Case Study: How Can A Wellness Technology Company Play It Smart?

Data Analyst: Eamon Corr

Client/Sponsor:

Urška Sršen: Bellabeat's cofounder and Chief Creative Officer

Bellabeat executive team

Purpose:

Analyze smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices. Then select one Bellabeat product to apply these insights to. Then using this information establish high-level recommendations for how these trends can inform Bellabeat marketing strategy.

Scope / Major Project Activities:

Activity	Description
Determine Smart Device Trends.	Determine some trends in smart device usage. Analyse smart device usage data in order to gain insight into how people are already using their smart devices.
Determine Bellabeat Customer Trends	Determine how could these trends apply to Bellabeat customers?
Recommendations for Marketing Strategy	Establish recommendations for how these trends can influence and inform Bellabeat marketing strategy.

This project does not include:

- Data outside the range of March/April 2016
- Identified data from current Bellabeat customers

Deliverables:

A specific list of things that your project will deliver.

Deliverable	Description/ Details
Business Objective	A clear summary of the business task
Source Data	Detailed description of all data sources used
Documented data cleaning/manipulation activities	Documentation of any cleaning or manipulation of data during the project
Analysis Summary	A summary of the analysis
Key Findings	Supporting visualizations and key findings
Recommendations	Top high-level content recommendations based on the analysis
Report	Produce Report documenting all of the above

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
SOW	15/11/2022	Create Scope of Work, including deliverables, timelines, milestones, and reporting.
Organize and prepare data	22/11/2022	Download & store data, sort/filter data, verify data integrity & credibility, identify data issues, identify additional data sources if required.
Clean & Process data for analysis	29/11/2022	Choose tools, check for data errors, transform data for effective analysis, document cleaning process.
Analyze the data	4/12/2022	Aggregate data, organize & format data, perform calculations/statistical analysis, identify trends & relationships, and provide summary of analysis.
Summarize Key Findings	8/12/2022	Determine key findings and

		present with appropriate visualizations and accessible format.
Report conclusion & Recommendations	*15/12/2022*	*Report high-level insights based on analysis, and next steps based on the findings.*

*Estimated date for completion:

Completion Date scheduled for 19/12/2022