

# Strava Report

## Executive Summary

This report analyzes Strava fitness data to understand user activity, calorie expenditure, and sleep patterns. The insights highlight lifestyle imbalances such as high sedentary time, low step adherence, and inconsistent sleep. Based on these findings, recommendations are provided to promote healthier habits and improve user engagement with the app.

## Dashboard Pages

### Page 1: Executive Overview

- KPIs: % of users meeting step goal ( $\geq 10,000$ /day), % of users meeting recommended sleep (7–9 hrs), Avg calories burned per day
- Line chart: Average daily steps vs 10,000 step goal
- Donut chart: Activity minutes breakdown (sedentary, light, moderate, very active)

Insights: Majority of users fail to meet 10k daily steps. Sedentary minutes dominate activity patterns.

### Page 2: Physical Activity Patterns

- KPI: % of users below step goal
- Line chart: Daily steps trend vs goal
- Bar chart: User distribution by step ranges
- Stacked column chart: Sedentary vs active minutes

Insights: 78% of users fall below 10k steps. Sedentary behavior contributes significantly to inactivity.

### Page 3: Calories & Energy Balance

- Area chart: Daily calories burned over time
- Heatmap: Hourly calorie burn intensity
- Scatter plot: Extreme calorie sessions
- Bar chart: Avg calories burned per user
- Boxplot: Distribution of calories burned

Insights: Some users burn very few calories daily (inactivity risk). Outliers show unusually high sessions. Hourly burn trends align with work vs leisure hours.

### Page 4: Sleep Health

- Histogram: Distribution of avg sleep duration
- Bar chart: Avg sleep duration per user
- Bar chart: Sleep efficiency per user
- Scatter plot: Sleep duration vs efficiency

Insights: Less than half of users meet the recommended 7–9 hrs. Restless sleep and low efficiency suggest poor quality rest.

## **Final Recommendations**

**Activity:** Encourage step challenges, push notifications for hourly breaks, and group activities to combat sedentary lifestyles.

**Calories:** Provide personalized calorie goals and highlight unusual activity patterns with alerts.

**Sleep:** Add bedtime reminders, relaxation tips, and educational content on sleep hygiene.