Bellabeat Case Study: Optimizing Marketing Strategy with Fitness Data.

**1.The Problem: Bellabeat wants to understand how consumers use smart devices to identify new growth opportunities.**

**2.Your Role: You are a junior data analyst on the marketing team, tasked with analyzing non-Bellabeat smart device data to find trends.**

**3.Your Goal: Analyze Fitbit smart device usage data to identify trends in activity, sleep, and related wellness behaviors, then apply these insights to Bellabeat’s Time watch in order to propose data‑driven marketing strategies that can increase user engagement, product adoption, and customer retention.**

**# Questions to answer:**

1. **What are the key usage patterns in daily activity and sleep among users?**
2. **How do activity levels relate to calorie burn and sleep quality?**
3. **When and how should Bellabeat Time engage users for maximum impact?**