**Project Quick Summary**

I'll be acting as a junior data analyst at Bellabeat, a fictional company.

I'll interact with various characters and team members throughout the study.

Tools used: MySQL, Tableau.

**About Company**

BellaBeat Company is a High-Tech company that Manufactures health-focused Smart Products. These products collect data on sleep activity, stress, and reproductive health and transform it in ways that will empower women with knowledge about their health and their Habits.

**Characters**

**Urška Sršen:** Bellabeat’s co-founder and Chief Creative Officer

**Sando Mur:** Mathematician and Bellabeat’s cofounder; key member of the Bellabeat executive team

**Bellabeat marketing analytics team:** A team of data analysts responsible for collecting, analyzing, and reporting data that helps guide Bellabeat’s marketing strategy

**Business Task**

Bellebeat intends to analyze smart device usage to gain more insight into consumer behavior. The primary focus is the users of Fitbit Fitness Tracker Data. The findings will help us in informing the company's marketing Strategy.

**Key Analysis Questions: The Ask Phase**

* What are some trends in smart device usage?
* How could these trends help influence the company's marketing?

Urska Srsen has assigned me to determine what are the trend in Smart Device Usage and how these trend could influence the Company’s marketing.

**Prepare Phase: Data Gathering**

To achieve this, I plan to utilize the Fitbit Fitness Tracker Data to search for patterns. The data can be found at https://www.kaggle.com/datasets/arashnic/fitbit

The data is organized into 18 .csv files which has information on heartrates, and dailyactivities among others

After examining the data carefully and considering the credibility of its source, the data is Reliable, Original, Comprehensive, Current and Cited.