Case Study – Bellabeat Analysis

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**Summary:**

In this case study, I will perform data analysis for Bellabeat, a high-tech manufacturer of health-focused products for women. I will analyze smart device data to gain insight into how consumers are using their smart devices. My analysis will help guide future marketing strategies for the team.

Introduction:

Bellabeat is a high-tech manufacturer of health-focused products for women. Co-founder and Chief Creative Officer Urška Sršen believes that analyzing smart device fitness data could help unlock new growth opportunities for the company.