# 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*