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Service

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.

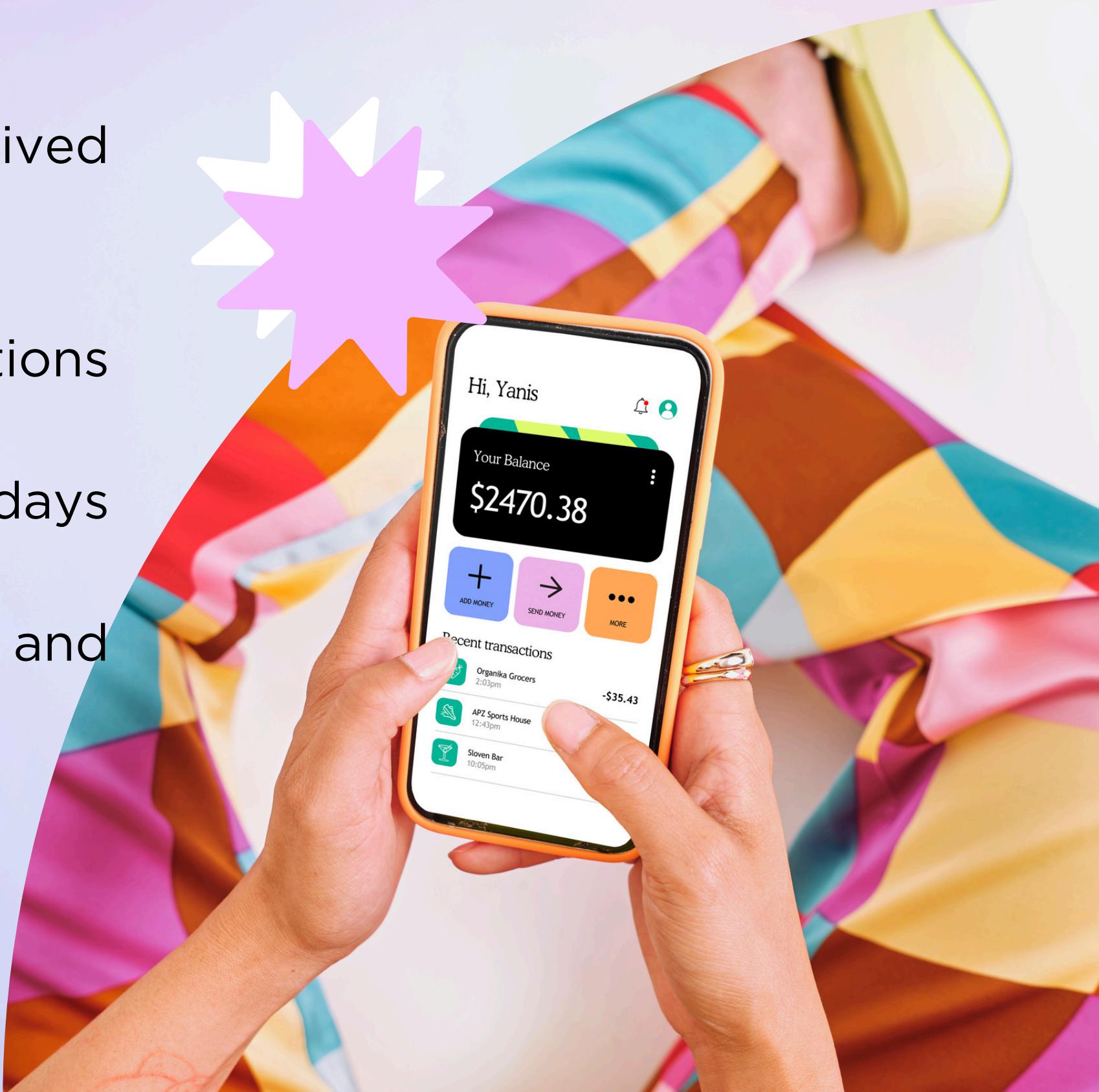
PROBLEM STATEMENT

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



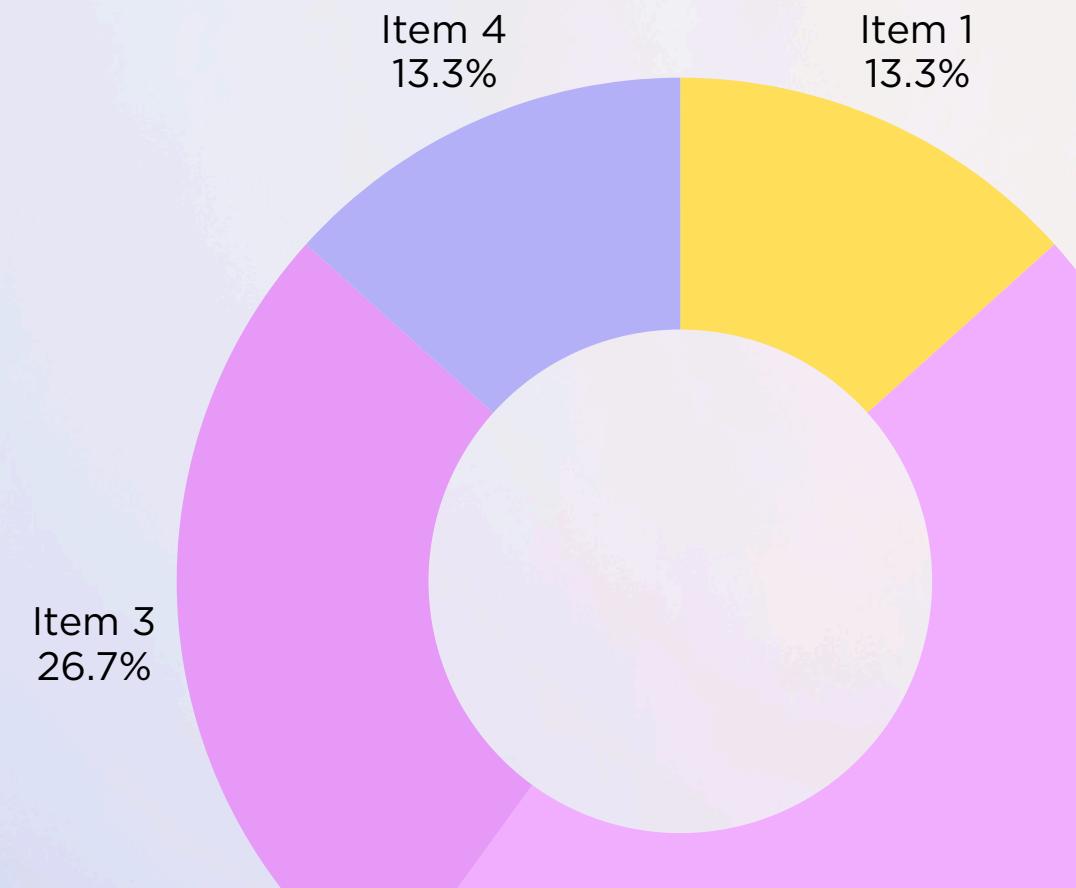
MOTIVATION

- 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

The screenshot displays a dashboard titled "PHONE NOTIFICATION ANALYSIS". The dashboard features a central navigation bar with a bell icon and a "DETAILS" button. The main title is "PHONE NOTIFICATION ANALYSIS" with a subtitle "ANALYSIS". Below the title is a search bar with placeholder text "App Name" and dropdown menus for "App Category" and "Location Type", both set to "All". A "App Details" button is also present.

The dashboard includes several data visualizations:

- A summary card showing three metrics: 60K, 91K, and 44K, each accompanied by a smartphone icon with a notification bell.
- A donut chart titled "Count of Network_Type by Notification_Sound" showing the distribution of network types based on notification sounds. The data is as follows:

Notification Sound	Count	Percentage
Vibrate	486	32.4%
On	504	33.6%
Off	510	34%
- A circular chart titled "Sum of User_Age by User_Gender" showing the distribution of user ages by gender. The data is as follows:

User Gender	Count	Percentage
Female	27K	47.39%
Male	31K	52.61%
- A bar chart titled "Sum of Screen_Time_Minutes and Sum of Battery_Usage_Perce..." showing screen time minutes and battery usage percentage. The data is as follows:

Category	Value
Screen Time Minutes	0.0M to 0.2M
Battery Usage Percentage	0% to 100%
- A bar chart titled "Sum of Distraction_Score by Device_Mode and Week_Type" showing distraction scores for different device modes and week types. The data is as follows:

Device Mode	Week Type	Score
Weekday	Weekday	1313
Weekend	Weekday	1235
Weekday	Weekend	1286
Weekend	Weekend	1199
Weekday	Off	1222
Weekend	Off	1131

On the right side of the dashboard, there are four cards with the following information:

- 1/1/2024 First Date
- Fri First Day
- Off First Notificati...

At the bottom of the dashboard, there are navigation icons for "Page 1", "Page 2", "Page 3", and a plus sign icon.

↑

App_Category

All

App_Name

All

App_Name	Sum of App_Openes	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

60K

44K

91K



60K

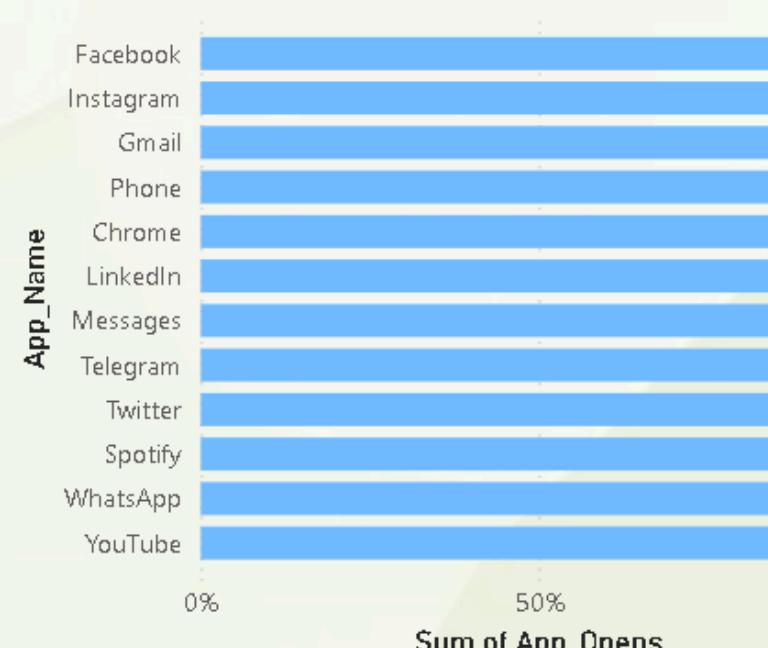


44K



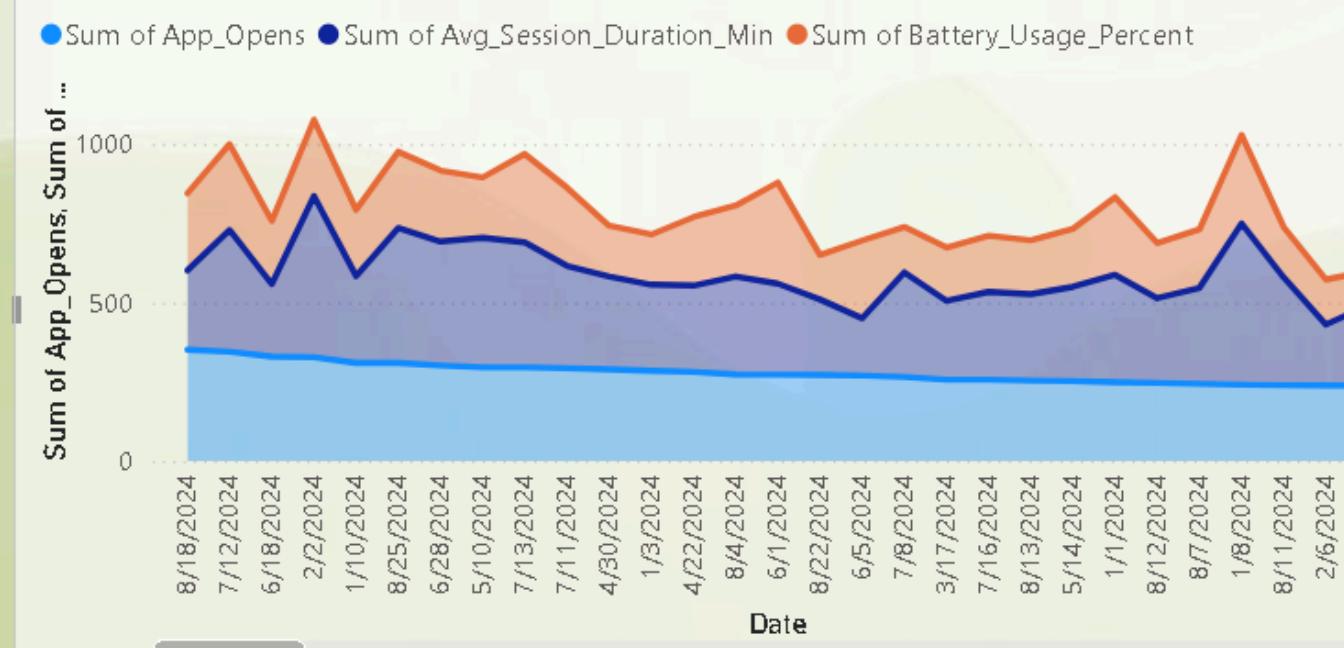
91K

Sum of App_Openes by App_Name



App_Name	Sum of App_Openes
Facebook	3229
Instagram	2763
Gmail	2909
Phone	3052
Chrome	2651
LinkedIn	2909
Messages	2885
Telegram	2801
Twitter	2617
Spotify	2642
YouTube	2617

Sum of App_Openes, Sum of Avg_Session_Duration_Min and Sum of Battery_Usage_Percent



Date	Sum of App_Openes	Sum of Avg_Session_Duration_Min	Sum of Battery_Usage_Percent
8/18/2024	37088	366538	225585
7/12/2024	37088	366538	225585
6/18/2024	37088	366538	225585
2/2/2024	37088	366538	225585
1/10/2024	37088	366538	225585
8/25/2024	37088	366538	225585
6/28/2024	37088	366538	225585
5/10/2024	37088	366538	225585
7/13/2024	37088	366538	225585
4/30/2024	37088	366538	225585
1/3/2024	37088	366538	225585
4/22/2024	37088	366538	225585
8/4/2024	37088	366538	225585
6/1/2024	37088	366538	225585
8/22/2024	37088	366538	225585
6/5/2024	37088	366538	225585
7/8/2024	37088	366538	225585
3/17/2024	37088	366538	225585
7/1/2024	37088	366538	225585
8/13/2024	37088	366538	225585
5/14/2024	37088	366538	225585
1/1/2024	37088	366538	225585
8/12/2024	37088	366538	225585
1/8/2024	37088	366538	225585
8/11/2024	37088	366538	225585
2/6/2024	37088	366538	225585
4/15/2024	37088	366538	225585



60K



44K



91K



60K



44K



91K



60K



44K



91K



60K



44K



91K



60K



44K

91K





















































































































































































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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

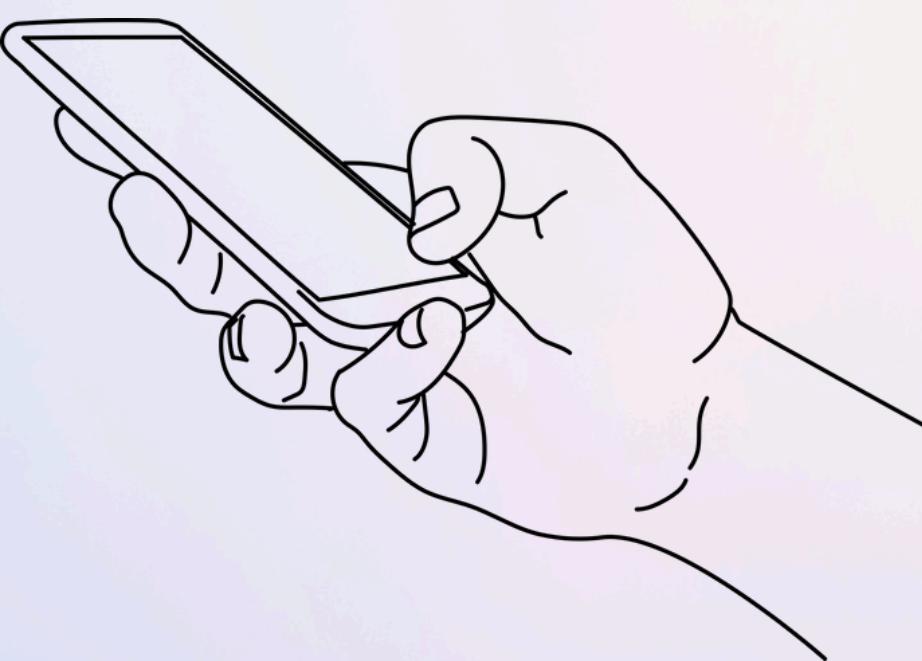


The Phone Notification Analysis project helps understand how notifications from different apps affect user focus and productivity. The analysis shows that some apps send more notifications and cause higher distraction. Using data analysis and visualization, the project provides useful insights to manage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



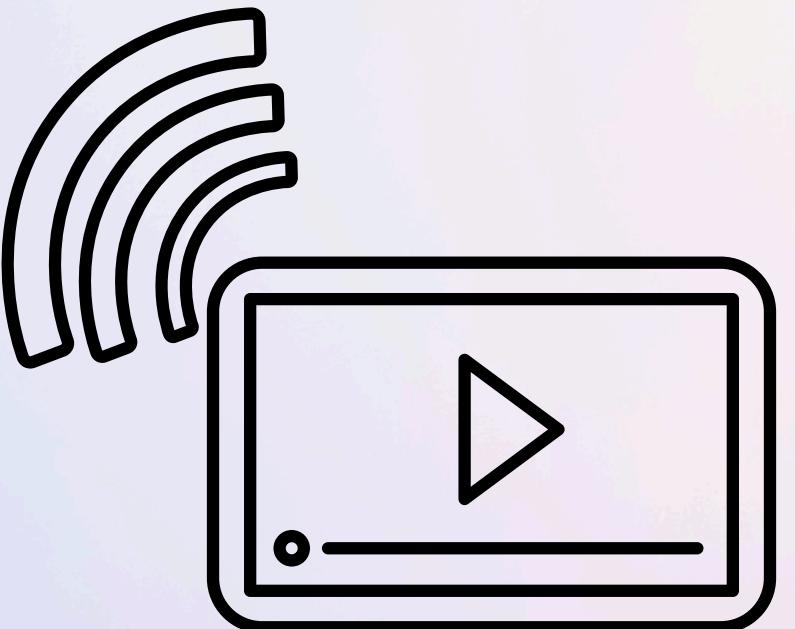
FUTURE SCOPE

- 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

