

# BellaBeat: Unlocking Healthy Habit

Data-Driven Recommendations for Promoting User  
Engagement and Rewarding Healthy Behaviors

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# Business Task Overview

**Objective:** Improve user engagement through personalized rewards.

**Focus Areas:**

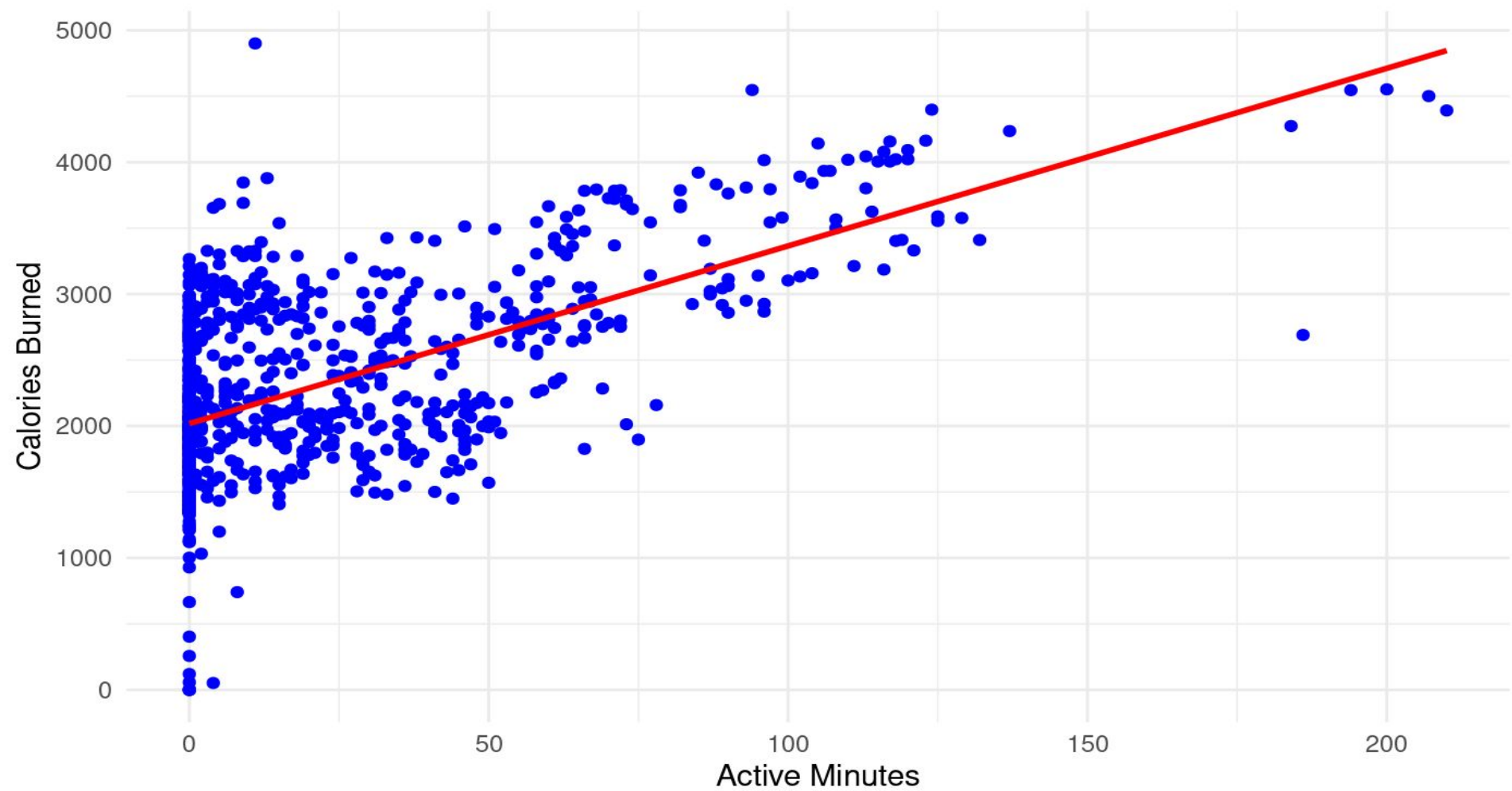
- Analyzing how activity levels (steps, active minutes, calories burned) correlate with goal achievements.
- Developing data-driven strategies to encourage healthier habits and reward progress.



# Key Data Insights

- **Active Minutes:** Strongly correlate with calories burned.
- **Sedentary Time:** Negative impact on calorie burn.
- **Goal Achievement:** Tracking progress leads to more consistent engagement.

# Active Minutes vs Calories Burned



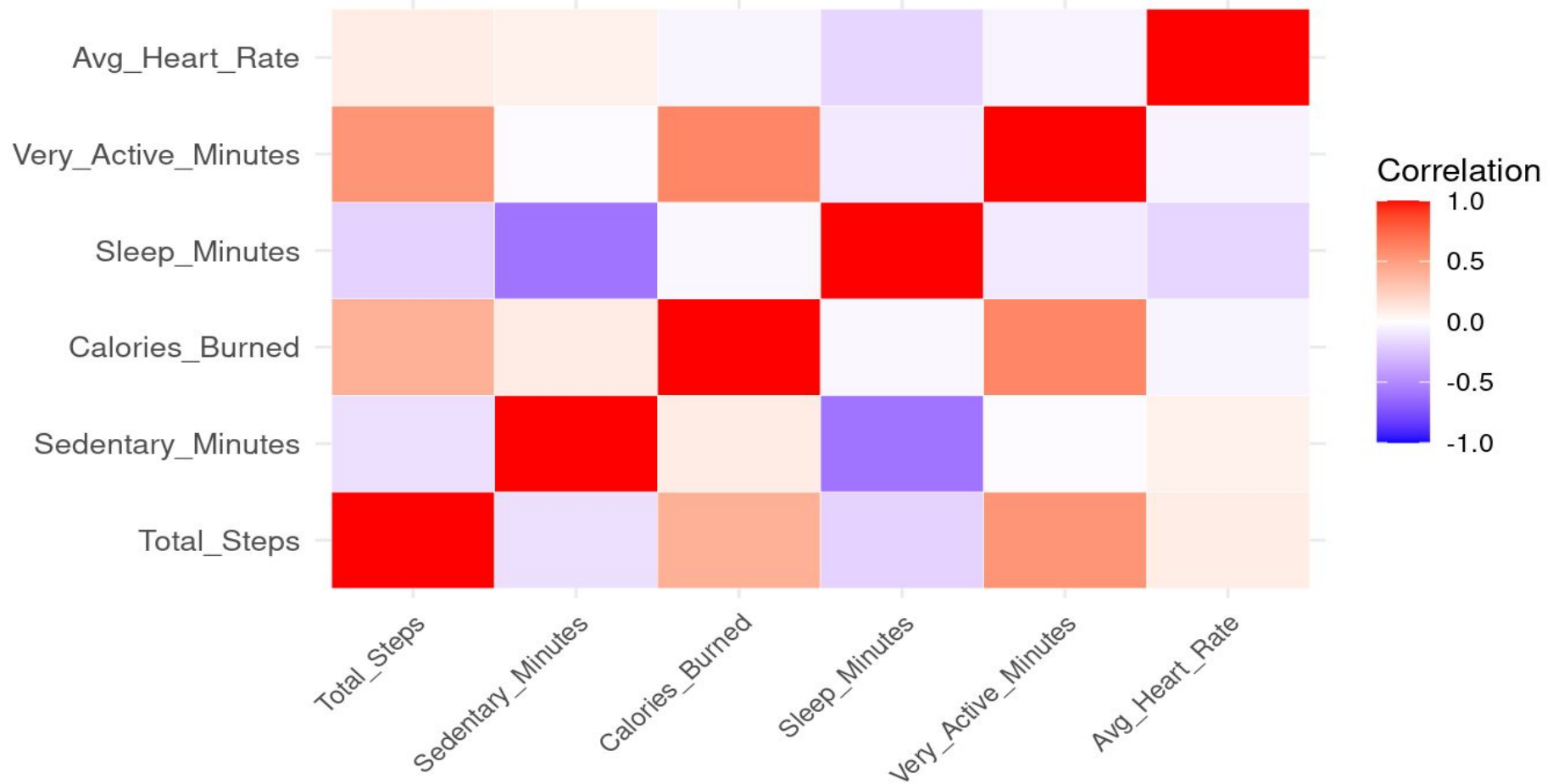


# Correlation Heatmap

The heatmap shows relationships between key metrics:

- **Steps, Calories, Active Minutes:** High correlation.
- **Sedentary Minutes:** Low correlation with calories burned.

# Correlation Heatmap of Health Metrics





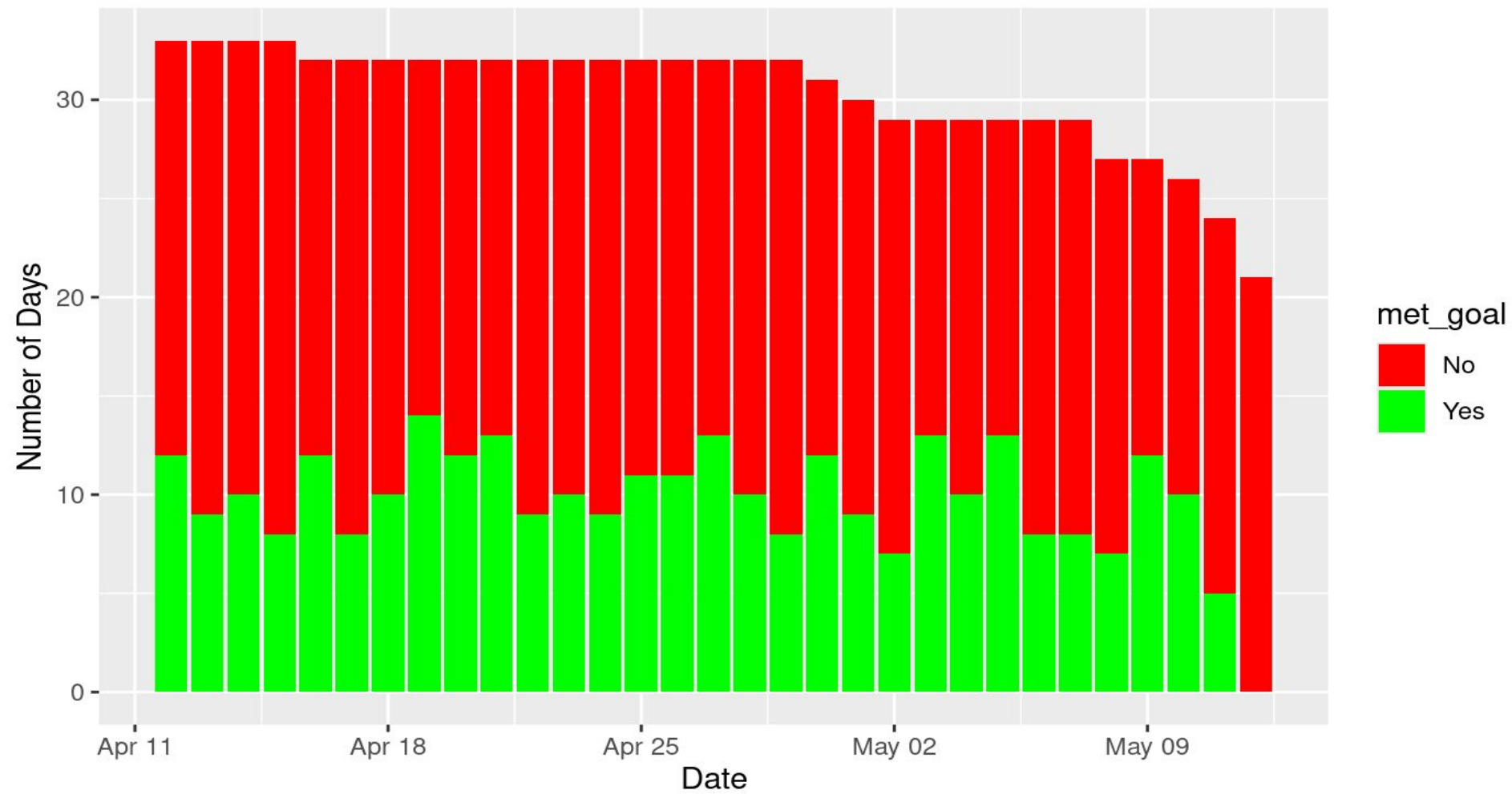
# Monthly Goal Progress

Monthly tracking of goal achievements can help users stay motivated.

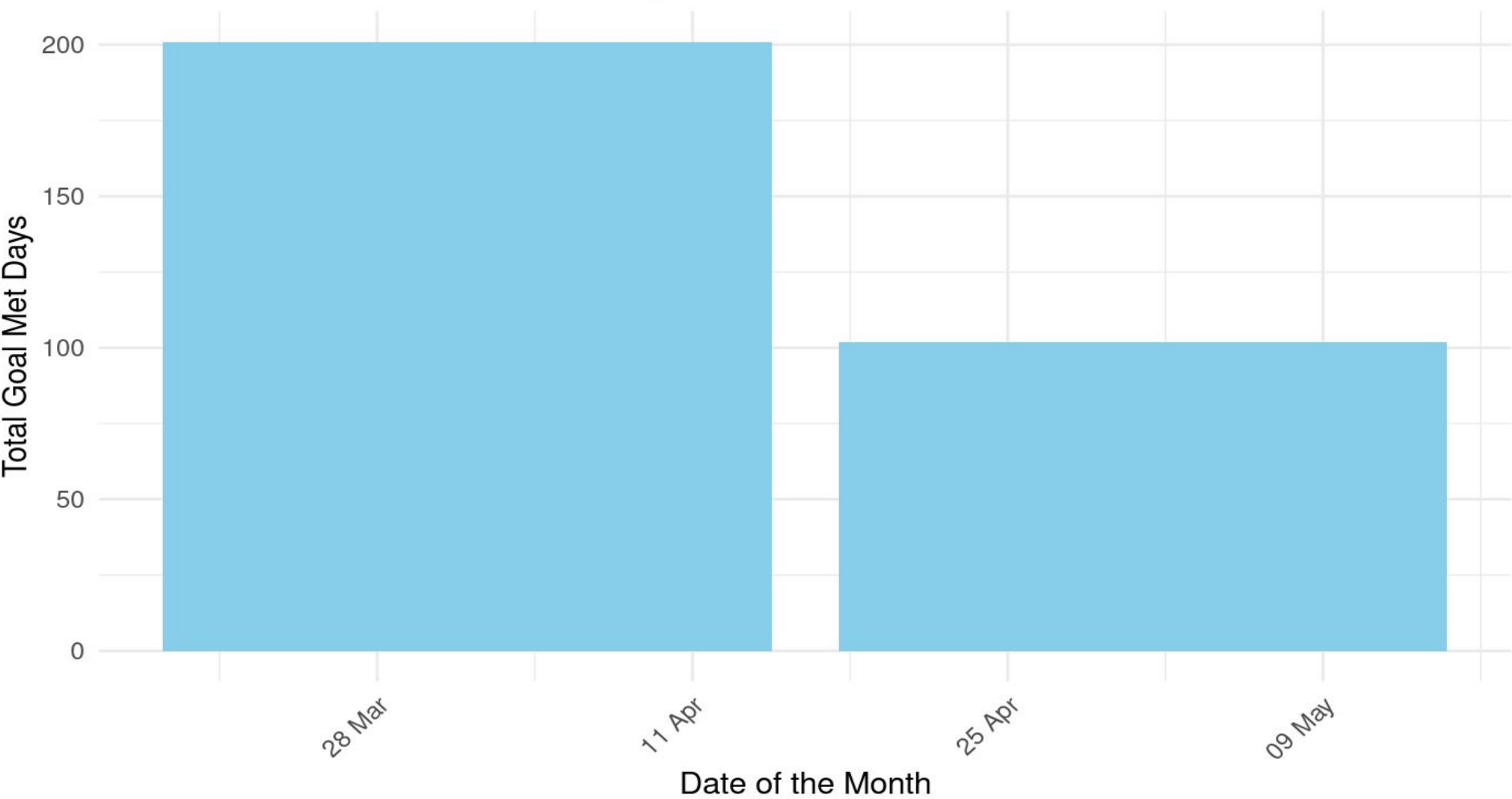
**Key Insight:** Consistent activity leads to higher goal achievement over time.



# Step Goal Completion



Reward Progress - Goal Met Days per Month





# High-Level Recommendations

**Rewards System:** Implement personalized rewards for goal achievements (e.g., badges, exclusive features).

**Behavioral Nudges:** Target users with reminders to reduce sedentary time and increase activity.

**Monthly Challenges:** Create engaging challenges to boost user participation and track progress.



# Call To Action

**Step 1:** Implement the personalized rewards system.

**Step 2:** Roll out notifications to encourage active behavior.

**Step 3:** Integrate further data (e.g., diet, sleep patterns) for richer insights.

**Step 4:** Monitor results and refine the system through A/B testing.



# Conclusion

- **Key Takeaways:**
  - **Data-Driven Insights:** Understanding activity patterns helps tailor user engagement strategies.
  - **Promoting Healthy Habits:** Personalized rewards, behavior nudges, and monthly challenges encourage active lifestyles.
  - **Consistent Progress:** Long-term engagement and wellness are fostered through goal tracking and regular feedback.

# The End

