Track 1 details

**On the job**

The first track involves a case study similar to what you might be asked for in a job interview. You will be given a business task, dataset, and list of specific deliverables that you must present to stakeholders. The first track will help you to create a case study that you could include in your portfolio to demonstrate job skills for future interviews. You can choose from between two cases. Once you decide which case study packet to use, you will read the details, complete the analysis, and create your finished case study.

If this track interests you, explore the case study options and decide which one you want to perform. The case study packets available for download have everything that you need to complete your case study. Then, you will be ready to upload and share your case study with potential employers.

Case Study 1: How does a bike-share navigate speedy success?

In this case study, you will perform data analysis for a fictional bike-share company in order to help them attract more riders. Along the way, you will perform numerous real-world tasks of a junior data analyst by following the steps of the data analysis process: **Ask**, **Prepare**, **Process**, **Analyze**, **Share**, and **Act**. By the time you are done, you will have a portfolio-ready case study to help you demonstrate your knowledge and skills to potential employers!

Interested? Download the case study packet:

**[DAC8 Case Study 1.pdf](https://d3c33hcgiwev3.cloudfront.net/aacF81H_TsWnBfNR_x7FIg_36299b28fa0c4a5aba836111daad12f1_DAC8-Case-Study-1.pdf?Expires=1684886400&Signature=CX9rH8XEEM~snzh91qeVY8hA~beEoChlrgoz0s-fq8X24oYlTE-UGTsaXEcLXW3xn701Kk04RpQhvj5u5frWRHoiam82Wdaa32gs~6GQ0~Yy2050qc3gPwreFOGEE~1370KqRACCx-SOR0ai~PEDYAPugjwgKLrnmX6e6r9PaWY_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A" \t "_blank)**

[PDF File](https://d3c33hcgiwev3.cloudfront.net/aacF81H_TsWnBfNR_x7FIg_36299b28fa0c4a5aba836111daad12f1_DAC8-Case-Study-1.pdf?Expires=1684886400&Signature=CX9rH8XEEM~snzh91qeVY8hA~beEoChlrgoz0s-fq8X24oYlTE-UGTsaXEcLXW3xn701Kk04RpQhvj5u5frWRHoiam82Wdaa32gs~6GQ0~Yy2050qc3gPwreFOGEE~1370KqRACCx-SOR0ai~PEDYAPugjwgKLrnmX6e6r9PaWY_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A" \t "_blank)

Case Study 2: How can a wellness company play it smart?

In this case study, you will perform data analysis for Bellabeat, a high-tech manufacturer of health-focused products for women. You will analyze smart device data to gain insight into how consumers are using their smart devices. Your analysis will help guide future marketing strategies for your team. Along the way, you will perform numerous real-world tasks of a junior data analyst by following the steps of the data analysis process: **Ask**, **Prepare**, **Process**, **Analyze**, **Share**, and **Act**. By the time you are done, you will have a portfolio-ready case study to help you demonstrate your knowledge and skills to potential employers!

Interested? Download the case study packet:

**[Case Study 2 \_ How can a wellness technology company play it smart.pdf](https://d3c33hcgiwev3.cloudfront.net/QWpX1RwgS1CqV9UcILtQQA_76f613fdf2844940b0b31f8f0bb1b83f_Case-Study-2-_-How-can-a-wellness-technology-company-play-it-smart.pdf?Expires=1684886400&Signature=iylF9En5FOfvSFI8WSlLcwPwrhnX4Pu9vf3AKHV7BNPznu3CIMFotL1aJ9bjMVZ13fiK3DFVWp9ikMU2-VK31PYDxveaOfuBoUSGba~QEvmVm2IGXBzT76Z-yL5rwa0ufhzyHpaejNI6VXG266QxXN4UUL1KGPcsRjZ~McYiKac_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A" \t "_blank)**

[PDF File](https://d3c33hcgiwev3.cloudfront.net/QWpX1RwgS1CqV9UcILtQQA_76f613fdf2844940b0b31f8f0bb1b83f_Case-Study-2-_-How-can-a-wellness-technology-company-play-it-smart.pdf?Expires=1684886400&Signature=iylF9En5FOfvSFI8WSlLcwPwrhnX4Pu9vf3AKHV7BNPznu3CIMFotL1aJ9bjMVZ13fiK3DFVWp9ikMU2-VK31PYDxveaOfuBoUSGba~QEvmVm2IGXBzT76Z-yL5rwa0ufhzyHpaejNI6VXG266QxXN4UUL1KGPcsRjZ~McYiKac_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A" \t "_blank)