Salma Riazi

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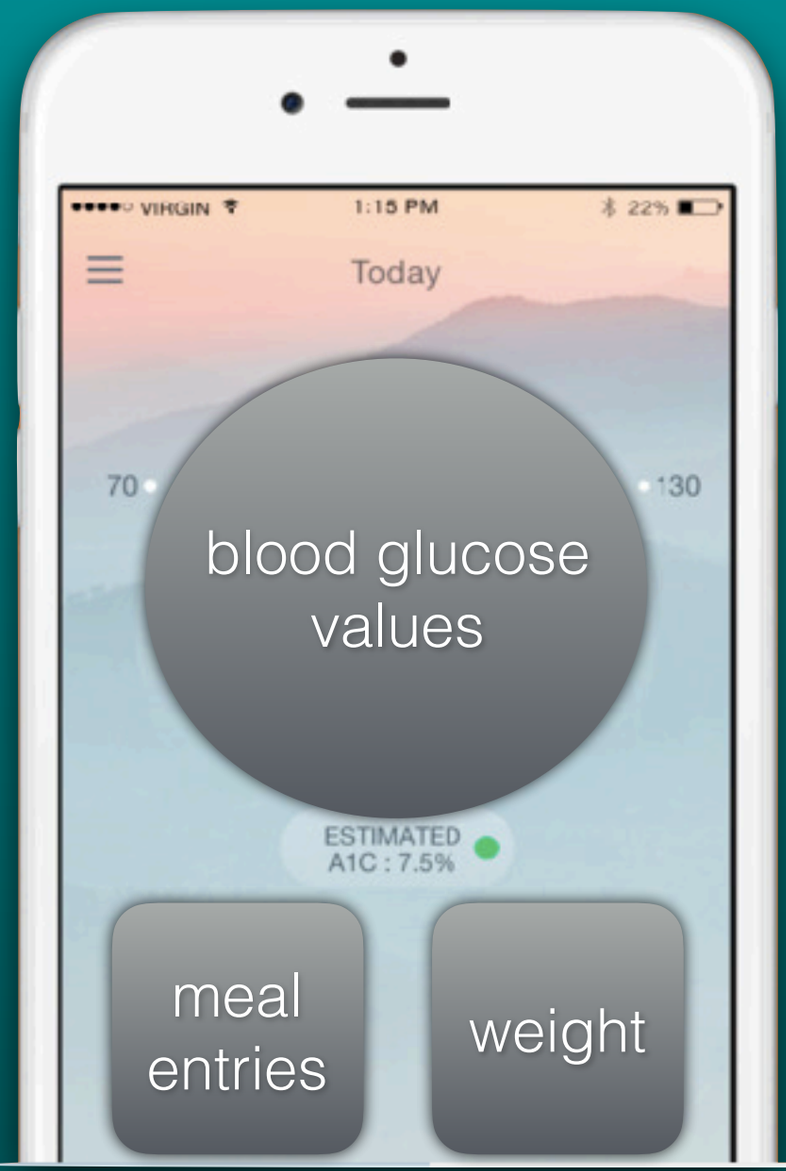
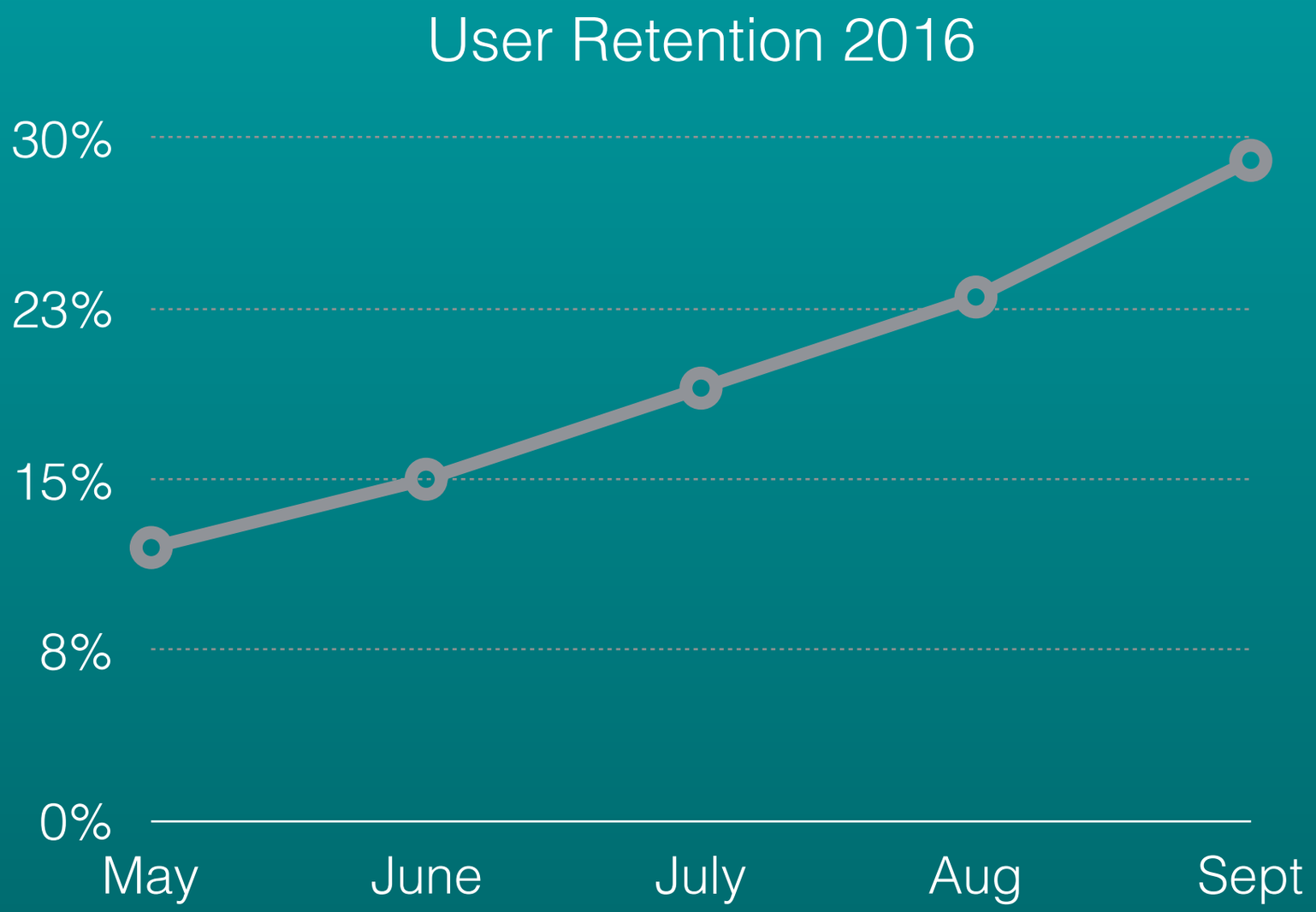
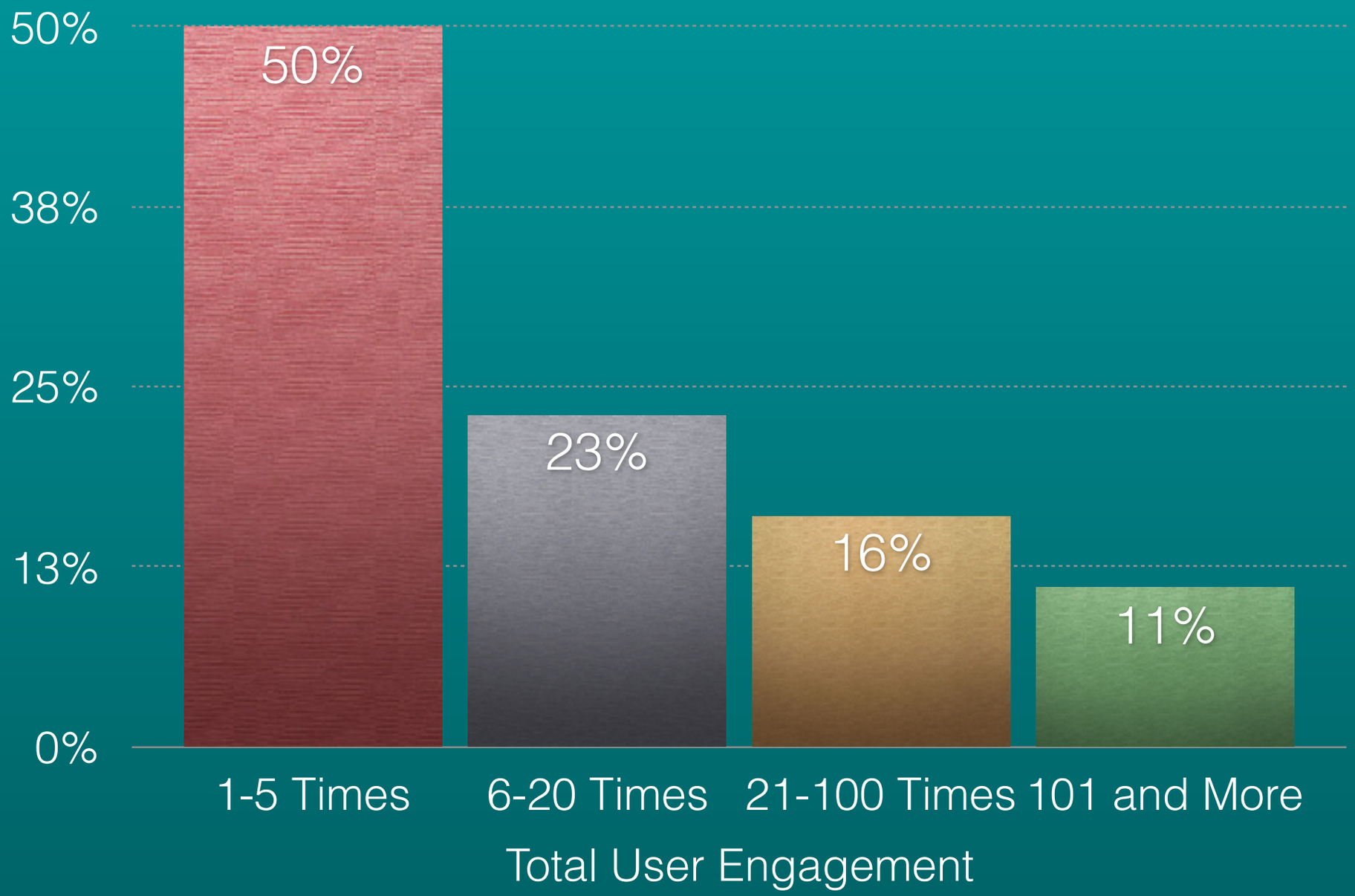
Goal: Increase Engagement





How Engaged are Users?



Fading Engagement

Class	number of Interactions
Class 1	0
Class 2	1-5
Class 3	6-15
Class 4	16+

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Features

-Blood Glucose
-Weight Entry
-Gender
-Diabetes Type
-User Interaction

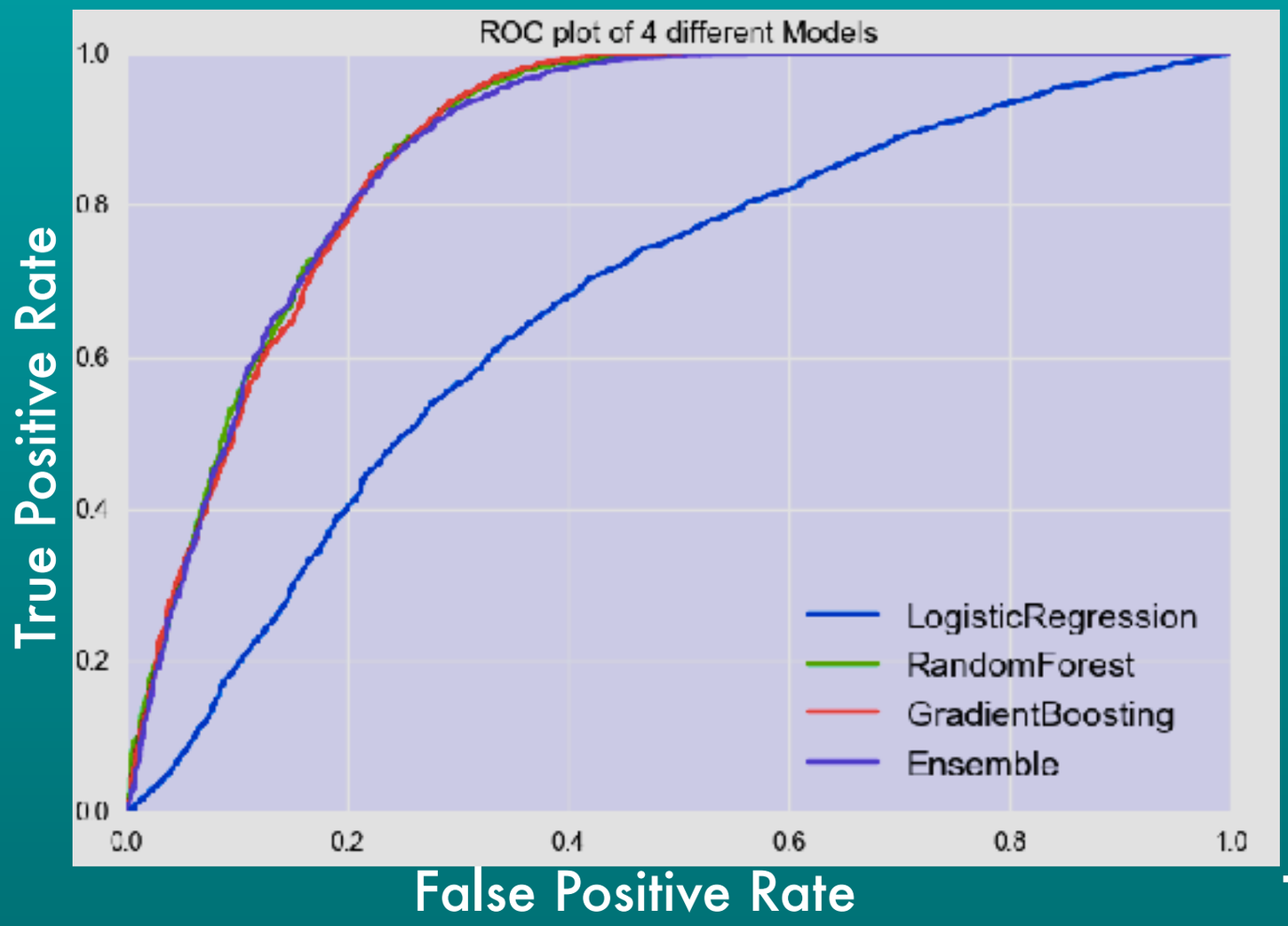
Feature Engineering

Defining New parameters:
-1st week/1st day interaction
-session interval

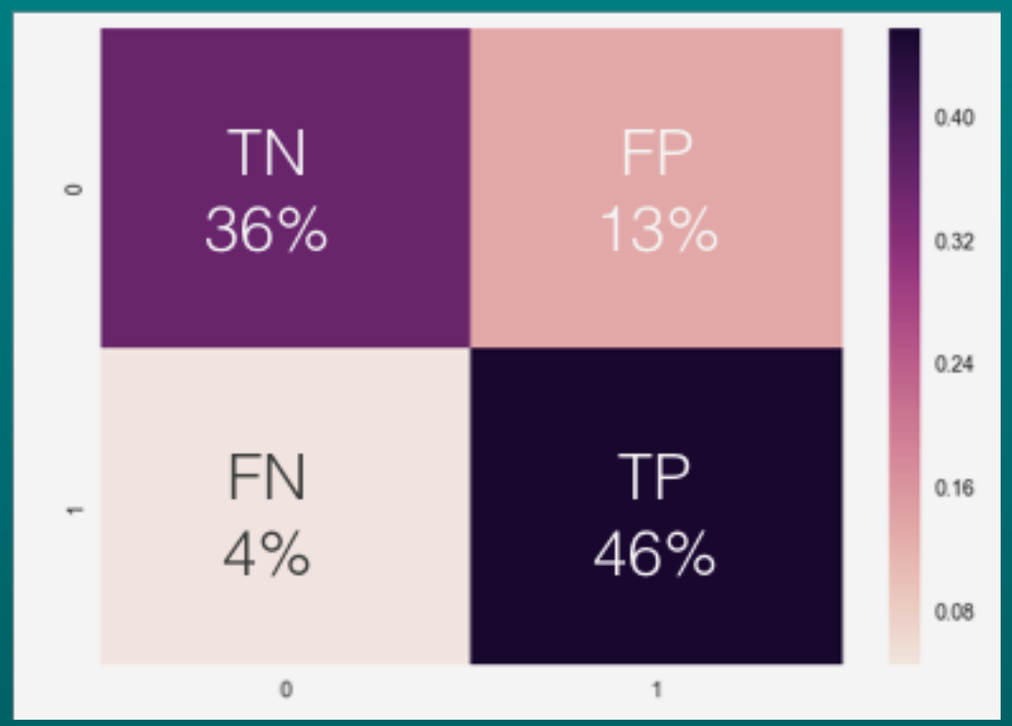
Machine Learning

-Logistic Regression
-Random Forest
-Gradient Boosting
-Ensemble

82% Accuracy
92% Recall

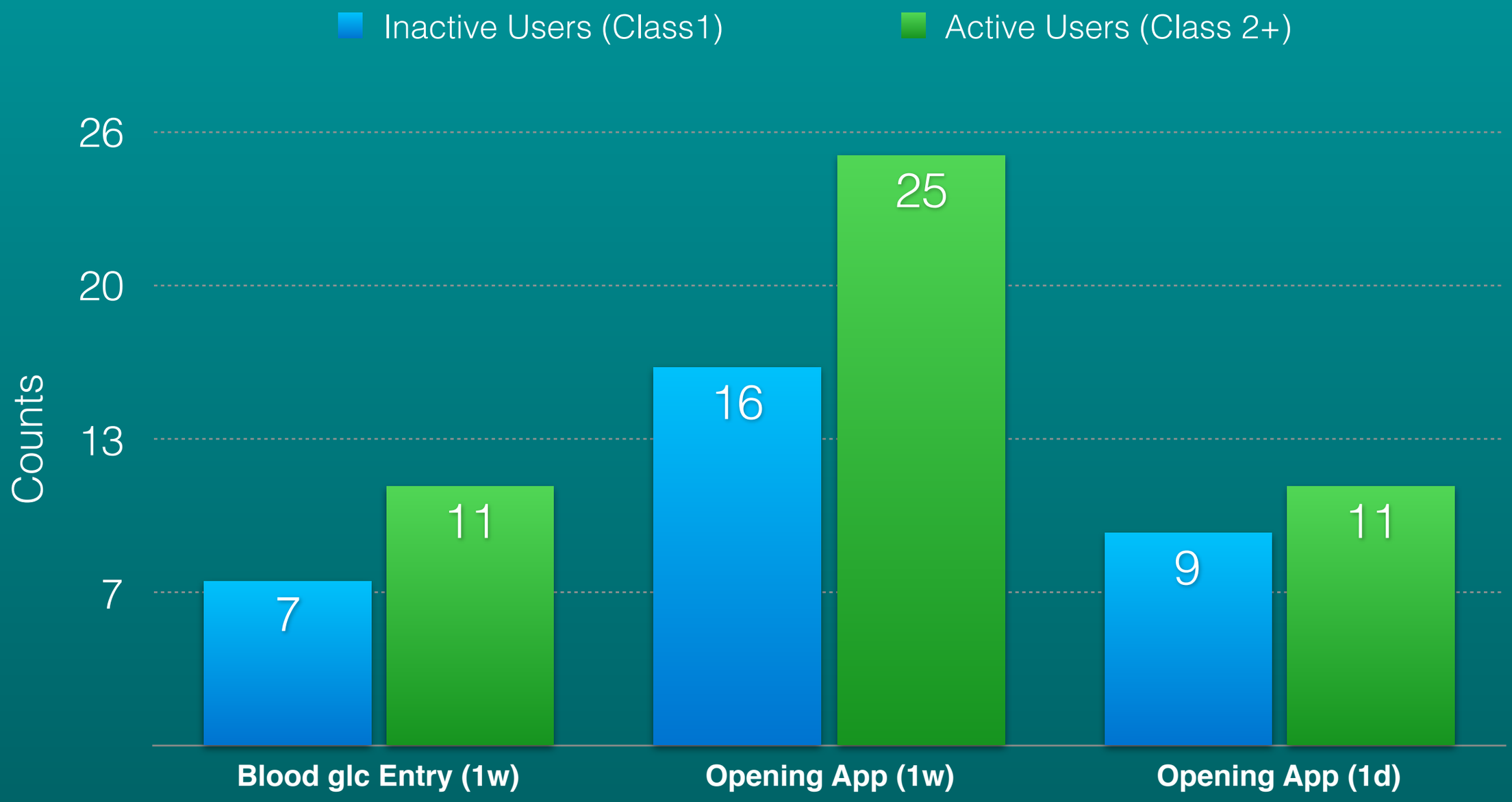


Normalized Confusion Matrix



Recommendations

Important Features



Recommendations

- Set interaction goals for first week and first day
- Have a reward system
- Connect similar users and encourage them to compete
- Push notifications

Next Steps

- Cluster similar users based on additional features.
- A/B Testing
- Explore different metrics for App engagement: (e.g. session length)
- Predict blood glucose trends using more features (e.g. user age, weight, health background)

THANK YOU