Business Recommendations

**1. Region-Level Engagement**

Insight: West region had highest usage, north had the lowest  
Solution:

* Launch region-specific corporate fitness campaign or reward programs in low-performing regions like the North to improve the usage.
* Run localized campaigns to boost awareness and engagement

**2. Time-Based Activity**

Insight: Most user’s activity occurs between 10 AM – 4 PM  
Solution:

* Schedule workout content or motivational push notifications during this peak engagement window
* Promote streak features to encourage consistent daytime activity

**3. Top User Behaviour**

Insight: Only a small % of users are consistently highly active  
Solution:

* Introduce milestone-based rewards for top users
* Implement social features (leader boards, sharing) to encourage friendly competition

**4. Seasonal Trends**

Insight: April is most active, November is lowest  
Solution:

* Run year-end engagement campaigns in Q4 when activity drops
* Offer monthly challenges to maintain motivation and routine

**5. Granular Monitoring**

Insight: Detailed trends at minute and hourly level  
Solution:

* Use this granularity to offer personalized coaching or nudges
* Build insightful weekly summaries for users based on their data