



Quang Dieu Nguyen

Jin-Yi Tzeng

Osbert Bryan Villasis

Dewang Khurana

DATABUSTERS PRESENTS



THE HIDDEN WEIGHT OF OBESITY: MYTHS, REALITIES, AND UNSEEN FACTORS

Did you know...?

1 IN 8 PEOPLE LIVE WITH OBESITY, IN 2022



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In the WHO/European Region



over 50%
of people are
overweight or obese



over 20%
of people are
obese

www.euro.who.int/obesity

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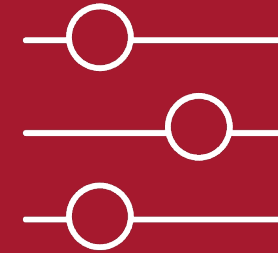
Our Research Questions



What are the lifestyle patterns of people with obesity (i.e. what do obese people have in common)?



What are the chances of someone being obese, based on the factors outside of their control (e.g. family history, gender, age)?



Debunking myths surrounding obesity - do the factors that we commonly think cause obesity actually cause it?



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Research Question 1

WHAT ARE THE LIFESTYLE PATTERNS OF
PEOPLE WITH OBESITY?



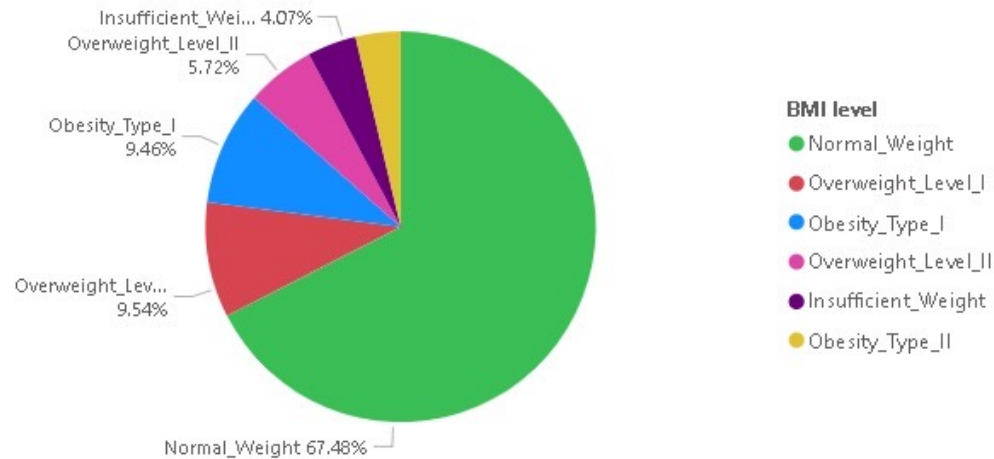
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Snack Attack: Obese people eat less frequently

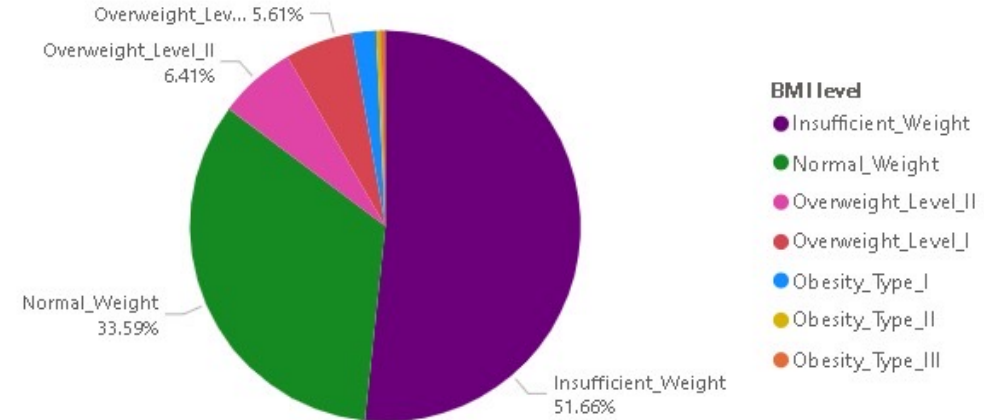
OBESITY VS CAEC (MEAL FREQUENCY)



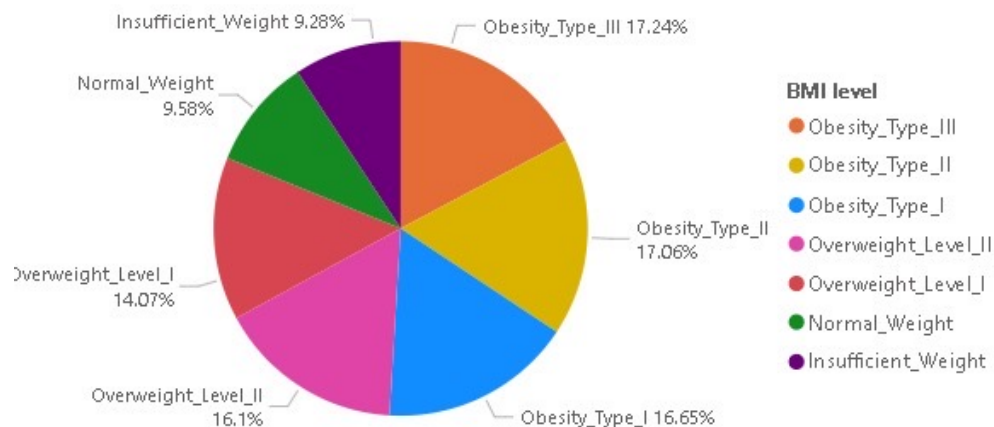
Always eat food between meals



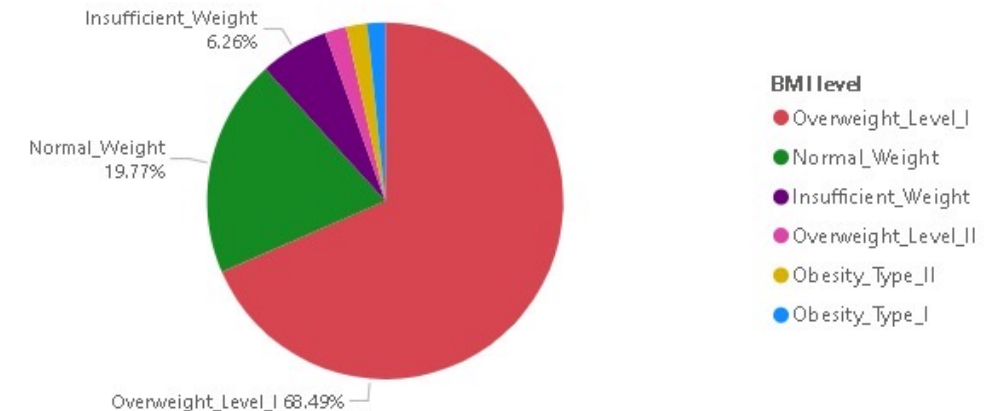
Frequently eat food between meals



Sometimes eat food between meals



Don't eat food between meals

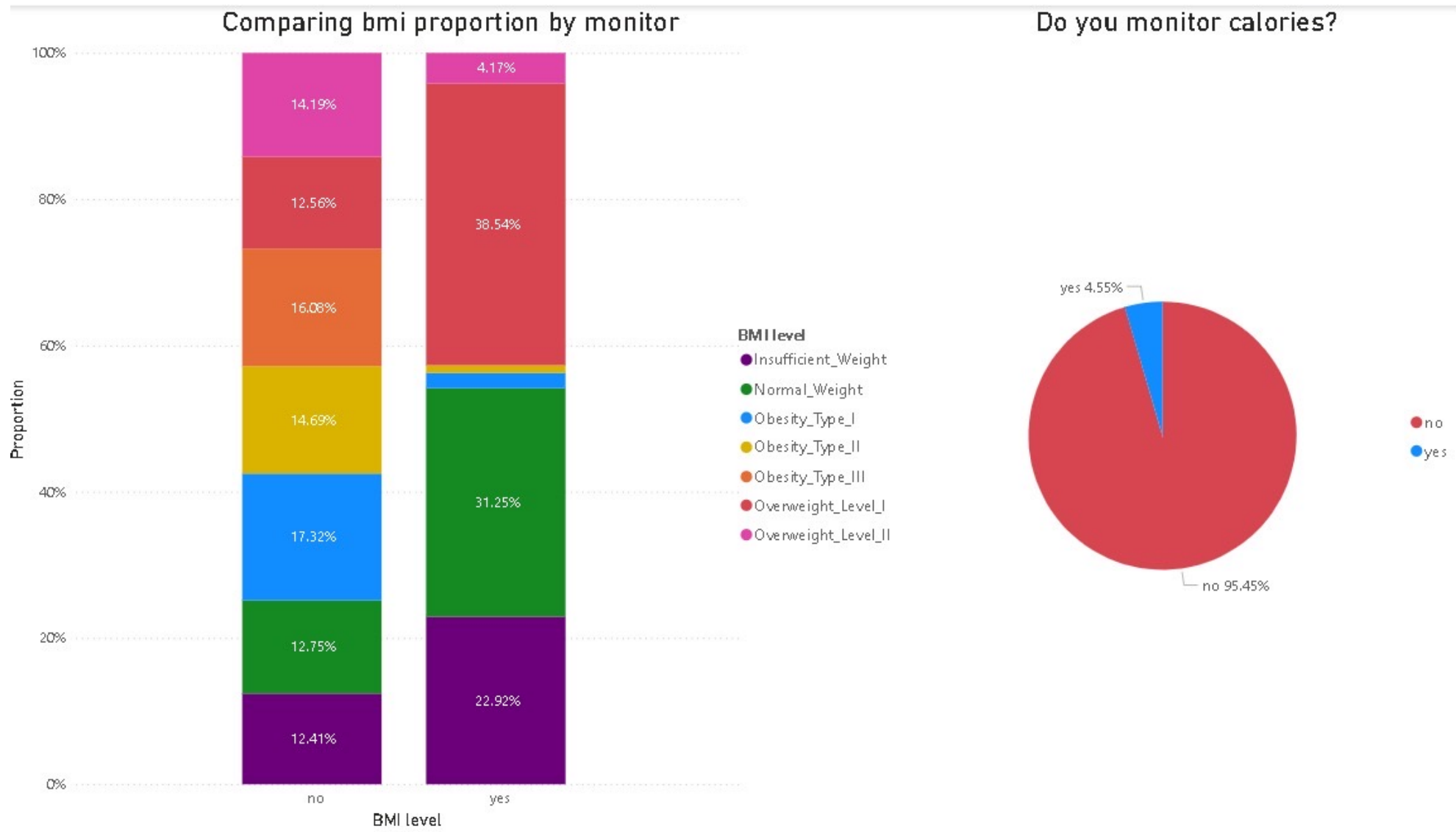


Calorie Counting: A Tiny Habit with Big Weight Impacts

OBESITY VS SCC (MONITORING)

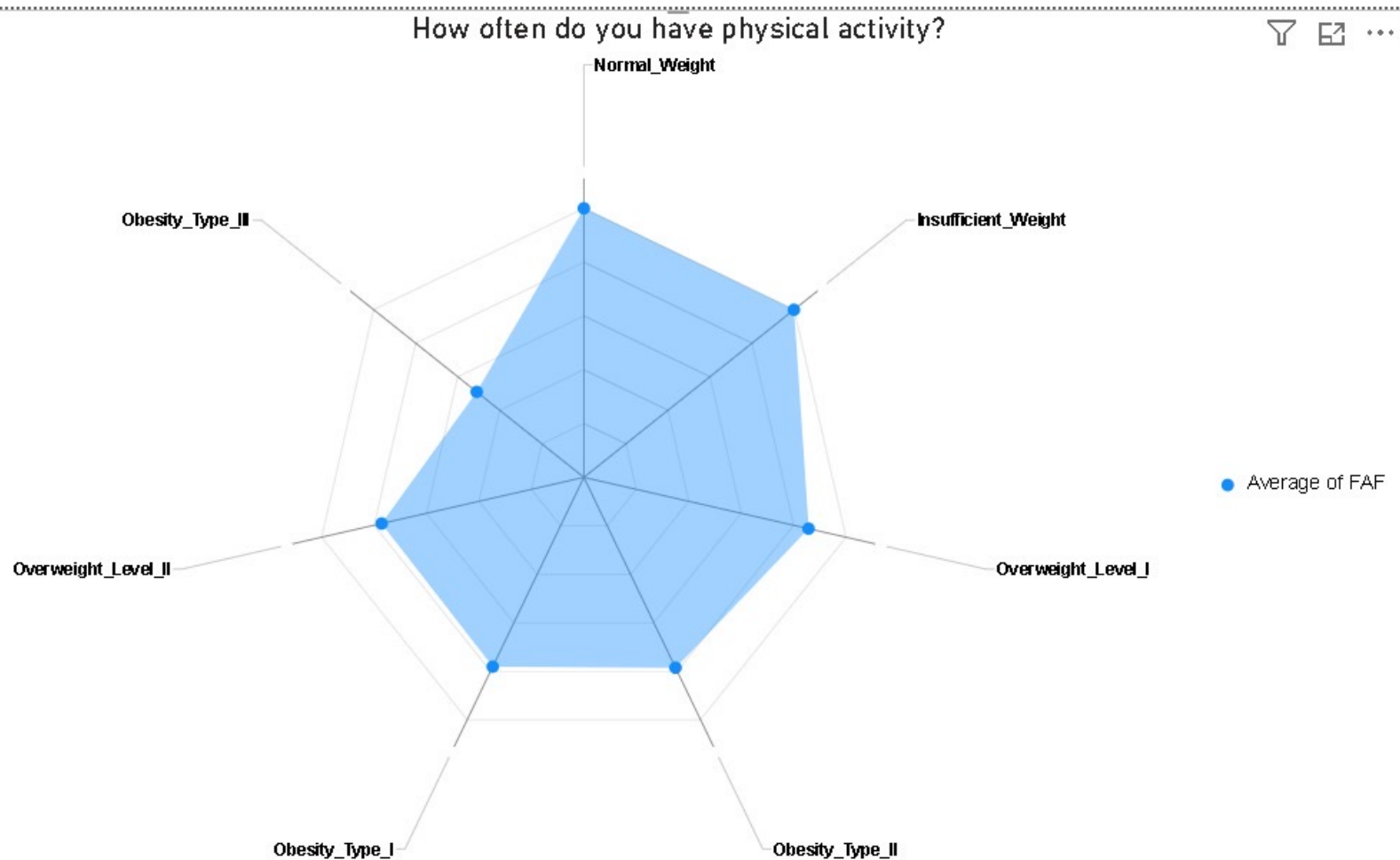


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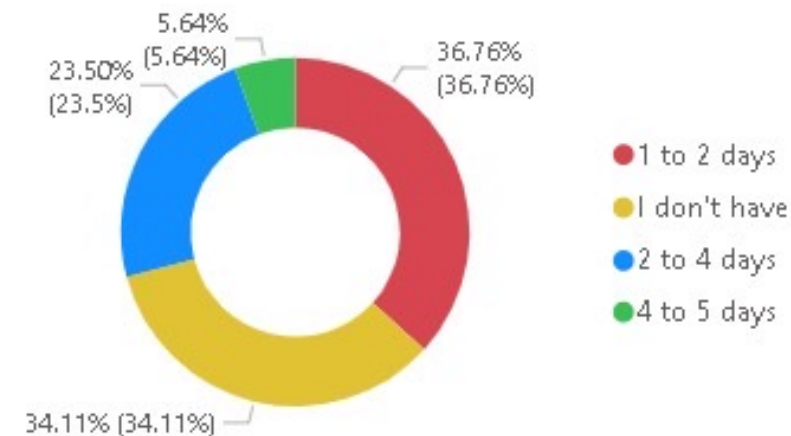


Move It or Lose It: How Exercise (or Lack Thereof) Impacts Obesity

OBESITY VS FAF (PHYSICAL ACTIVITY)

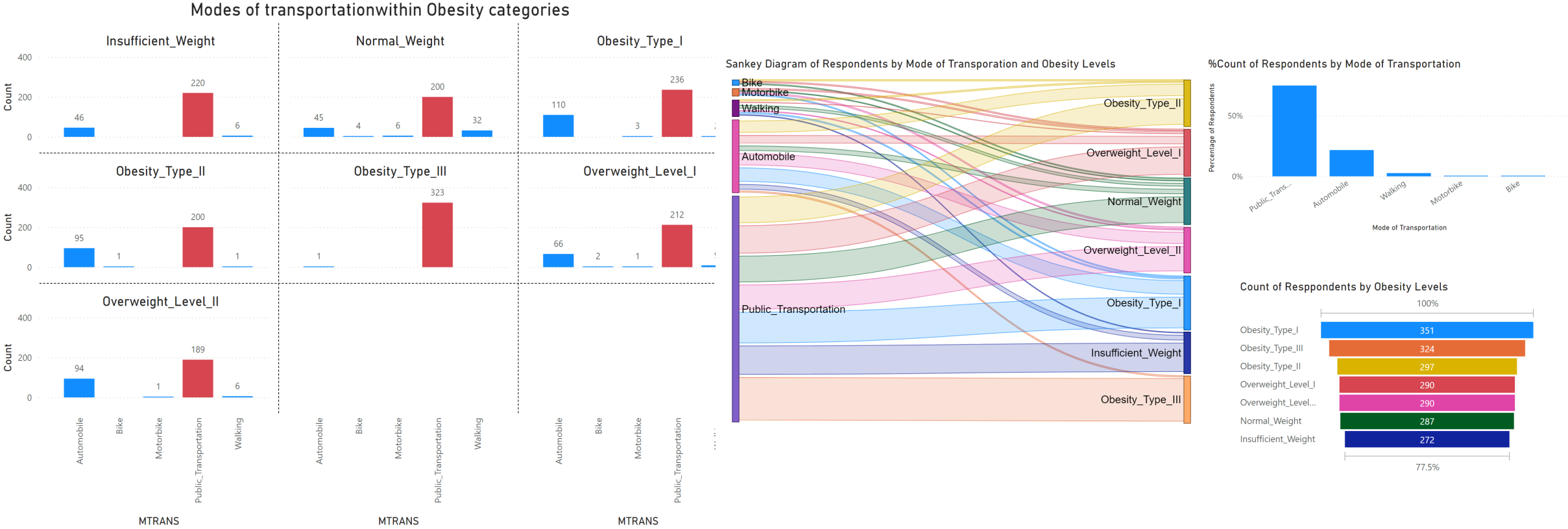


How often do you have physical activity a week?



Wheels or Heels? How Your Commute Could Be Weighing You Down

OBESITY VS MODE OF TRANSPORTATION





Research Question 2

WHAT ARE THE CHANCES OF SOMEONE BEING OBESE,
BASED ON THE FACTORS OUTSIDE OF THEIR CONTROL?

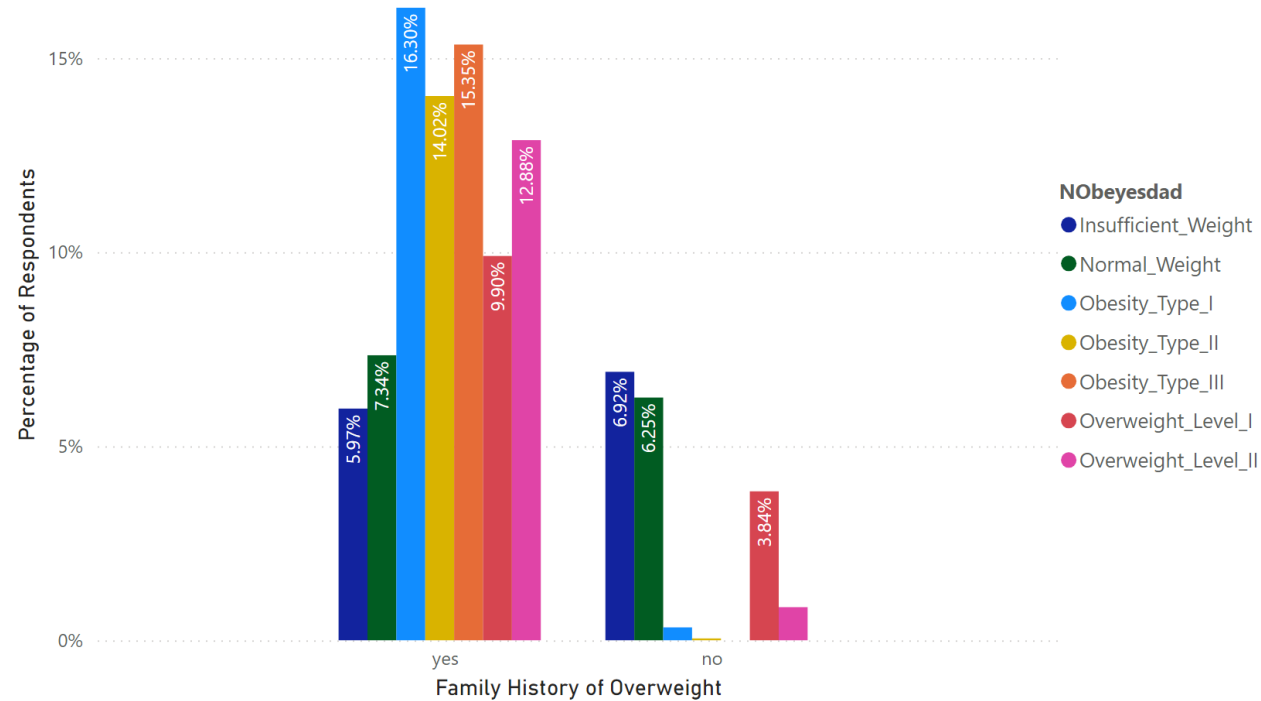


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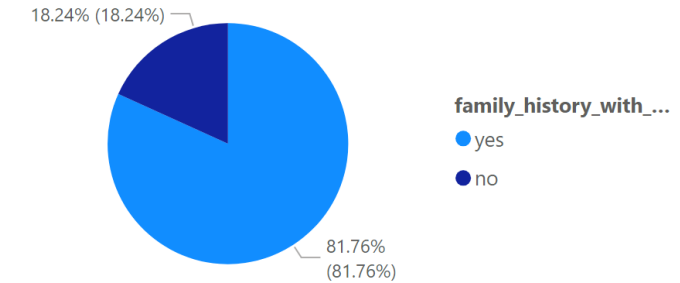
Is It in My Genes or Just My Jeans?

OBESITY VS FAMILY HISTORY

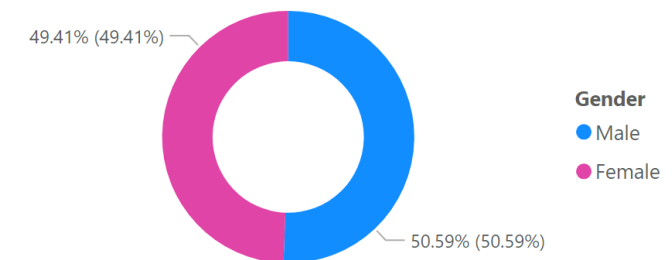
Clustered Bar Chart of Respondents by Obesity Levels and Family History of Overweight



Family History of Overweight



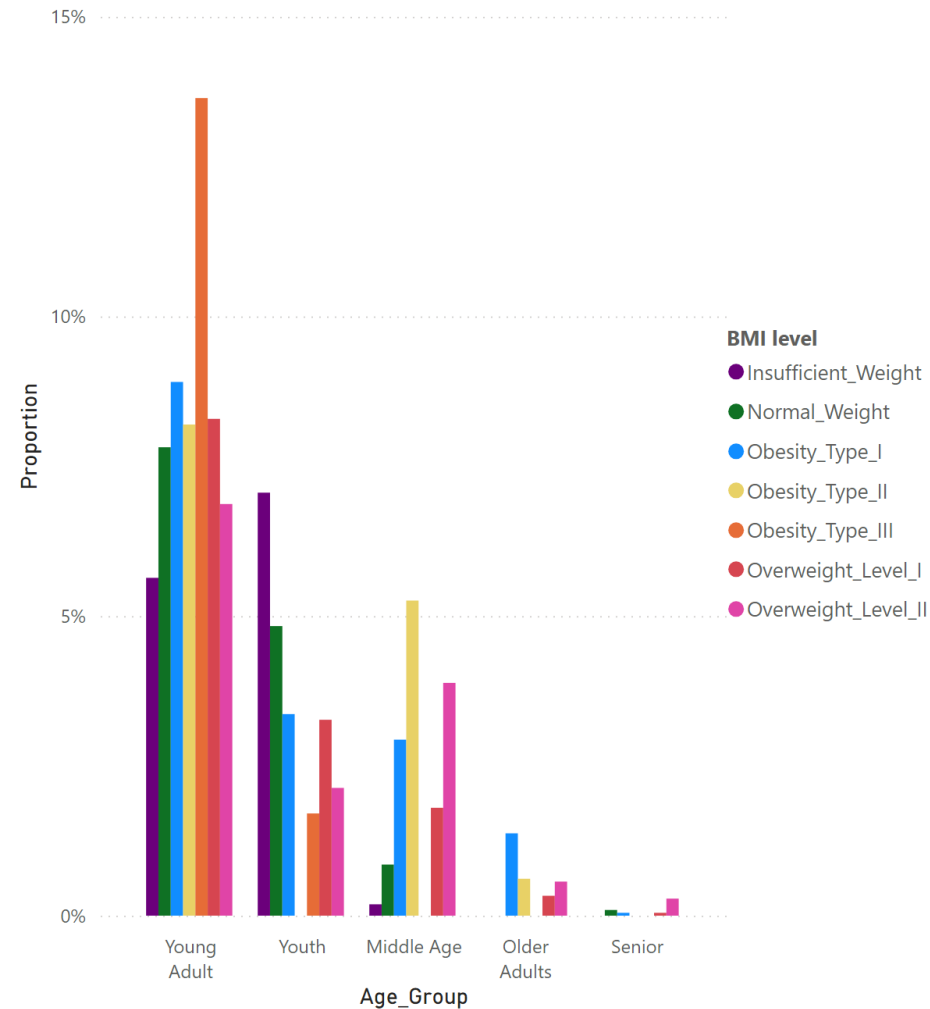
Gender Status



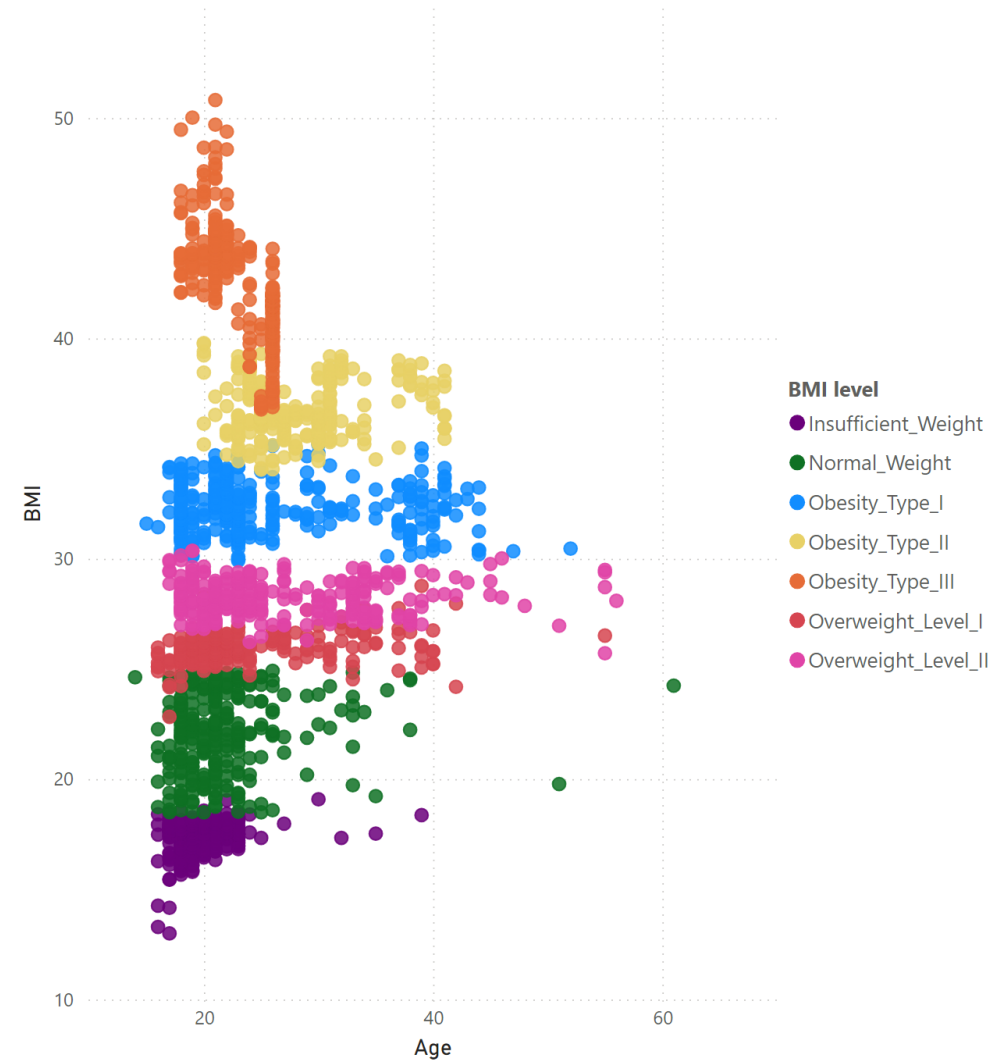
Growing Up or Growing Out? How Age and Obesity Go Hand in Hand

OBESITY VS AGE

Distribution of BMI level across Age group



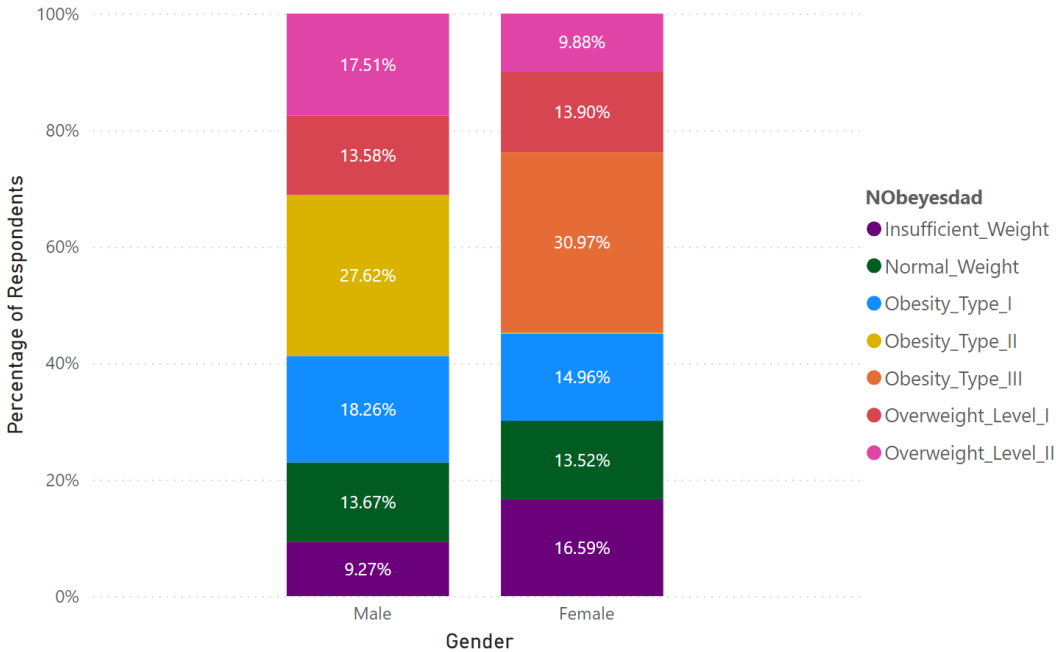
BMI versus Age by Obesity level



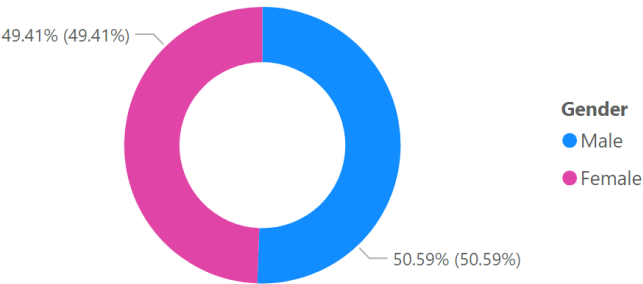
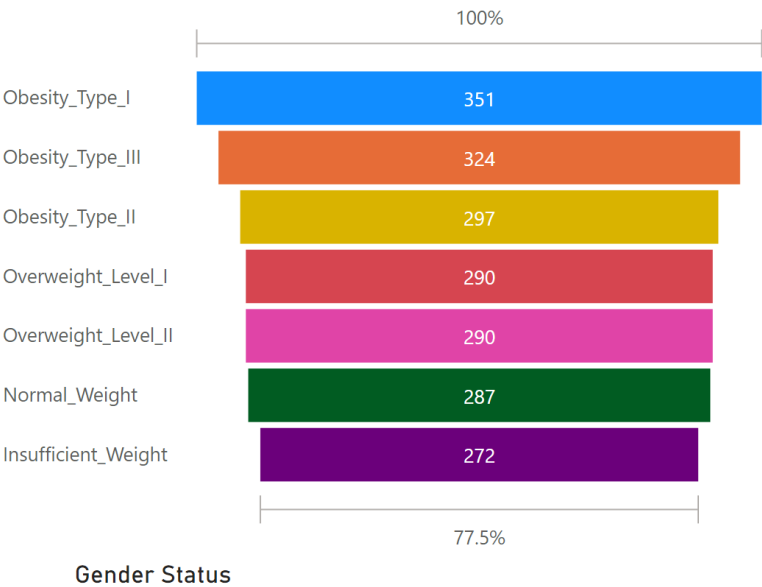
Battle of the Bulge: Does Gender Tip the Scales?

OBESITY VS GENDER

Stacked Bar Chart of Obesity Levels by Gender



Count of Respondents by Obesity Levels



A photograph of a child sitting on a couch, eating fast food. The child is wearing a blue t-shirt and is holding a burger in their right hand. In front of them is a white plate filled with french fries, which they are reaching for with their left hand. To the right, another white plate holds a burger. The background is slightly blurred, showing a white cushion and a grey bag.

Research Question 3

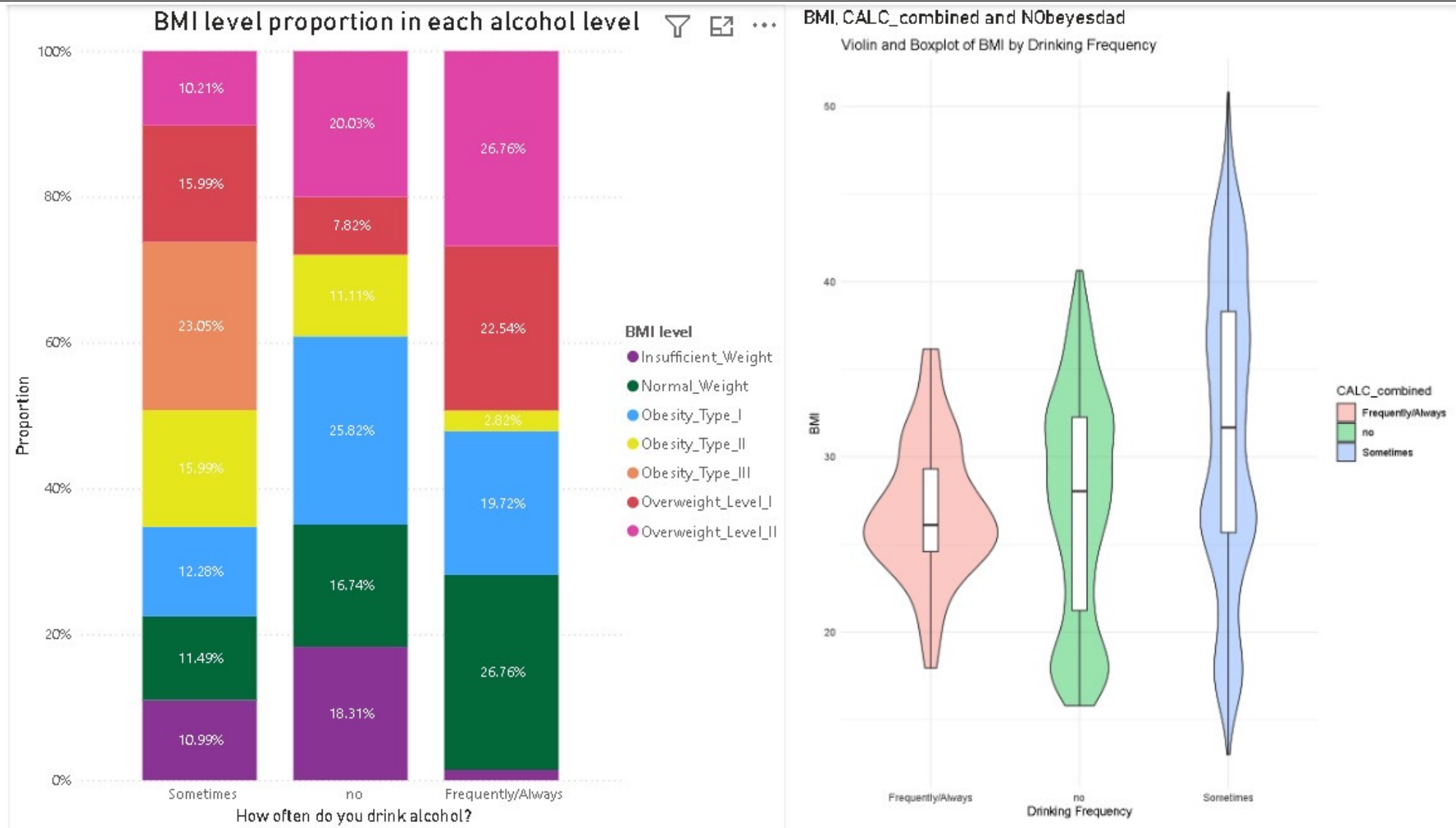
DEBUNKING MYTHS SURROUNDING
OBESITY



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Cheers or Fears? Does Alcohol Really Make You Fat?

OBESITY VS ALCOHOL CONSUMPTION

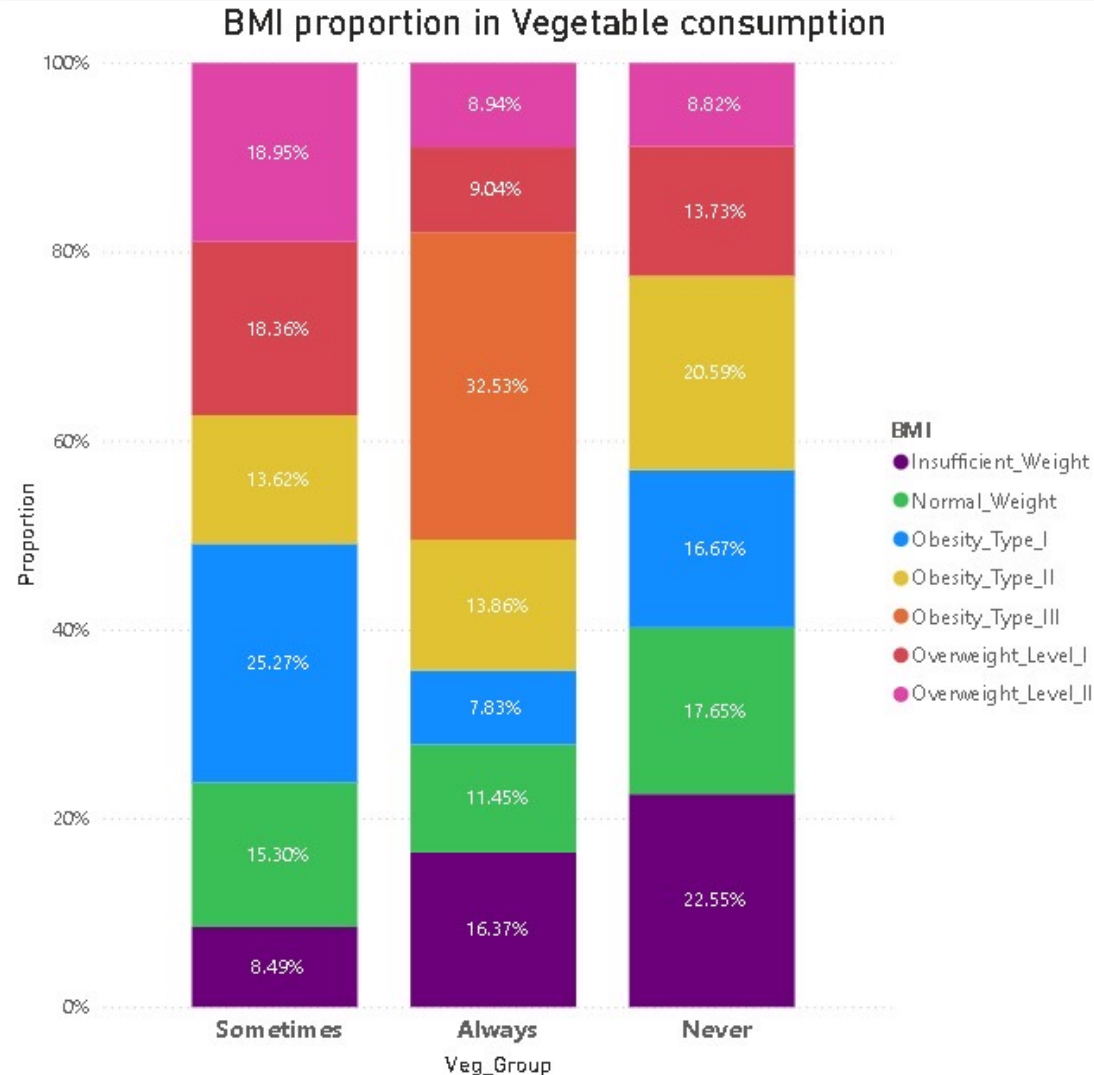


Veggie Tales: Can Eating Your Greens Keep the Weight Off?

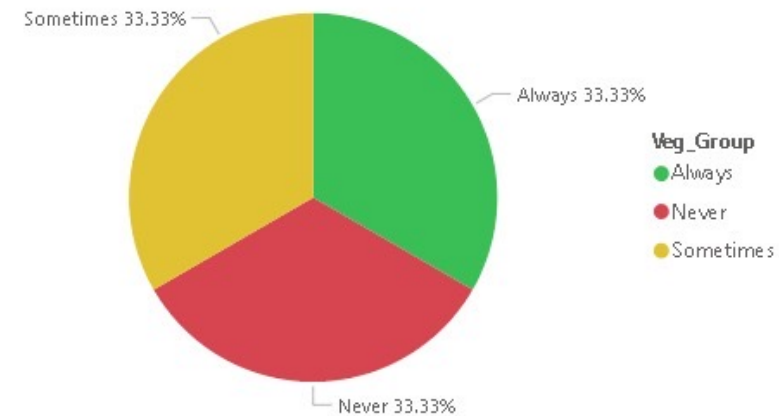


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OBESITY VS VEGETABLE CONSUMPTION

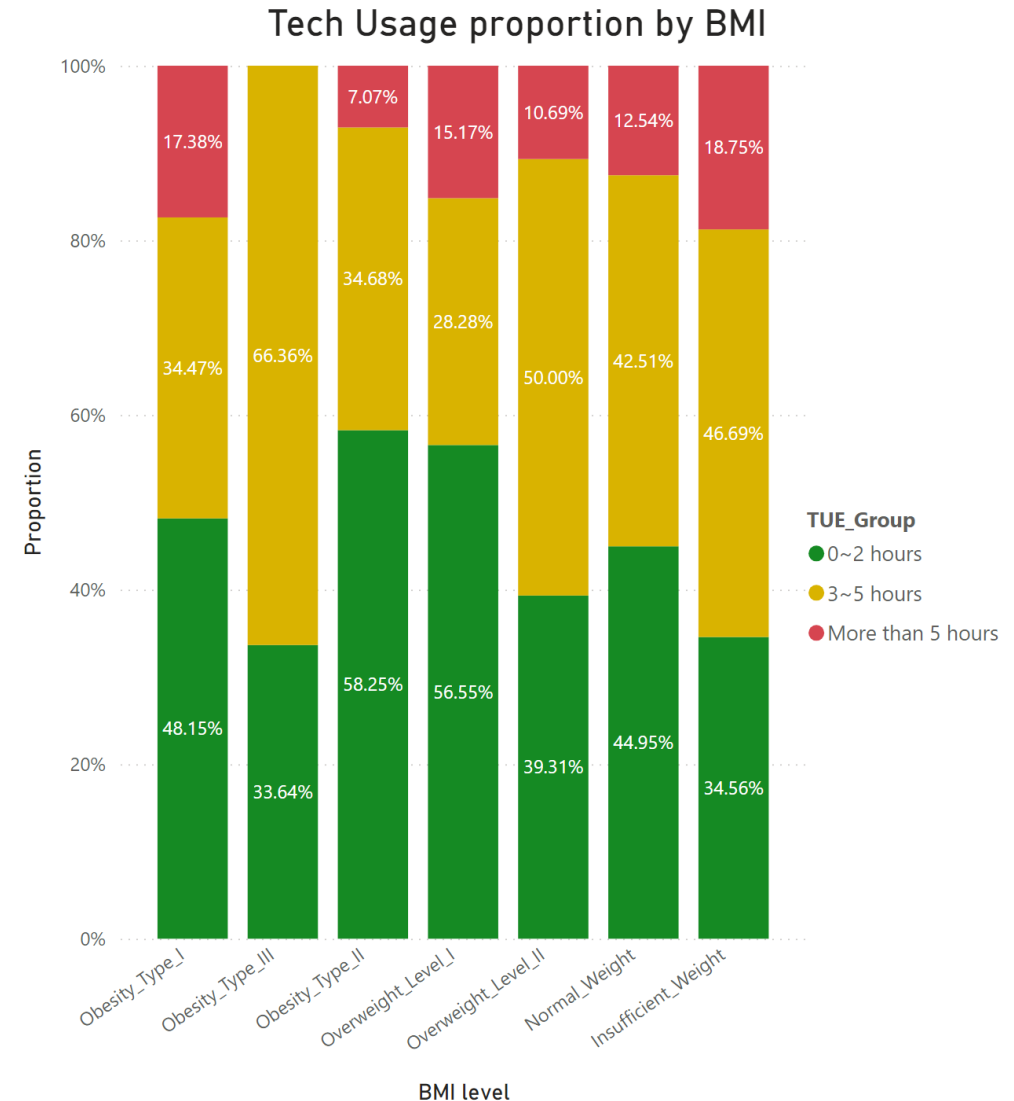
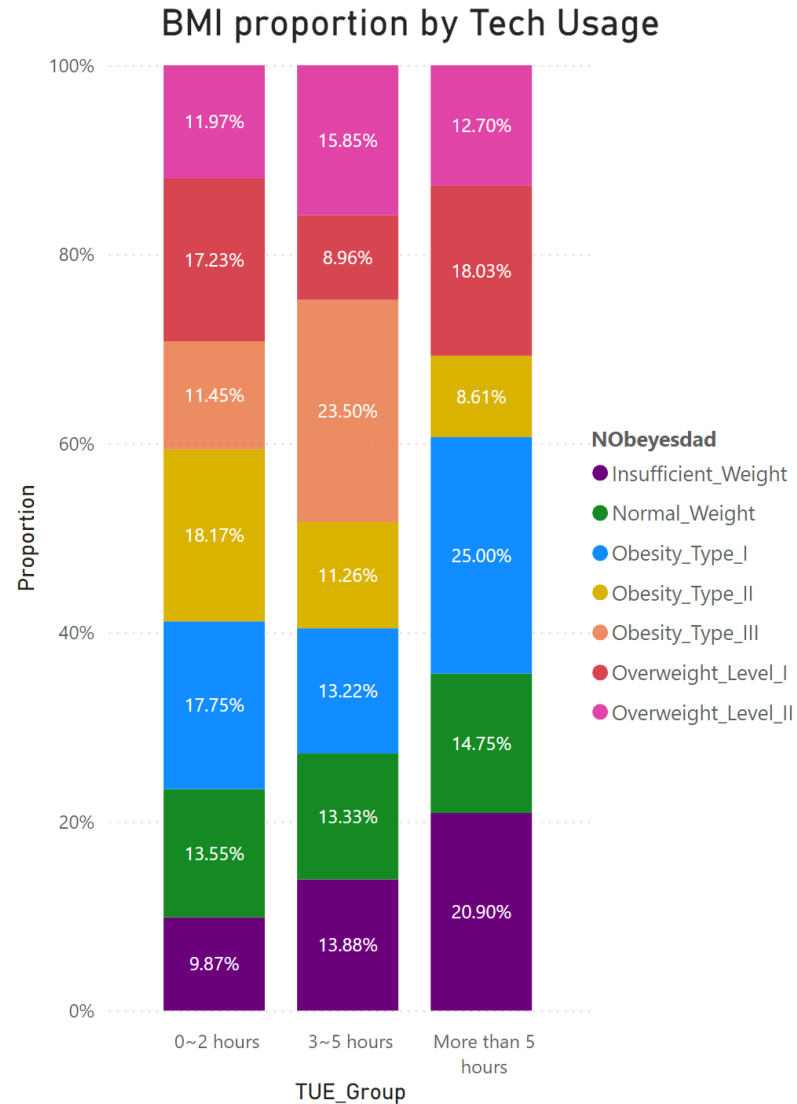


Do you usually eat vegetables in your meals?



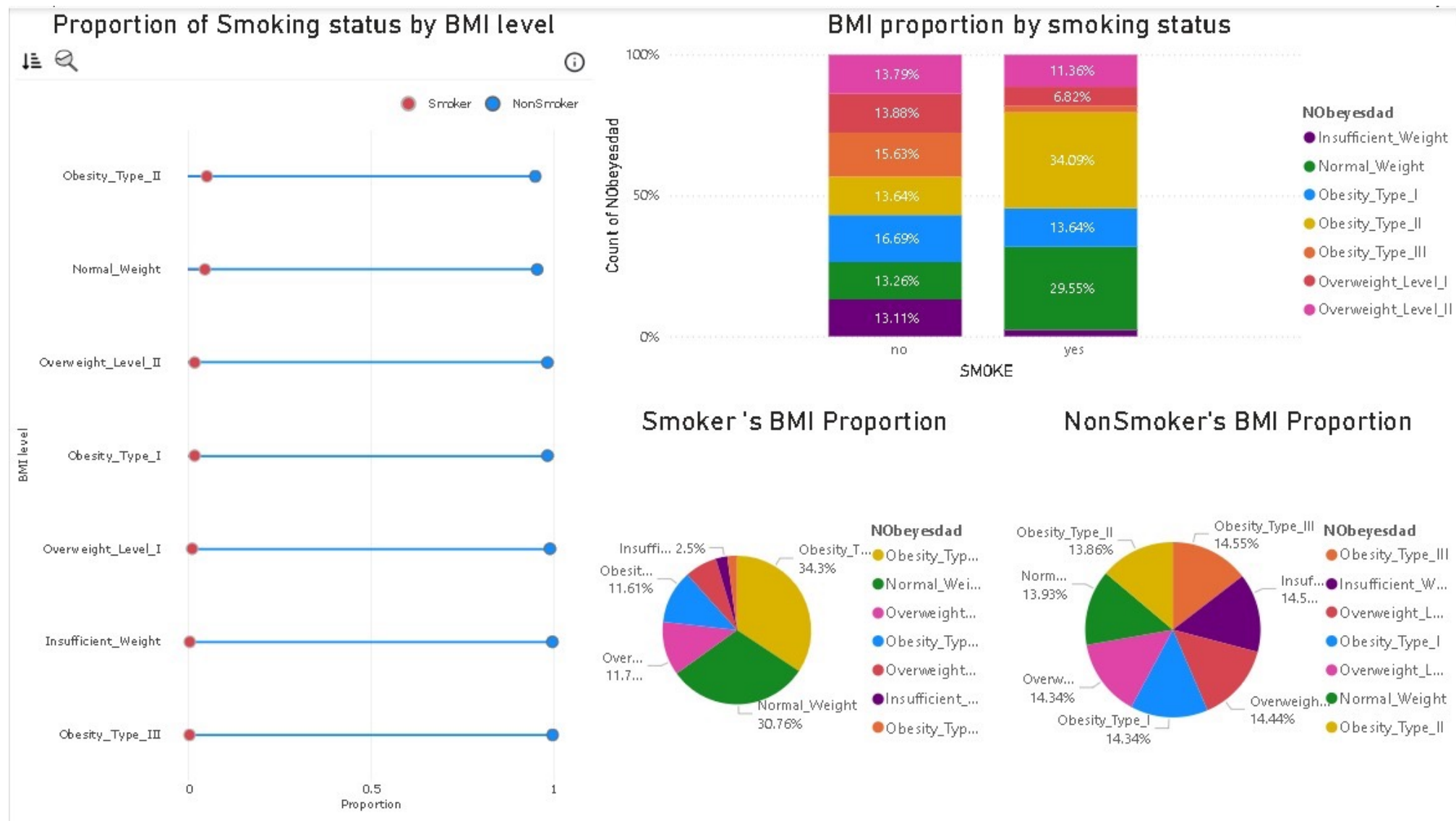
Screen Time and Waistlines: Is Your Tech Usage Making You Larger?

OBESITY VS TECH USAGE



Smoking Hot or Not? Does Lighting Up Affect Your Waistline?

OBESITY VS SMOKE





Conclusion: Now What?

*'IT'S NOT ABOUT WHAT YOU EAT OR
DRINK OCCASIONALLY, BUT WHAT
YOU DO CONSISTENTLY'*



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