52.6%
Female: 47.4%

KEY INSIGHTS

1) Notification Sound: On ,Off,Vibrate
2)Gender wise:Male users contribute slightly higher total age and engagement than female users.
3) Screen time impact:Strong phone dependency (~91k min)
4) Battery consumption Trend:Frequent notification alerts(~44k %)
5)Distraction Score:
Weekdays show higher distraction scores than weekends.
6) Behavioral Insight:
Users prefer silent or vibrate modes but still remain highly active.

SCREENSHOT


DETAILS
PHONE
NOTIFICATION
ANALYSIS


PHONE NOTIFICATION ANALYSIS
App_Name
All
App_Category
All
Location_Type
All
App Details
60K
91K
44K
Count of Network_Type by Notification_Sound
486 (32.4%)
510 (34%)
504 (33.6%)
Notification_Sound
Vibrate
On
Off
1/1/2024
First Date
Fri
First Dav
Off
First Notificati...
Sum of User_Age by User_Gender
27K (47.39%)
31K (52.61%)
User_Gender
Female
Male
Sum of Screen_Time_Minutes
0.0M
0.2M
Sum of Screen_Time_Minutes
Sum of Screen_Time_Minutes and Sum of Battery_Usage_Perce...
100%
50%
0%
Sum of Distraction_Score by Device_Mode and ...
Week_Type
Weekday
Weekend
1313
1235
1286
1199
1222
1131
Sum of Distraction_Score
Device_Mode
Page 1
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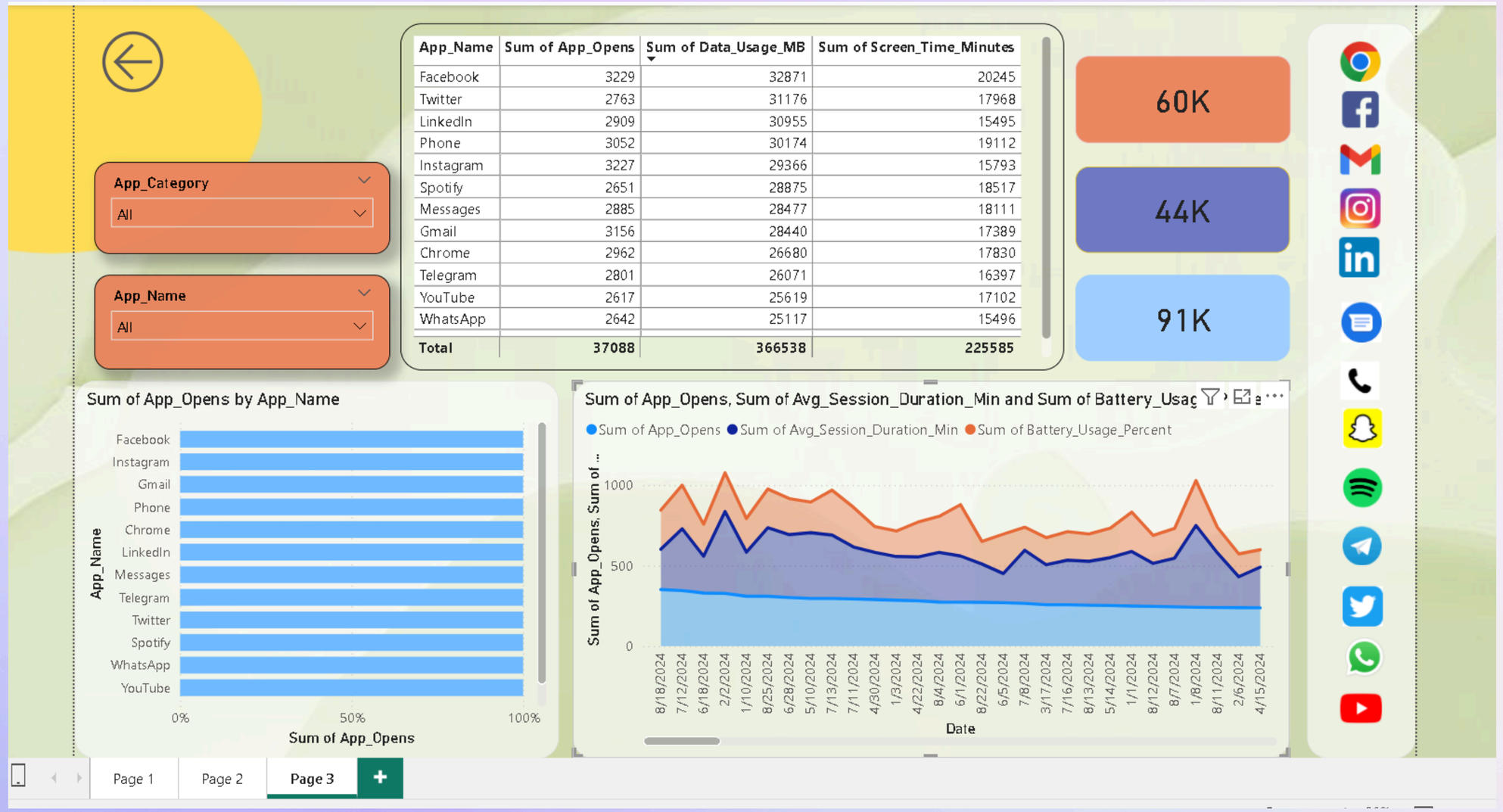
App_Name
Sum of App_Opens
Sum of Data_Usage_MB
Sum of Screen_Time_Minutes
Facebook 3229 32871 20245
Twitter 2763 31176 17968
LinkedIn 2909 30955 15495
Phone 3052 30174 19112
Instagram 3227 29366 15793
Spotify 2651 28875 18517
Messages 2885 28477 18111
Gmail 3156 28440 17389
Chrome 2962 26680 17830
Telegram 2801 26071 16397
YouTube 2617 25619 17102
WhatsApp 2642 25117 15496
Total 37088 366538 225585
App_Category
All
App_Name
All
60K
44K
91K
Sum of App_Opens by App_Name
Facebook
Instagram
Gmail
Phone
Chrome
LinkedIn
Messages
Telegram
Twitter
Spotify
WhatsApp
YouTube
App_Name
0%
50%
100%
Sum of App_Opens
Sum of App_Opens, Sum of Avg_Session_Duration_Min and Sum of Battery_Usag
Sum of App_Opens
Sum of Avg_Session_Duration_Min
Sum of Battery_Usage_Percent
Sum of App_Opens, Sum of ...
1000
500
0
8/18/2024
7/12/2024
6/18/2024
2/2/2024
1/10/2024
8/25/2024
6/28/2024
5/10/2024
7/13/2024
7/11/2024
4/30/2024
1/3/2024
4/22/2024
8/4/2024
6/1/2024
8/22/2024
6/5/2024
7/8/2024
3/17/2024
7/16/2024
8/13/2024
5/14/2024
1/1/2024
8/12/2024
8/7/2024
1/8/2024
8/11/2024
2/6/2024
4/15/2024
Date
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APPLICATION

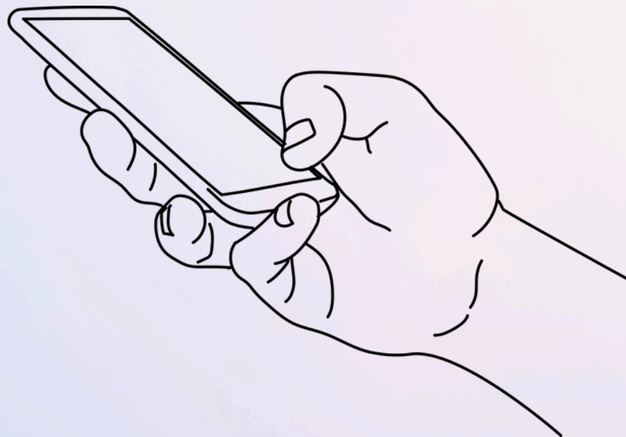
-Helps users identify the most distracting mobile applications
-Supports better time management and improved focus
-Useful for improving digital well-being and reducing screen addiction
-Helps users customize notification settings effectively
-Useful for students and professionals to increase productivity
-Can be used by app developers to optimize notification strategies

CONCLUSION

The Phone Notification Analysis project helps understand how notifications from different apps affect user focus and productivity. The analysis shows that some apps send more notifications and cause higher distraction. Using data analysis and visualization, the project provides useful insights to manage notifications better. Overall, this project supports improved digital habits and better use of smartphones.

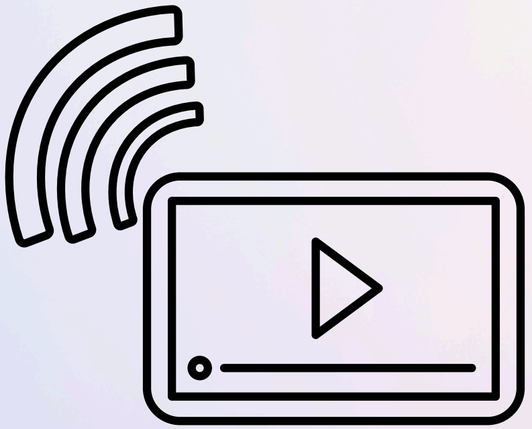
FUTURE SCOPE

-Analyze real-time notification data from mobile devices
-Include more users for better and accurate analysis
-Use machine learning to predict distracting notifications
-Create a mobile app to suggest smart notification settings
-Integrate with wearable devices for deeper behavior analysis
-Build advanced dashboards using Power BI or Tableau



REFERENCES

-Kaggle - Sample Datasets for Data Analysis Projects.
https://www.kaggle.com/datasets



Thank You