

Fitness Tracker Case Study Analysis

(This is a fictional situation for me to conduct my case study)

Data Analyst: Nguyen Truc Linh

Client/Sponsor: Bellabeat executive and marketing analytics team

Purpose:

The purpose of this project is to analyze smart device fitness data to generate insights that will inform Bellabeat's marketing strategy. Bellabeat, a manufacturer of health-focused smart devices for women, seeks to understand user behavior across their product range and the wider fitness device market. By leveraging this analysis, the company aims to identify opportunities for growth and better engage their target market. Specifically, the insights will drive recommendations to improve customer engagement, retention, and membership subscription rates.

Business task:

Analyze smart device usage data to uncover trends in consumer behavior, and propose high-level recommendations for Bellabeat's marketing strategy based on these insights.

Key stakeholders:

- Bellabeat Executive Team (Urška Sršen, Chief Creative Officer; Sando Mur, Co-Founder)
- Bellabeat Marketing Analytics Team

Scope / Major Project Activities:

What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.

Activity	Description
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Data Collection	Gather and integrate data from public datasets, including Fitbit Fitness Tracker data, for analysis of user behavior and device usage trends.
Trend Identification	Identify key trends and behaviors in fitness tracker usage, including activity levels, sleep patterns, and other wellness metrics.
Behavior Analysis	Compare behavior patterns across Bellabeat products and general smart device usage to identify growth opportunities.
Create recommendations	Develop marketing strategy recommendations to improve user engagement, product usage, and subscription rates for Bellabeat.

This project does not include:

- Analysis of non-smart device data
- Implementation of the recommendations or strategies
- Data from other manufacturers not related to the fitness tracker category

Deliverables:

A specific list of things that your project will deliver.

Deliverable	Description/ Details
Statement	A clear statement of the business task
Data Description	A description of all data sources used
Data Documentation	Documentation of any data cleaning and manipulation
Analysis Summary	A summary of analysis
Visualizations and key findings	Supporting visualizations and key findings
Top three recommendations	3 recommendations for converting casual riders into members
Final report	A report that includes everything listed above

