

Steps Count Analysis

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Sprint 1 - Structured Approach to Data Analytics





Business task

As a proponent of healthy lifestyle,
I want to know if I meet my daily activity goal as 10000 steps
And identify patterns and deviations in my physical activity,
So that I can reach my healthy goal.

Identify the average number of steps per day and determine whether or not the individual meets the goal of 10000 steps per day

Identify behavioral patterns that may be hindering an active lifestyle and to find solutions to improve overall physical activity levels

Find solutions to improve overall physical activity levels and meet the goal of 10000 steps

Monthly Analysis of Step's count

Average Step Count Per Day per Month



Main takeaways and recommendations:

- Based on the latest analysis, it can be noted that individual took an average of **7782** steps per day for a duration of 7 months.
- This figure falls short of the recommended 10000 steps by 23%, which is equivalent to 2218 steps less.
- Assuming an average walking speed of 100 steps per minute, an individual would need to walk for approximately 100 minutes to reach the recommended 10000 steps per day. However, based on the previous analysis indicating an average of 7782 steps per day, the individual would have only walked for about 77.82 minutes per day.
- Therefore, to achieve the recommended 10000 steps per day, the individual would need to walk an additional 2218 steps, which is equivalent to approximately **22.18** minutes of walking at an average speed of 100 steps per minute. This would bring the total walking time required to achieve 10000 steps to $100 + 22.18 = 122.18$ minutes per day.



Weekly Analysis of Step's count

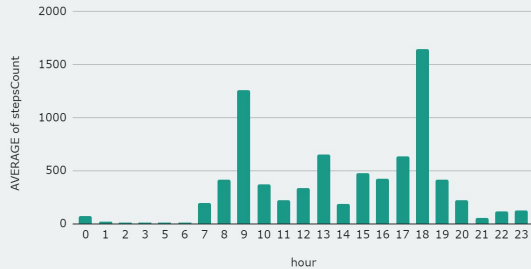
	Month
Weekday	February
<i>Workdays:</i>	
Monday	8270
Tuesday	6165
Wednesday	6044
Thursday	5796
Friday	10740
Average Step's count Workday	7403
<i>Weekends:</i>	
Saturday	8810
Sunday	5123
Average Step's count Weekend	6966

Main takeaways and recommendations:

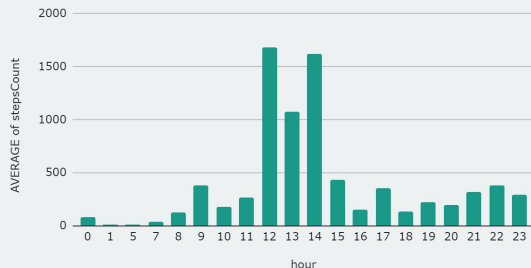
- Based on the analysis table, it can be seen that there is not a significant difference between the average number of steps taken on workdays and weekends. On workdays, the average number of steps taken is around 7403, while on weekends, the average number of steps taken is about 6966, which is only 6% less.
- Furthermore, looking at the data for the month of February, it is evident that the most active day was Friday, where the individual was able to meet the target of 10000 steps. On the other hand, the least active day was Sunday, where only 5123 steps were taken.
- Overall, it is recommended to add more physical activities on weekends and also on weekdays, especially from Tuesday to Thursday, to increase the total number of steps taken per day.

Hourly Analysis of Step's count

Average step's count per hour during Workdays
(Monday-Friday) in February 2023



Average step's count per hour during Weekend days
(Saturday - Sunday) in February 2023



Main takeaways and recommendations:

- Based on the analysis chart, it is evident that the most active hours on workdays are in the morning at 9 AM and in the evening at 6 PM. It is likely that the steps taken during these hours are due to commuting to work. However, there is very little activity observed between 10 AM and 5 PM, indicating a sedentary lifestyle during these hours.
- To address this, I would recommend taking a 30-minute walk during lunchtime to balance the activity levels and ensure a healthy lifestyle. This would also help to break up the sedentary behavior during the workday.
- On weekends, the most active part of the day is between 12 PM and 2 PM, after which activity levels suddenly decrease.
- To balance the activity during the day, I would recommend adding one more 30-minute evening walk. This would ensure that the individual is staying active throughout the day and maintaining a healthy lifestyle.



Recommendations (Act phase)

To increase the number of steps per day or equivalent of approximately **22 minutes or 2300 steps** of walking, here are some suggestions:

1. Walk to work or get off one stop earlier if using public transport.
2. Take a walk during lunchtime, either alone or with colleagues.
3. Go for a walk in the park or nature reserve after work or on weekends.
4. Take up new hobbies that involve walking, such as bird watching or photography.
5. Take a walk to the supermarket or other errands instead of driving or taking public transport.
6. Explore new walking trails or hiking destinations in the area.
7. Take a walking tour of your city or neighborhood, exploring new areas and landmarks.
8. Get down farther away from your destination to increase the walking distance.

By incorporating these activities into your daily routine, you can easily add more steps to your day and achieve the recommended 10000 steps per day. It is recommended to focus on doing more walking during lunchtime on workdays and during the evening on weekends to ensure a good balance of physical activity throughout the day.