**VitaTrack Wellness Dashboard Report**

**Project Title:** *Lifestyle Habits & Cardiovascular Health Impact*  
**Developer:** Jay Tamkhane  
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**Tools Used:** Power BI, Power Query

**Project Overview**

The VitaTrack Wellness Dashboard is an interactive analytics tool that explores the relationship between lifestyle choices and cardiovascular health. The project provides data-driven insights into user activity, sleep patterns, BMI, and other health markers. The goal is to support both individuals and healthcare professionals in making informed decisions to improve overall wellness.

**Page 1: Introduction**

* **Purpose**: Introduces the dashboard, its purpose, and key thematic areas.
* **Mission**: Empower health-conscious individuals and professionals with biometric and lifestyle data insights.
* **Sections Highlighted**:
  1. Introduction
  2. Overview of Health Metrics
  3. Cardiovascular Risk
  4. Sleep & Activity Correlation
  5. BMI Trends by Demographics
  6. Lifestyle Habits & Health Impact

**Page 2: Overview of Health Metrics**

* **Average Stats**:
  + **Steps**: 10.72K
  + **Sleep**: 6.91 hrs
  + **Calories Burned**: 2.33K
* **Key Visuals**:
  + **Active Lifestyle**: 64.7% of users are active.
  + **Sleep Goal by Gender**: Slightly more males and females fail to meet the recommended 7+ hrs sleep.
  + **Sleep Hours Distribution**: Most users sleep under 7 hours.
* **Insight**: While activity levels are high, sleep goal achievement is low, highlighting potential health concerns.

**Page 3: Cardiovascular Risk Analysis**

* **Heart Disease Prevalence**: 9.3% of users have heart disease.
* **Risk Factors**:
  1. **Alcohol Consumption**: Risk increases with higher intake.
  2. **Gender**: Males show slightly higher heart disease counts.
  3. **Exercise vs Heart Rate**: Higher heart rate persists even with high exercise among heart disease patients.
* **Insight**: Lifestyle modifications such as reduced alcohol intake and heart rate monitoring can aid in risk mitigation.

**Page 4: Sleep & Activity Correlation**

* **Heart Rate by Sleep Range**: Lower sleep is associated with higher average heart rate.
* **Daily Steps vs Sleep**: Scatter plot shows no strong correlation, but better sleep trends appear in more active users.
* **Summary Statistics**:
  + Female Avg Sleep: 6.90 hrs
  + Male Avg Sleep: 6.92 hrs
* **Insight**: Insufficient sleep may elevate heart rate, suggesting potential cardiovascular strain.

**Page 5: BMI Trends by Demographics**

* **Average BMI**: 26.73 (borderline overweight).
* **BMI Classification**:
  + Males: Higher count of overweight and obese users.
  + Females: Slightly better distribution, but still at risk.
* **Trends by Age**:
  + Highest BMI seen in 21–30 and 60+ age groups.
  + Younger users (≤20) show better BMI scores.
* **Insight**: Targeted interventions may be needed for specific age and gender groups with rising BMI levels.

**Page 6: Lifestyle Habits & Health Impact**

* **Smoking**:
  + Slight increase in heart rate among smokers (85.19 vs 84.60).
  + Higher heart disease occurrence in non-smokers (counterintuitive, possibly due to other factors like age or history).
* **Alcohol**:
  + Systolic BP increases with alcohol consumption, highest in 6+ drinks/week category.
  + Heart disease rates also rise with alcohol intake.
* **Insight**: Lifestyle factors like smoking and drinking have measurable impact on heart rate and blood pressure.

**Conclusion & Recommendations**

* **Data-Driven Decisions**: The dashboard supports actionable decisions around lifestyle and wellness.
* **Preventive Focus**: Patterns suggest proactive steps like increasing sleep hours, moderating alcohol, and tracking BMI.
* **Demographic Insights**: Gender and age-based splits allow targeted health interventions.