

# **POWER BI REPORT**

## **PROJECT TITLE: STRAVA FITNESS DATA ANALYSIS**

### **Overview:**

This Power BI analysis examines users' daily activity, sleep, and calorie habits using cleaned Fitbit datasets that have been processed in SQLite. Gaining knowledge about many aspects of health behaviours is the goal.

### **Data Sources:**

Imported and cleaned in SQLite:

- dailyActivity\_merged
- heartrate\_daily
- hourlyCalories\_cleaned
- hourlyIntensities\_cleaned
- hourlySteps\_cleaned
- sleepDay\_cleaned
- weightLog\_dates\_fixed

### **Power BI Visualisations:**

#### 1. Clustered Column Chart – Steps by Day

- X-axis: ActivityDate
- Y-axis: Id

Shows user activity trend over days.

#### 2. Donut Chart – Activity Type Contribution

- Legend: ActivityType
- Values: Sum of Distance

Shows the contribution of different activity types to total distance.

#### 3. Pie Chart – Sleep Quality Distribution

- Legend: SleepQualityCategory
- Values: Count of Id

- Tooltips: Sum of TotalMinutesAsleep

Compares sleep quality across users.

#### 4. Stacked Bar Chart – Hourly Calories Burn

- Y-axis: Hour24
- X-axis: Sum of Calories
- Legend: Id

Shows the calories burned per hour.

#### 5. Line Chart – Sum of Calories and Sum of TotalSteps by ActivityDate

- X-axis: ActivityDate
- Y-axis: Sum of Calories
- Secondary y-axis: Sum of TotalSteps

Compares the sum of calories and the sum of steps according to the Activity Date.

#### 6. Line and clustered column chart – Avg of TotalIntensity and Avg of weight

- X-axis: Id
- Column y-axis: Avg of TotalIntensity
- Line Y-axis: Avg of WeightKg

Compares the average of Total Intensity and the average of weight kg by ID.

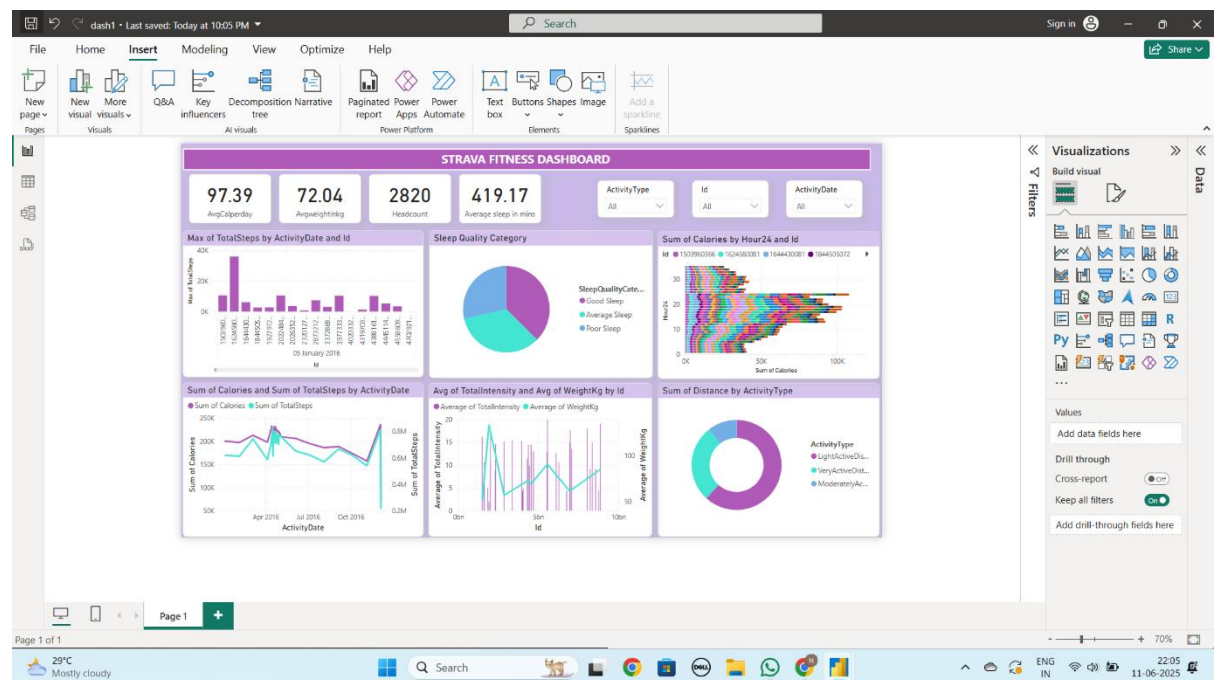
### **Slicers Used:**

**ActivityDate:** For date range filtering

**Id:** To filter data user-wise

**ActivityType:** To compare Active, moderate, light distance.

## OUTPUT:



## CONCLUSION:

The report makes it possible to interactively examine trends in daily activity, sleep patterns, and caloric expenditure. Gained knowledge can help improve lifestyle tracking and exercise planning.