Business task

The goal is to increase sales of Bellabeat's various products: the Bellabeat App (a health tracking application), the Leaf health tracker, the Time activity tracking watch, the Spring smart water bottle, and the Bellabeat Membership.

To achieve this, data from the usage of smart devices by other companies will be analyzed in order to understand how potential buyers interact with these types of technologies. Based on these insights, marketing strategies will be proposed to boost sales of Bellabeat's products.

I will produce the following deliverables:

1. A clear summary of the business task
2. A description of all data sources used
3. Documentation of any cleaning or manipulation of data
4. A summary of your analysis
5. Supporting visualizations and key findings
6. My top high-level content recommendations based on my analysis
7. Documentation