

Bellabeat Smart Device Analysis: Business Task Statement

Objective

To analyze smart device fitness data from non-Bellabeat users to identify trends in how consumers use their smart devices. The ultimate goal is to apply these insights to one of Bellabeat's products to provide high-level recommendations for the company's marketing strategy and unlock new growth opportunities.

Scope

The analysis will focus on answering three main questions:

1. What are some trends in smart device usage?
2. How could these trends apply to Bellabeat customers?
3. How could these trends help influence Bellabeat marketing strategy?

The primary data source for this analysis is the public "FitBit Fitness Tracker Data" from Kaggle. The analysis will result in recommendations applied to a single, selected Bellabeat product.

Deliverables

The final output will be a report presented to the Bellabeat executive team, containing:

- A clear summary of the business task.
- A description of all data sources used.
- Documentation of any data cleaning or manipulation.
- A summary of the analysis.
- Supporting visualizations and key findings.
- Top high-level content recommendations based on the analysis.

Timeline

- **Start Date:** May 29, 2025
- **End Date:** June 5, 2025

Stakeholders

- **Urška Sršen:** Bellabeat's cofounder and Chief Creative Officer, who initiated the request for analysis.
- **Sando Mur:** Bellabeat's cofounder and a key member of the executive team.
- **Bellabeat Marketing Analytics Team:** The team the junior data analyst is a part of.
- **Bellabeat Executive Team:** The final audience for the presentation and recommendations.