



WHAT FACTORS DRIVE OBESITY IN MEXICO?

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Analyzing diet, activity, and habits to identify key lifestyle differences.

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Predicts obesity and recommends lifestyle changes.

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Summary

Recapping key findings and the main drivers of obesity.





01

Background

70% of adults in Mexico are overweight or obese.



Understanding Obesity in Mexico



Health Concerns: Obesity increases risk of diabetes, heart disease and high blood pressure.

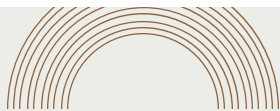


Contributing Factors: Diet, activity level, lifestyle choices and demographics.



Media Perspective: News often blames highly caloric foods for rising obesity rates.

Mexico to tackle obesity with taxes on junk food and sugary drinks



A decorative geometric pattern on the left side of the slide. It features a grid of squares in teal, brown, and dark blue, with a central circle divided into four quadrants. Concentric circles and wavy lines are also present, creating a layered, abstract design.

02

Aims

Project Goals



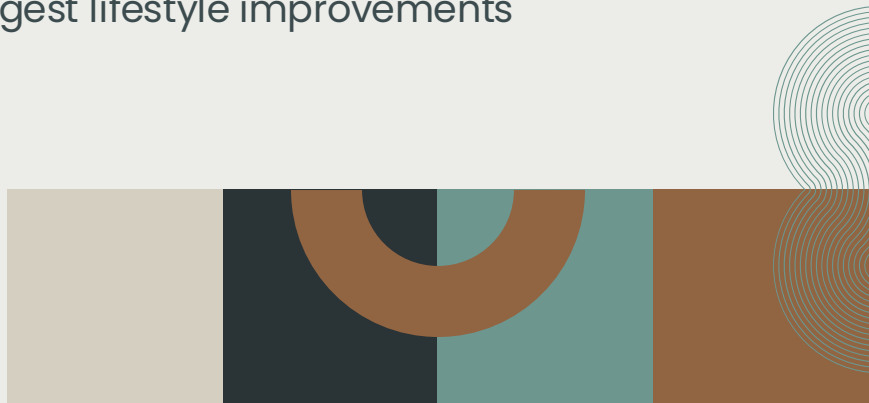
Investigate causes: diet, lifestyle, activity, and demographics



Test media claims about high-calorie foods



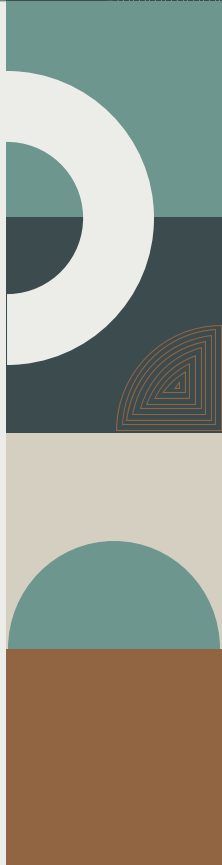
Building a model to predict obesity and suggest lifestyle improvements



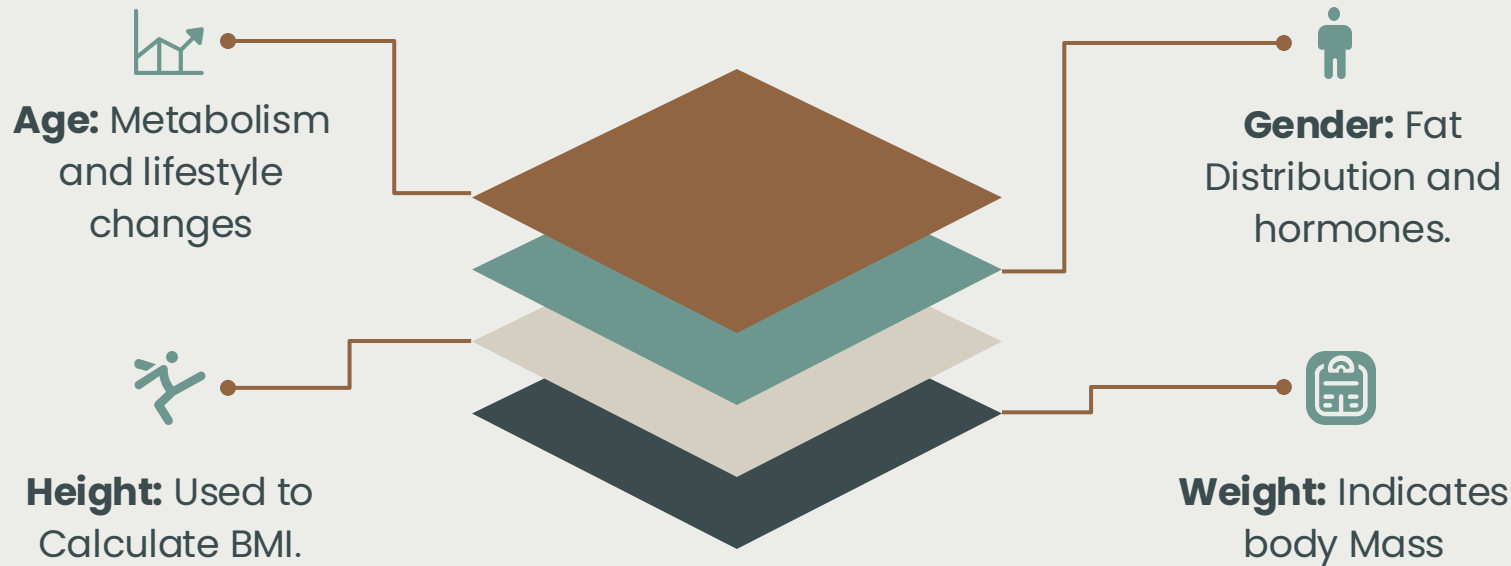


03

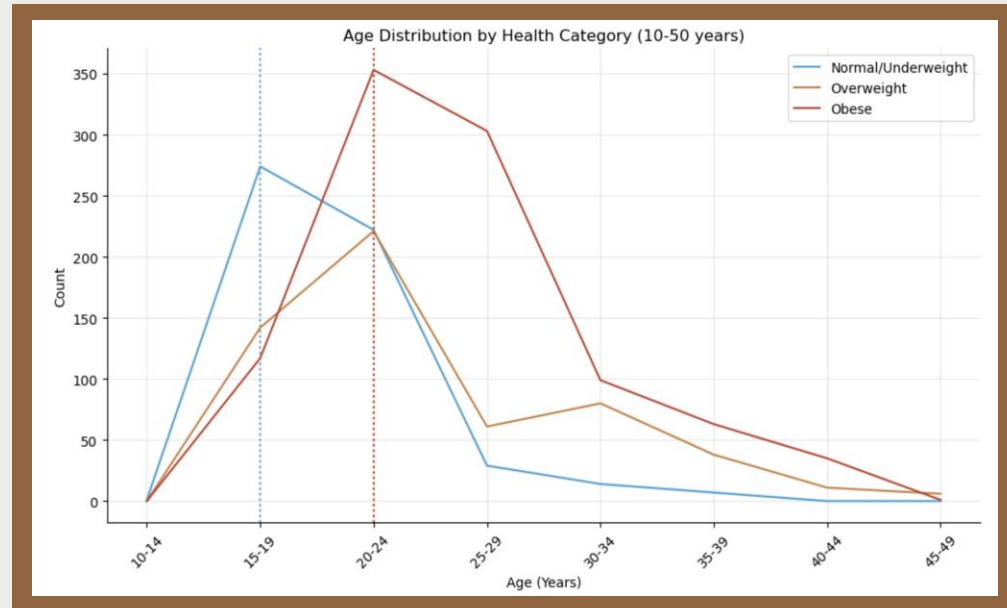
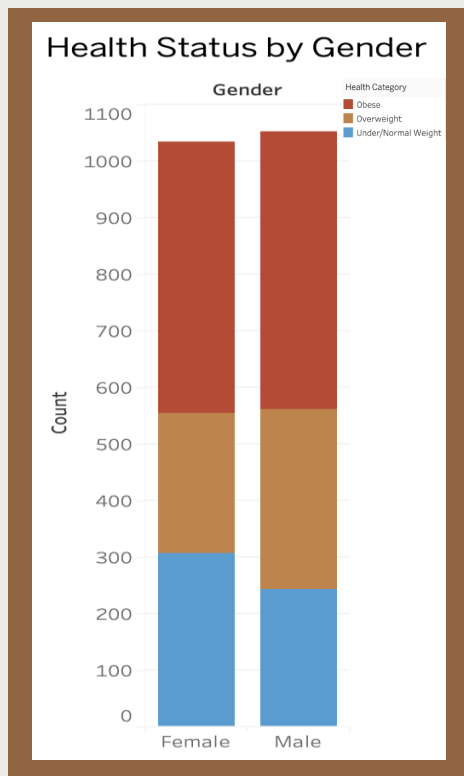
Initial Findings



Demographic



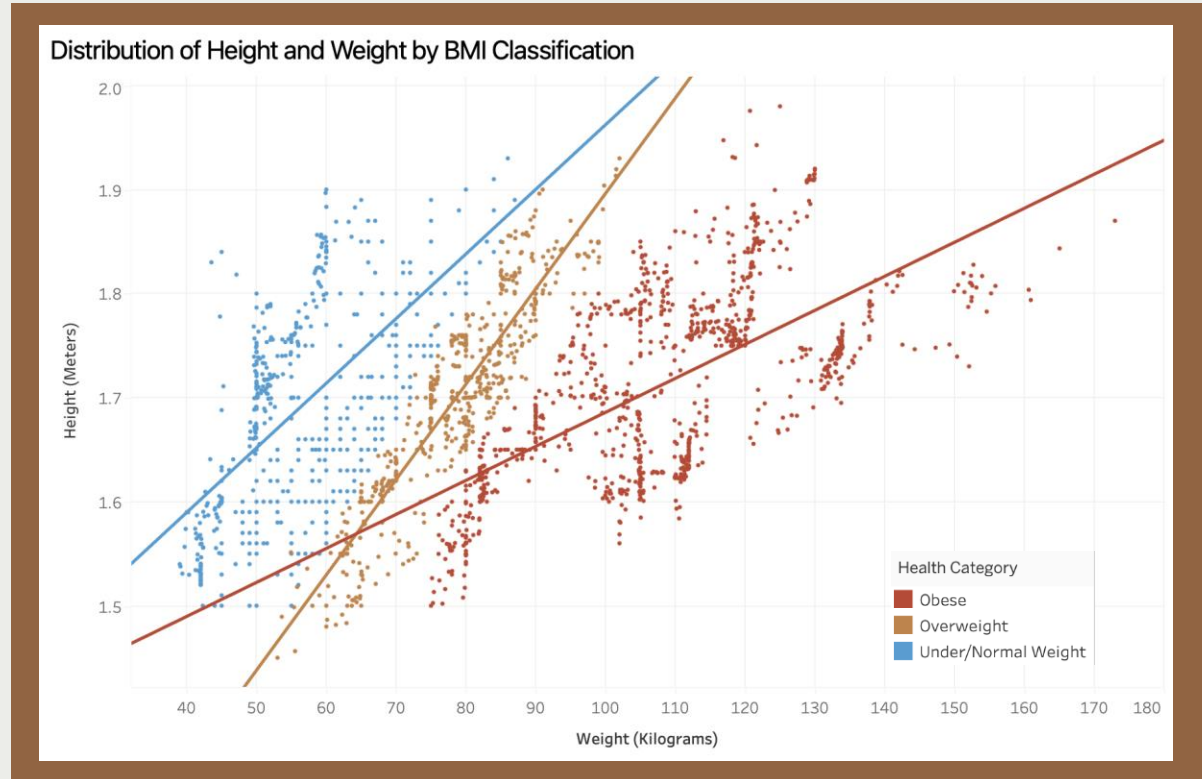
Age and Gender



- Health category distribution is similar across both genders.
- **60%** of participants are aged 15–25
 - Obesity rates by age:
 - 20–25 years: **45%**
 - 15–19 years: **18%**

Weight and Height

- Weight is a key factor determining health category
- Height appears to have minimal impact on health category



Diet and Nutrition



Water Intake: Supports appetite regulation.



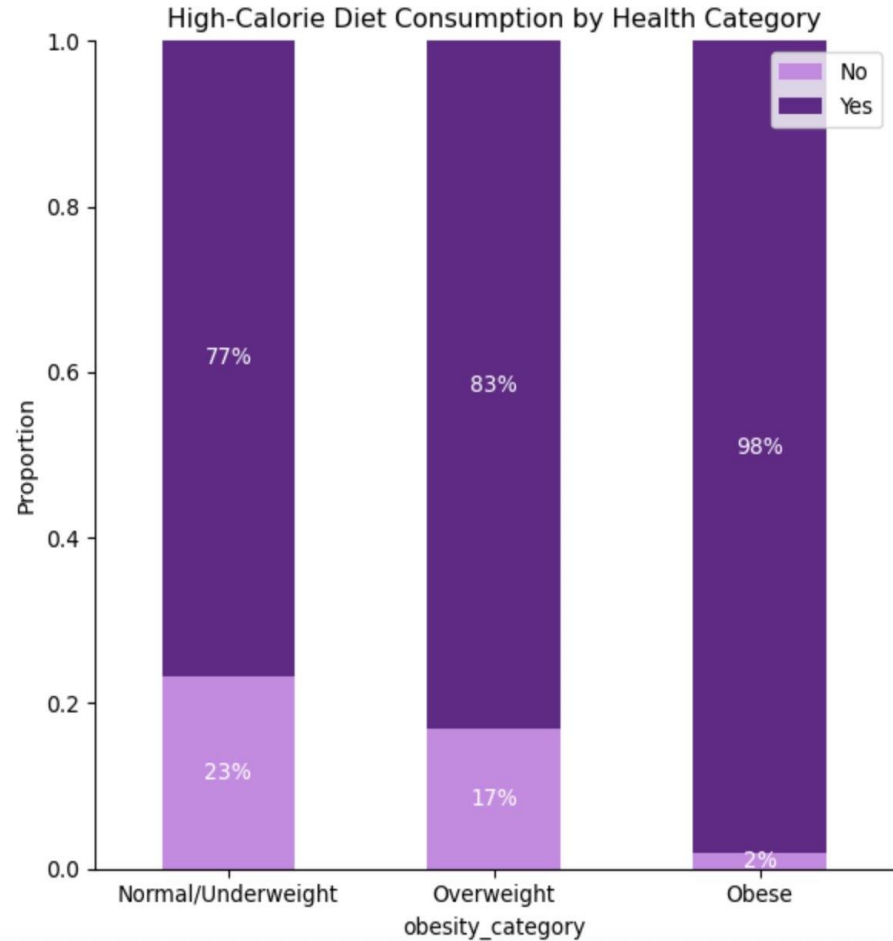
Vegetable Intake: Adds nutrients that aid weight management.



High-Calorie Intake: Leads to excess energy storage and weight gain.

High- Calorie Consumption

- High-calorie diets are **21%** more prevalent in obese individuals compared to the under/normal weight category .



Water and Vegetable Consumption

Average Daily Vegetable Consumption by Health Category

Obesity Category ▾

Under/Normal Weight

Overweight

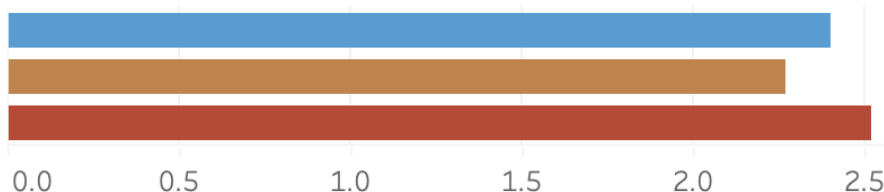
Obese

Health Category

Obese

Overweight

Under/Normal Weight



Average Daily Vegetable Consumption

Average Daily Water Consumption by Health Category

Obesity Category ▾

Under/Normal Weight

Overweight

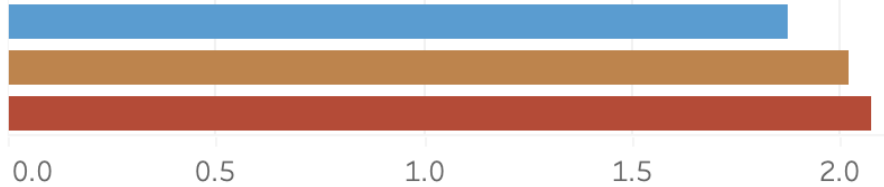
Obese

Health Category

Obese

Overweight

Under/Normal Weight



Average Daily Water Consumption (Liters)

- Average vegetable and water intake is similar across all groups, showing minimal effect on obesity

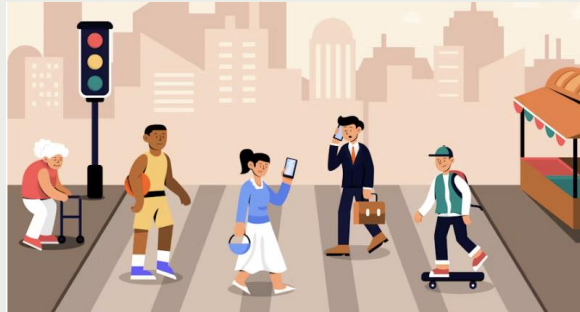
Lifestyle



Transportation: Motorized Transportation use reduces daily activity.

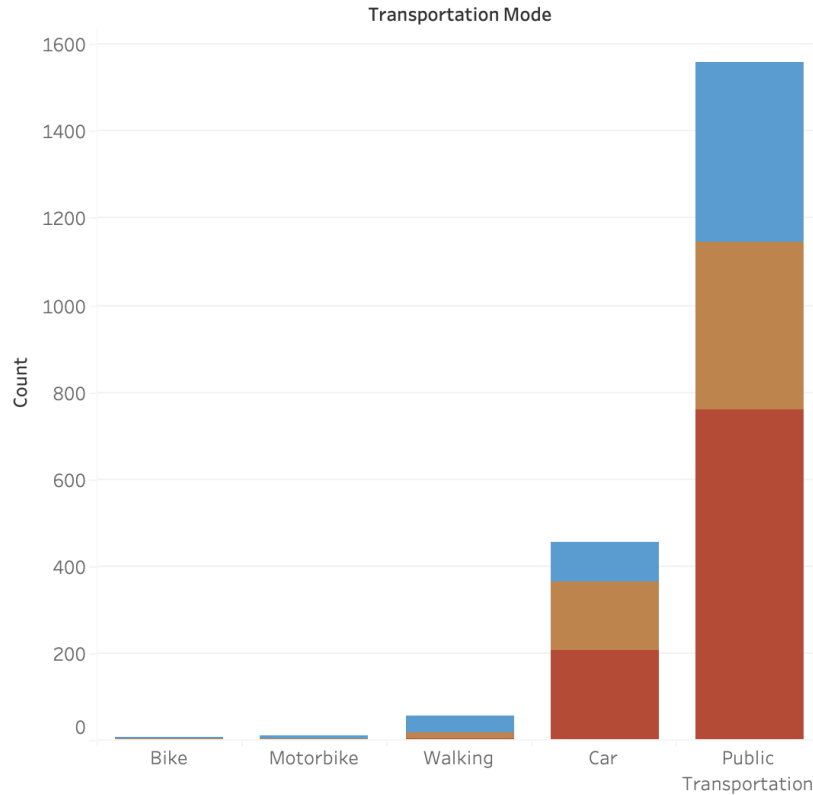


Physical Activity: Less movement increases obesity risk.

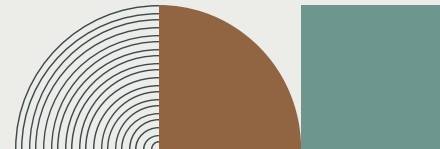


Transportation

Transport Choices Across Health Categories

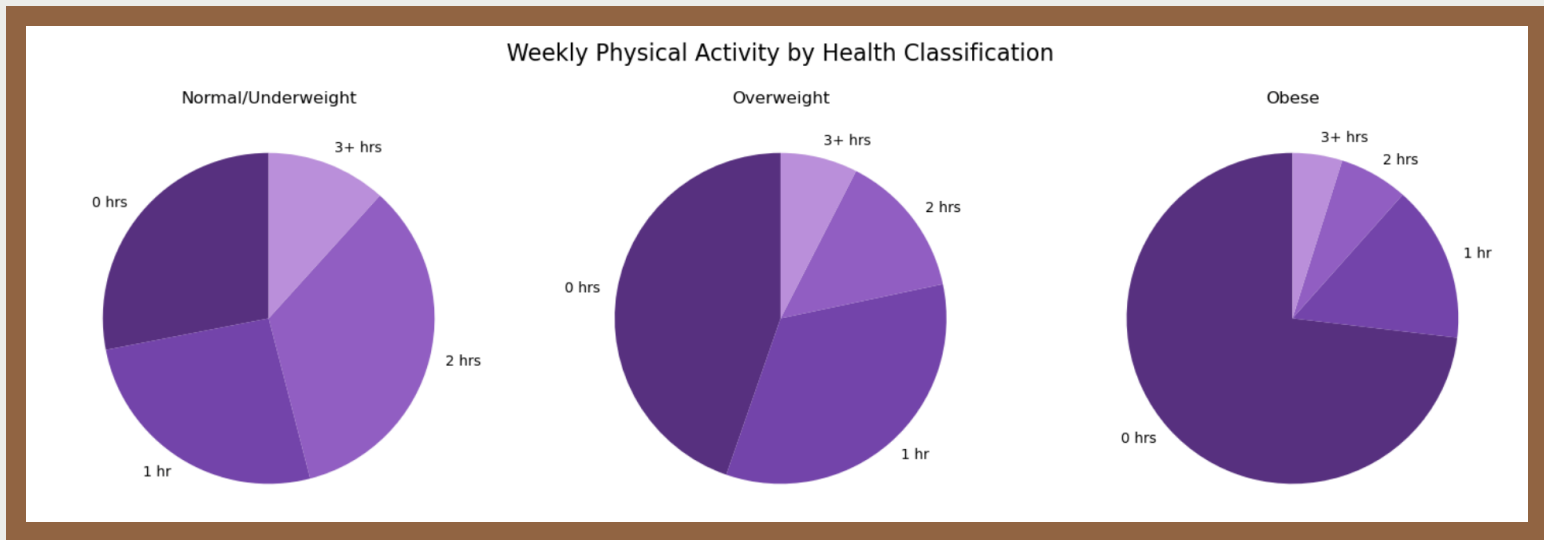


- **0%** of obese individuals use walking or cycling as their main mode of transport.
- Public transport is the top mode for all health categories



Physical Activity

- **46%** of the normal/underweight group do 2+ hours of physical activity.
- **45%** of overweight individuals report doing 0 hours of physical activity.
- Physical inactivity is highest in the obese group, with **71%** doing 0 hours.



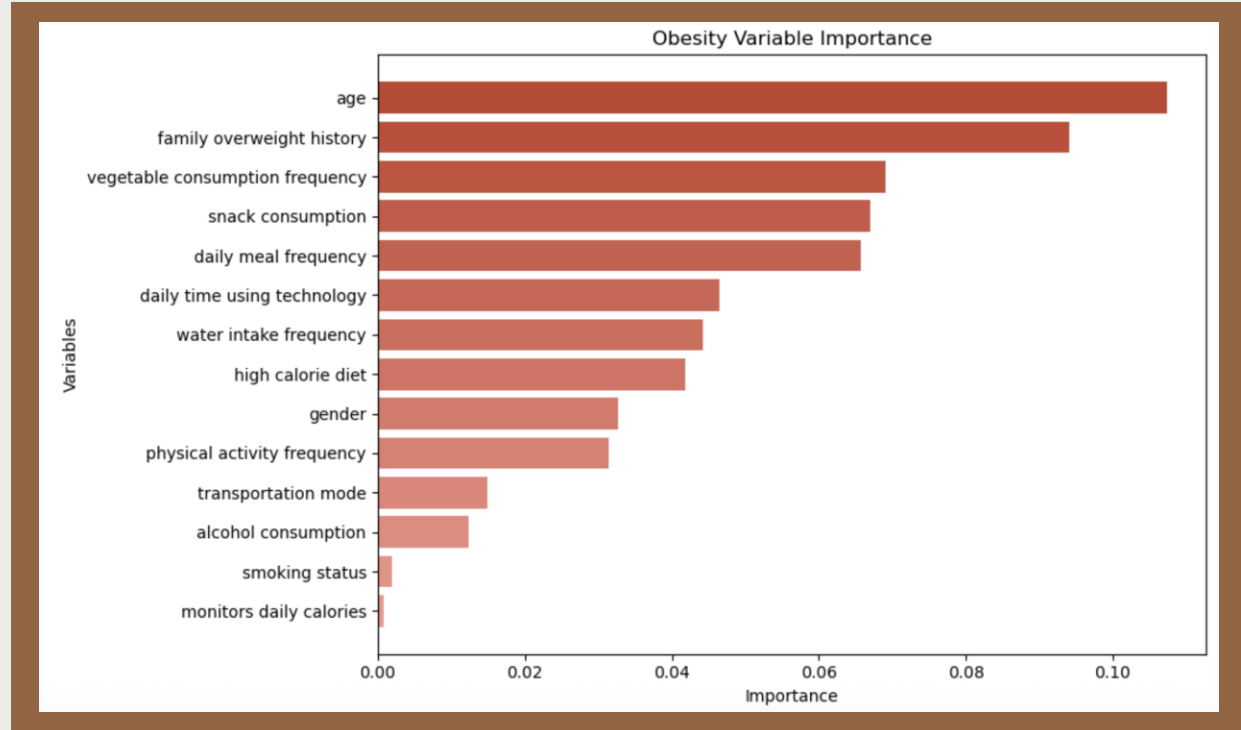


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Key Drivers

Indirect Factors Contributing to Obesity

- Contrary to popular claims, a high-calorie diet isn't the main driver of obesity.





05

Model



Explanation, Demo & Performance

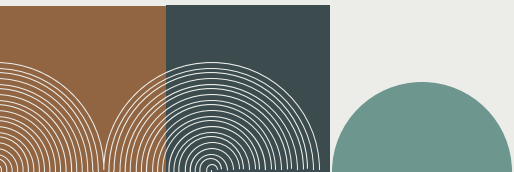
What the Model Does:

- Predicts weight status: underweight, normal, overweight, or obese.
- Offers lifestyle tips to reduce obesity risk.

Model Performance:

95.6%

Accuracy



Demo:
[Health Category Checker](#)




06

Summary



Summary

- Around 70% of adults in Mexico are overweight or obese.
 - While news reports often focus on high-calorie foods as the main cause, evidence shows that there are stronger contributors.
 - This model provides personalized lifestyle guidance, helping individuals understand their own risk factors and identify practical changes they can make.
 - By offering personalized feedback, the tool aims to be more effective than general public health messages in supporting healthier behaviors.
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Any Questions?

