Bellabeat Case Study Brainstorm

**Scenario (Intro)**

You are a junior data analyst working on the marketing analyst team at Bellabeat, a high-tech manufacturer of health-focused products for women. Bellabeat is a successful small company, but they have the potential to become a larger player in the global smart device market. Urška Sršen, cofounder and Chief Creative Officer of Bellabeat, believes that analyzing smart device fitness data could help unlock new growth opportunities for the company. You have been asked to focus on one of Bellabeat’s products and analyze smart device data to gain insight into how consumers are using their smart devices. The insights you discover will then help guide the marketing strategy for the company. You will present your analysis to the Bellabeat executive team along with your high-level recommendations for Bellabeat’s marketing strategy.

**Ask**

* Background Information: What is Bellabeat about as a company?
* Urška Sršen and Sando Mur founded Bellabeat, a high-tech company that manufactures health-focused smart products. Sršen used her background as an artist to develop beautifully designed technology that informs and inspires women around the world. Collecting data on activity, sleep, stress, and reproductive health has allowed Bellabeat to empower women with knowledge about their own health and habits
* Background Information: What are the trends of the smart device market?
* (According to *Market.US)* the global fitness tracker market was worth $39.5 billion in 2022 and it’s expected to be a $89.4 billion market in 2027, if we jump another 5 years it’s expected to be a $187.2 billion market by 2032
* What is the Business task?
* How can the current trends of smart device usage help influence Bellabeat’s marketing strategy?
* Using data to help Bellabeat make informed business decisions
* Who are the stakeholders?
* Primary Stake Holders:

- Urška Sršen: Bellabeat’s cofounder and Chief Creative Officer

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

* Secondary Stakeholders

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

* What data should be gathered to present this information?
* What devices are being used
* What is being tracked
* What data was gathered
* [Kaggle Dataset](https://www.kaggle.com/datasets/arashnic/fitbit)
* This dataset was generated by respondents to a distributed survey via **Amazon Mechanical Turk** between 03.12.2016-05.12.2016. Thirty eligible Fitbit users consented to the submission of personal tracker data, including minute-level output for physical activity, heart rate, and sleep monitoring.
* How can Bellabeat’s devices be utilized to increase annual revenue for the company?
* How many people participate in the data findings? (e.g. Sample size)
* 30-33
* Limitations of data findings
* The data is not current
* Small Sample Size
* Limited description for demographic
* What demographics are included?

Links:

* Datasets

- <https://www.kaggle.com/datasets/arashnic/fitbit> [CC0: Public Domain](https://creativecommons.org/publicdomain/zero/1.0/) (Founder: MÖBIUS)

* <https://zenodo.org/record/53894> (Original Dataset)
* <https://www.researchprotocols.org/2017/4/e66/> (Additional Info)

- <https://www.kaggle.com/datasets/parulgarg123/mi-fitbit-dataset> (Founder: Parul Garg

* Additional information

-<https://www.businessofapps.com/data/fitness-app-market/> (Fitness App Revenue and Usage Statistics (2023 found 5/23/23)

- <https://market.us/report/fitness-tracker-market/> (Fitness tracker market prediction, found 5/23/23

- <https://www.globenewswire.com/en/news-release/2023/04/06/2642293/0/en/Fitness-Tracker-Market-Predicted-to-Garner-US-187-2-Bn-by-2032-At-CAGR-17-3.html#:~:text=Fitness%20App%20Market%20was%20worth,period%20from%202023%20to%202032>. (Fitness Tracker Market Predicted, found 5/23/23)