

Sleep Quality Improvement | Insights & Recommendations

Behavioral levers for healthy customers vs. customers with sleep disorders

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Prepared by: Data Team

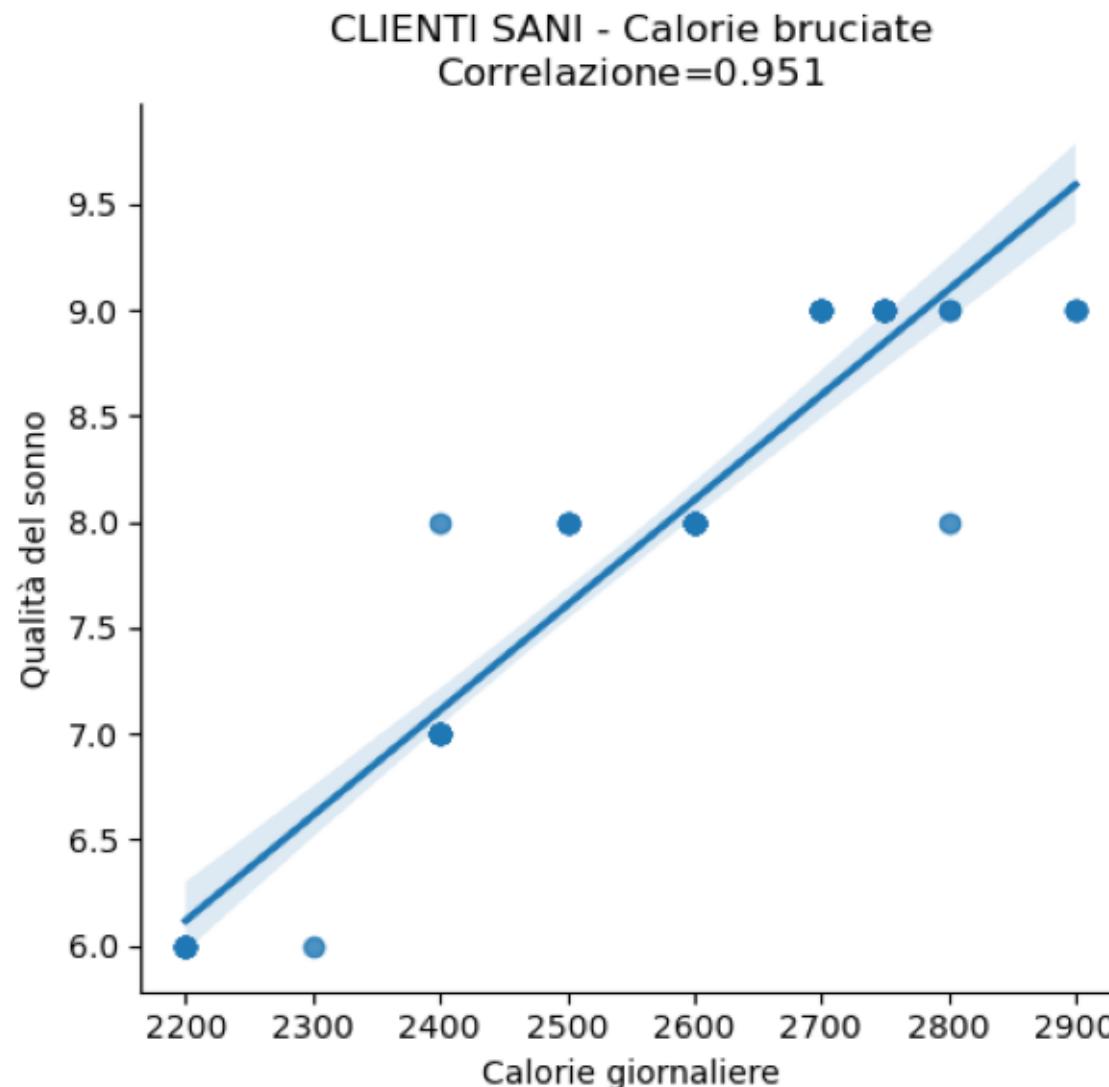
Executive summary

Key takeaways (so-what)

- For healthy clients, sleep quality increases significantly with more physical activity, a better diet, and more hours of rest.
- For clients with sleep disorders, stress reduction is the primary driver of improved sleep quality.
- Physical activity is an enabling factor in both groups, but with a stronger impact on healthy clients than on those with disorders.

Increase daily activity to lift sleep quality in healthy customers

Healthy customers | Relationship between calories burned and sleep quality

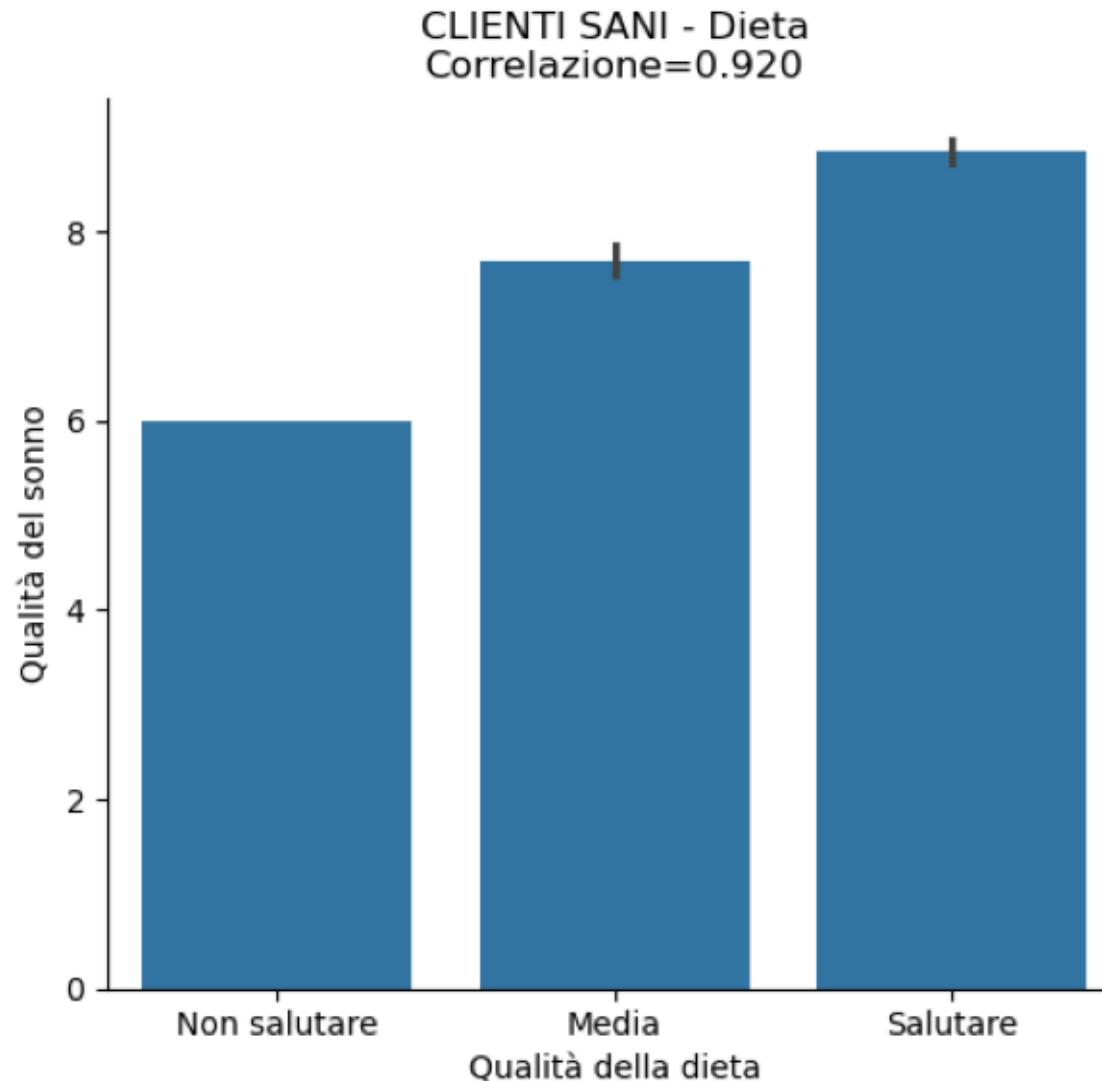


Recommendation

Introduce a weekly activity goal program (progressive targets) and nudge adherence via reminders; track sleep quality uplift after 4 weeks.

Diet quality is a strong lever for better sleep among healthy customers

Healthy customers | Diet quality vs. sleep quality

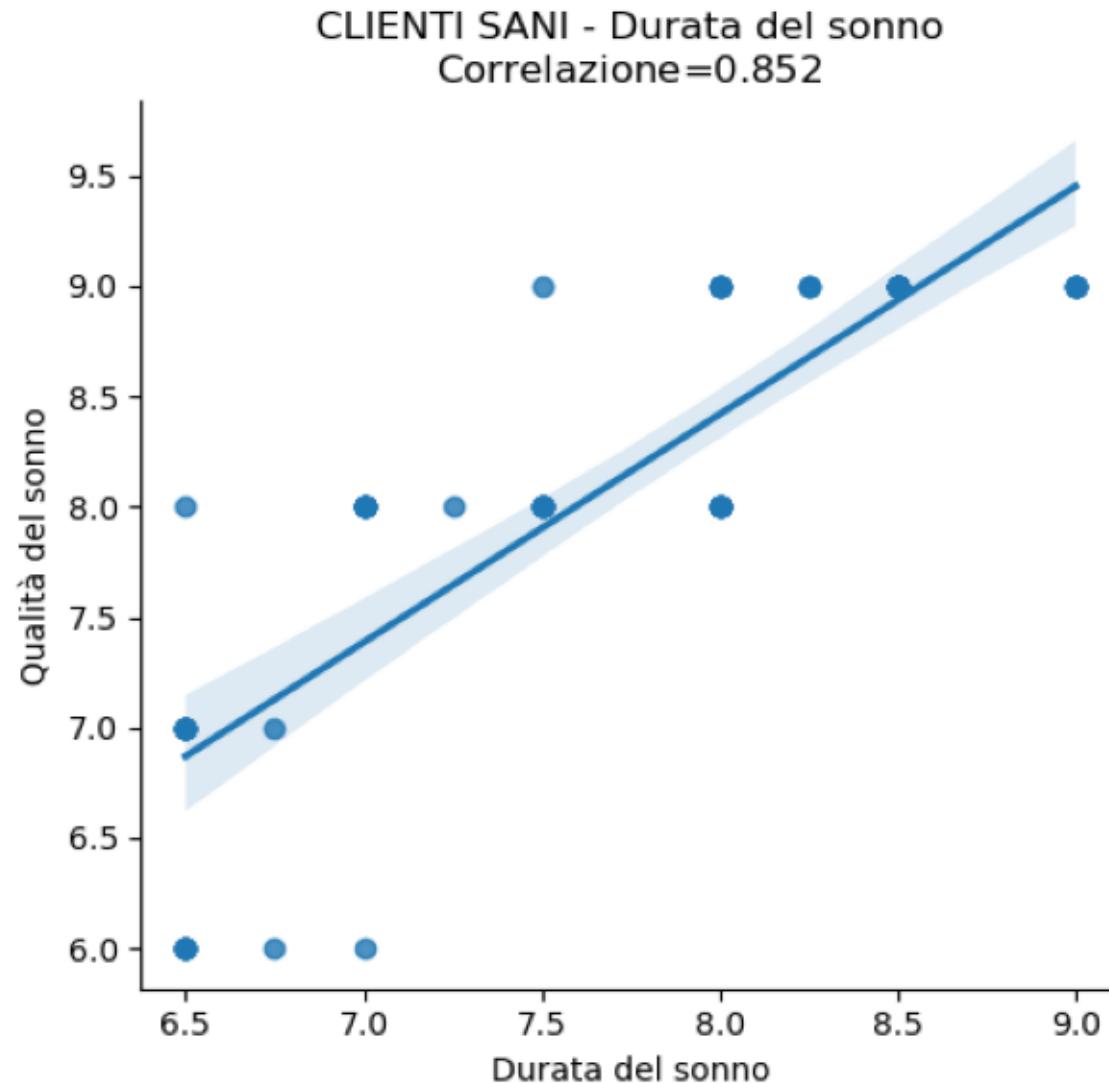


Recommendation

Deploy a nutrition coaching module (simple swaps + meal planning). Prioritize customers with low diet scores for highest ROI.

More sleep duration correlates with higher sleep quality in healthy customers

Healthy customers | Sleep duration vs. sleep quality

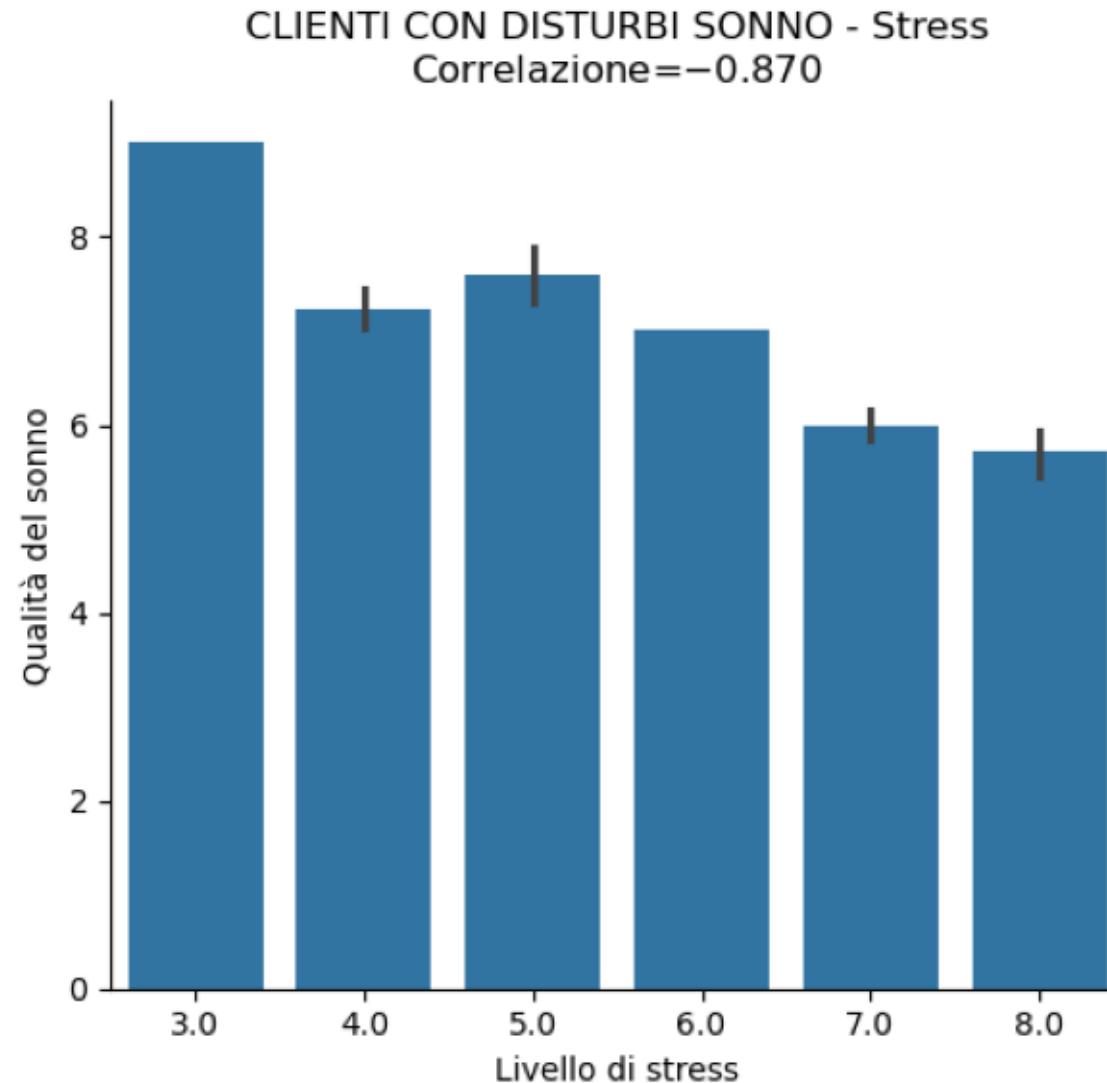


Recommendation

Promote consistent bedtime routines and screen-time reduction; set a target range for sleep duration and monitor compliance.

Stress reduction is the primary driver for improving sleep quality in customers with disorders

Customers with sleep disorders | Stress level vs. sleep quality

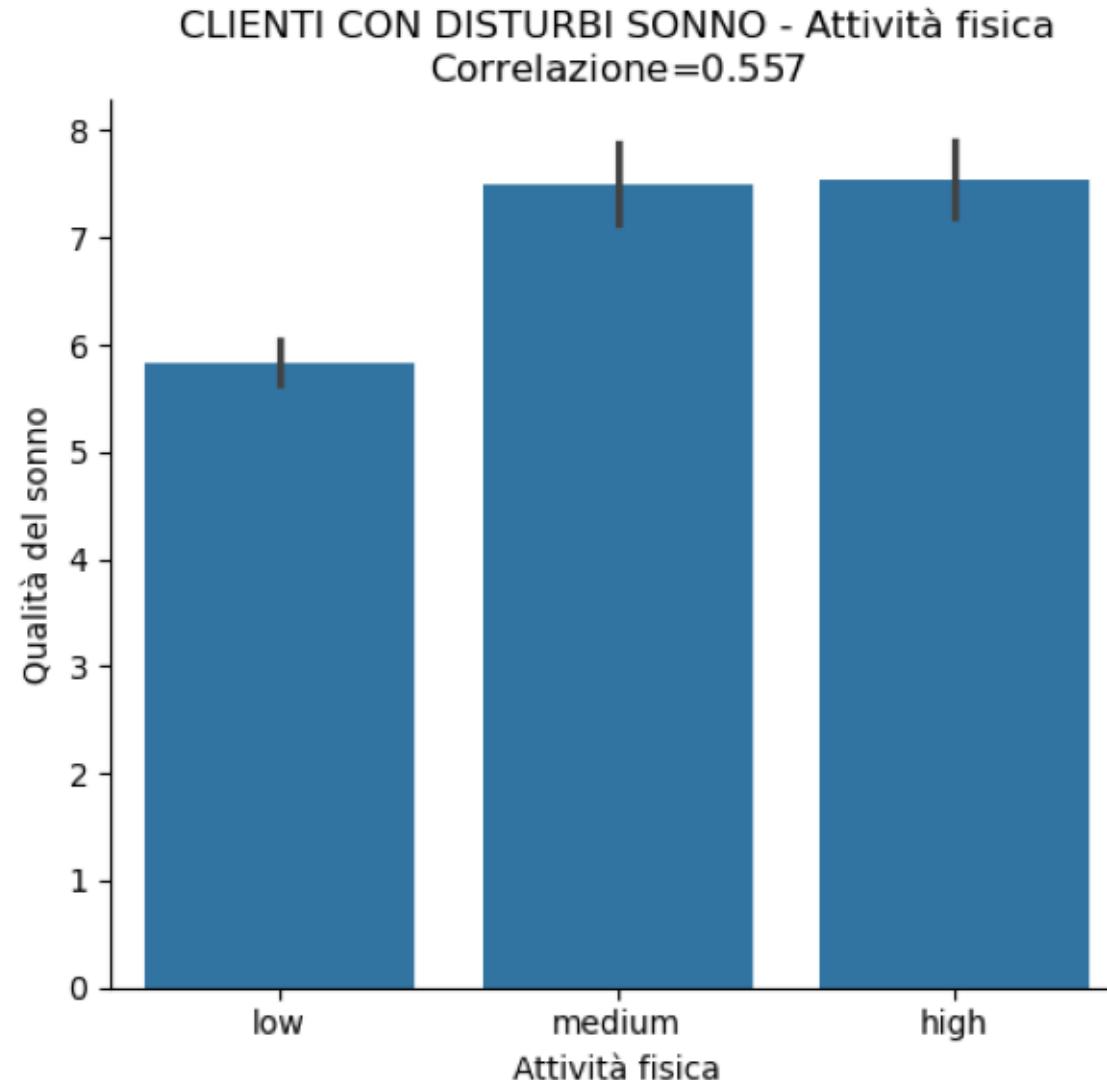


Recommendation

Prioritize stress-management interventions (breathing, CBT-I pathway, mindfulness). Segment by stress level to tailor intensity.

Physical activity remains beneficial but with moderate impact for customers with disorders

Customers with sleep disorders | Physical activity vs. sleep quality



Recommendation

Pair light-to-moderate activity plans with stress reduction to amplify effect; avoid over-prescribing intensity initially.