

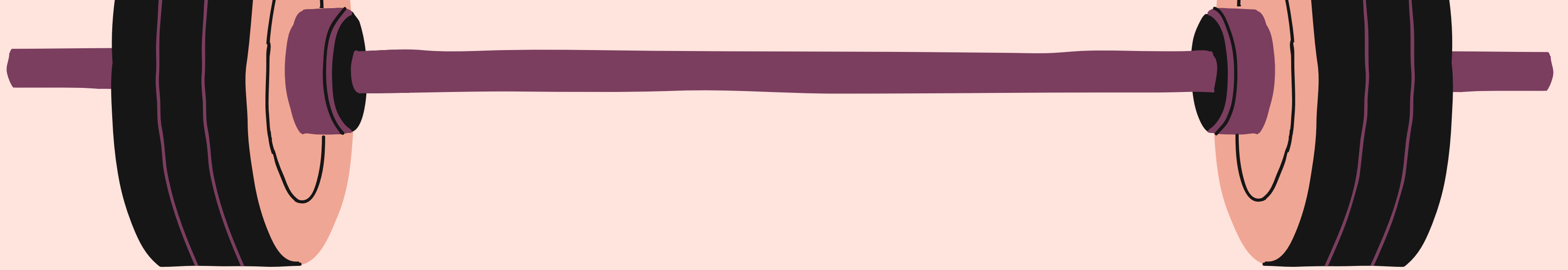


FITNESS TRACKER EXERCISE INTENSITY RELATION TO HEALTH BENEFIT

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**TO CARE FOR ONE’S BODY AND
KEEP IT HEALTHY IS TO LOVE
ONESELF.**



ANALYSIS OBJECTIVE

Understand the relationship between
extensive exercises and the benefits on
our health

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- **OVERVIEW**
 - **ANALYSIS & INSIGHTS**
 - **CONCLUSION**



WHAT IS FITNESS TRACKER?

It is a smart product with a smart application that keep track of the customer's calories, steps achieved per day,,etc..

It is very useful when comes to Analysis and insights for each individual or generally to enhance the product's features.

Analysis & Insights



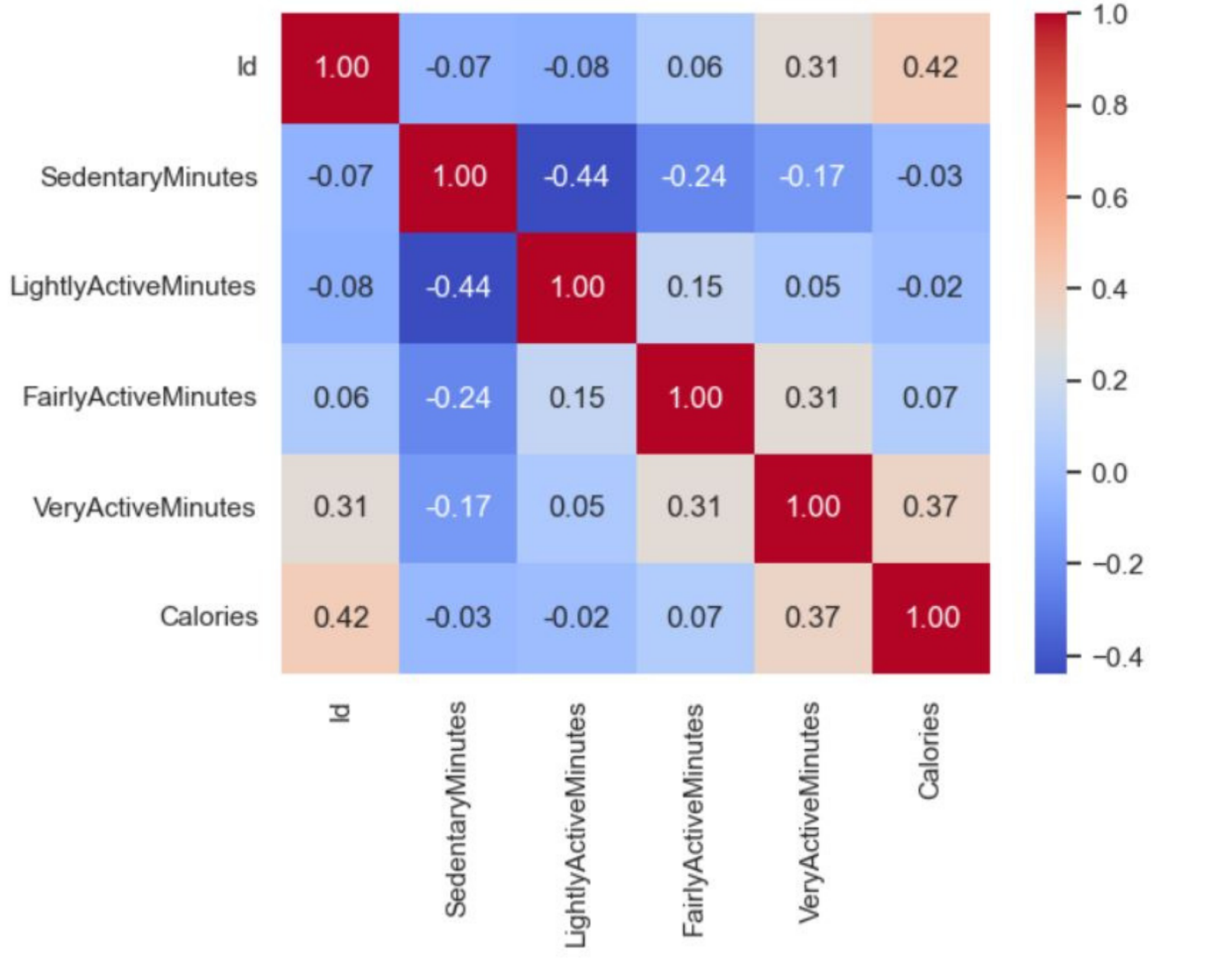
THE VARIABLES REPRESENTING EXERCISE INTENSITY AND HEALTH BENEFITS.

Exercise intensity could be measured in terms of duration, heart rate, or METs (Metabolic Equivalent of Task).
health benefits metrics like calories burned or steps taken.

**FROM THE ANALYSIS WE CODUCT ,WE FOUND
THAT THERE IS A STRONG RELATIONSHIP
BETWEEN EXTENSIVE EXERCISE AND
CALORIES BURNED**

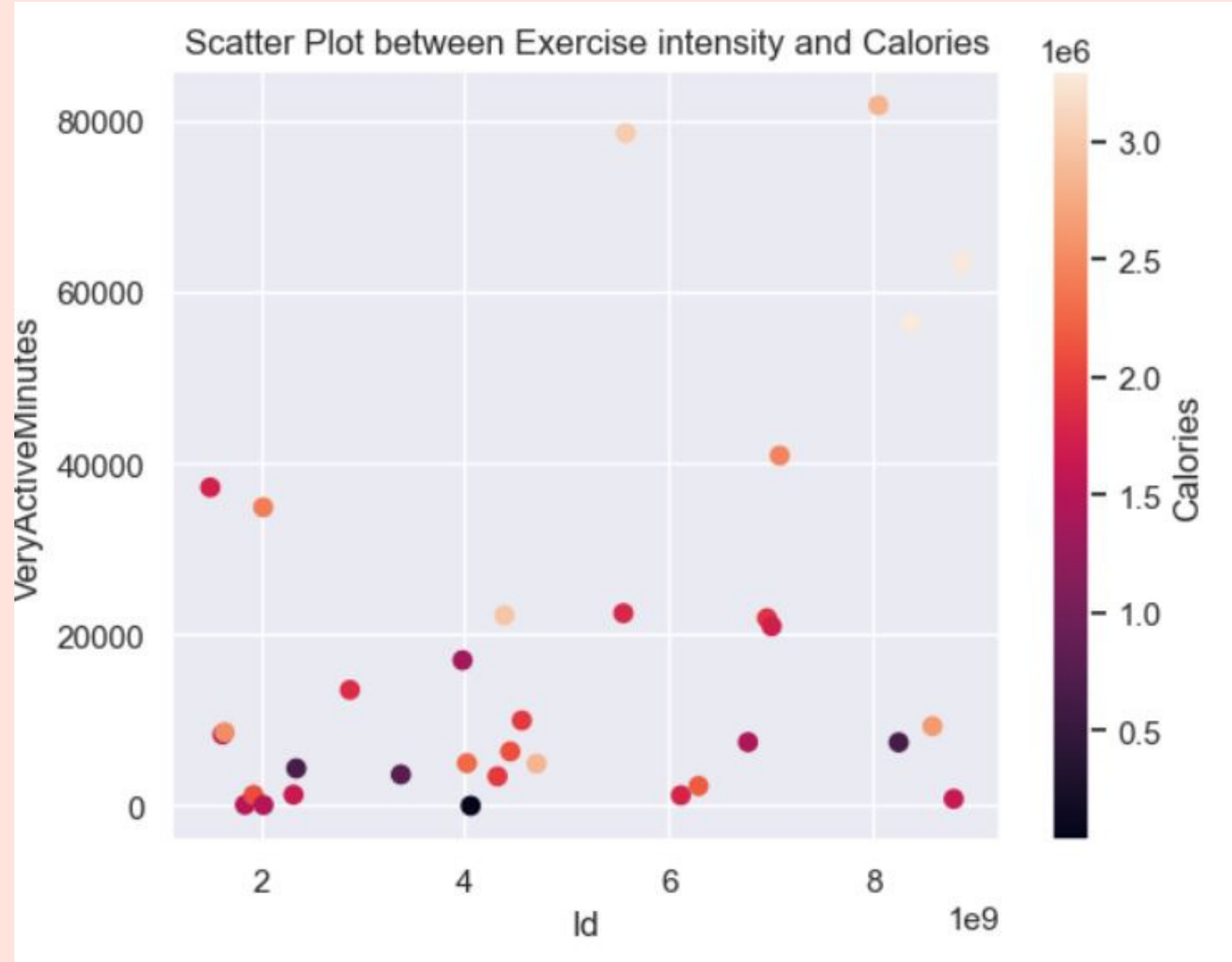
**THIS IMPLIES THAT ONE'S HEALTH BECOME
BETTER WITH EXTENSIVE EXERCISE RATHER
THAN LIGHT EXERCISE.**



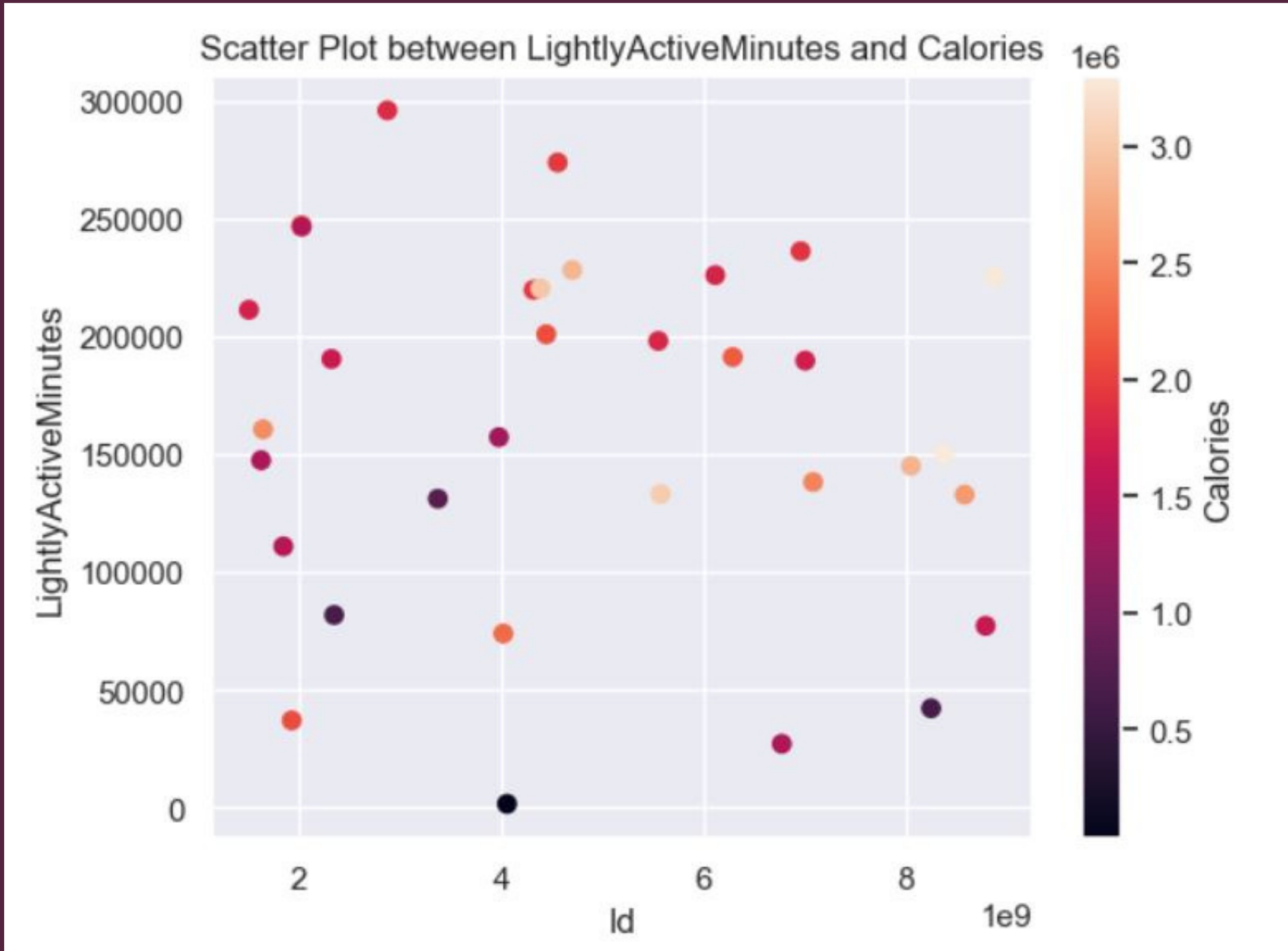


THIS IS A HEATMAP THAT SHOWS THE RELATIONSHIP BETWEEN EACH EXERCISE INTENSITY AND CALORIE BURNT.

THE RELATION BETWEEN VERY ACTIVE MINUTES AND CALORIES BURNT IS 0.37 WHICH IS CONSIDERED VERY STRONG WHEN COMPARING IT TO LIGHT ACTIVE MINUTES AND CALORIES -0.02 WHICH IS VERY WEEK THAT MEANS NO RELATION




ON THIS SCATTER PLOT WE CAN SEE THAT VERY ACTIVE EXERCISE WILL INCREASES THE AMOUNT OF CALORIES BURNT WHICH IS IN YELLOW COLOR COLOR



**ON THIS SCATTER PLOT WE CAN SEE
THAT LIGHTLY ACTIVE MINUTES WILL
REDUCE THE AMOUNT OF CALORIES
BURNT WHICH IS IN RED COLOR**

Conclusion



POINTS TO CONCLUDE



Fitness tracker product gave us the chance to dive deeply and find relationships with different types of exercises and the amount of calories burnt .

There is a strong relation between burning calories and perform active exercises.Which can be shown on the heat map

The more extensive exercise an individual performs the more calories he /she burns and the more health benefits that can be achieved.

By using the tracker application we can increase the minutes we spend doing lightly exercise and start performing some very active exercises.

REFERENCES

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PRIMARY DATA SOURCE IS FROM MOBIUS' FITBIT DATASET ON KAGGLE

THE FITABASE [HTTPS://WWW.FITABASE.COM/RESOURCES/KNOWLEDGE-BASE/LEARN-ABOUT-FITBIT-DATA](https://www.fitabase.com/resources/knowledge-base/learn-about-fitbit-data) WEBSITE WAS ALSO USED AS A RESOURCE:

SPEC DOCUMENT

[HTTPS://WWW.FITABASE.COM/MEDIA/1930/FITBASEDATADictionary102320.PDF](https://www.fitabase.com/media/1930/fitbasedatadictionary102320.pdf) WAS USED TO DISCOVER MEANINGS FOR SOME OF THE DATA FIELDS, AS METADATA WITHIN THE FILES AND DATASETS THEMSELVES WERE LACKING

FITBIT INTEGRITY PAGE [HTTPS://WWW.FITABASE.COM/RESOURCES/KNOWLEDGE-BASE/LEARN-ABOUT-FITBIT-DATA/DATA-AVAILABILITY-INTEGRITY/](https://www.fitabase.com/resources/knowledge-base/learn-about-fitbit-data/data-availability-integrity/) WAS USED TO LEARN ABOUT POTENTIAL LIMITATIONS IN THE DATASET.