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Case Study R as a Tool

bellabeat

Presented by Fatima Ezzahra Kabba

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Introduction

Company Overview

Bellabeat is an innovative company specializing in smart devices, focusing on wellness and fitness technology. Known for its success in the niche market of health-tracking devices, Bellabeat has established itself as a leader in integrating technology with personal wellness

Current Market Position

While Bellabeat has achieved significant success as a small company, it is well-positioned to expand its influence and capture a larger share of the global smart device market. The company’s innovative approach and existing customer base provide a strong foundation for scaling operations

Objective of the Analysis

Urška Sršen, cofounder and Chief Creative Officer of Bellabeat, envisions that a detailed analysis of smart device fitness data can unlock new growth opportunities. This analysis aims to explore fitness data trends, identify potential areas for product improvement, and uncover insights that could drive strategic growth.

The business task

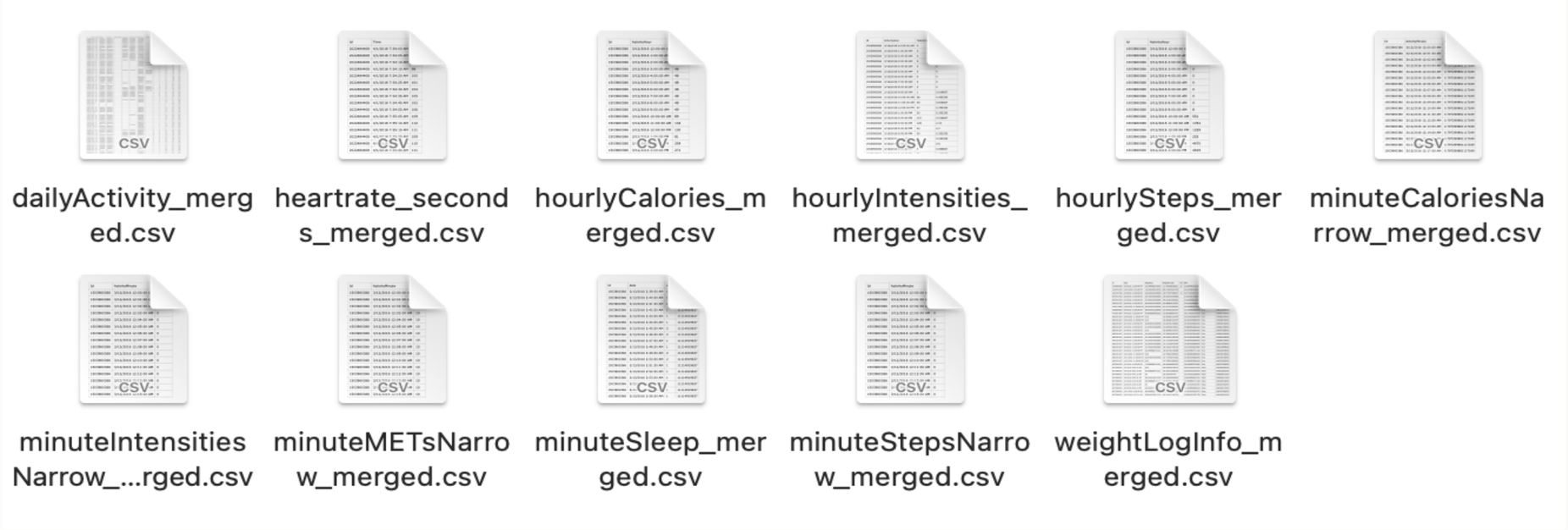
Analyzing data fitness App to unlock new growth opportunities for the company

Scope of the Analysis

1. Data aggregation
2. Data analyzing
3. Identify key trends and relationships
4. Identify opportunities for company growth

My data source

- Google data analytics capstone course



My data source

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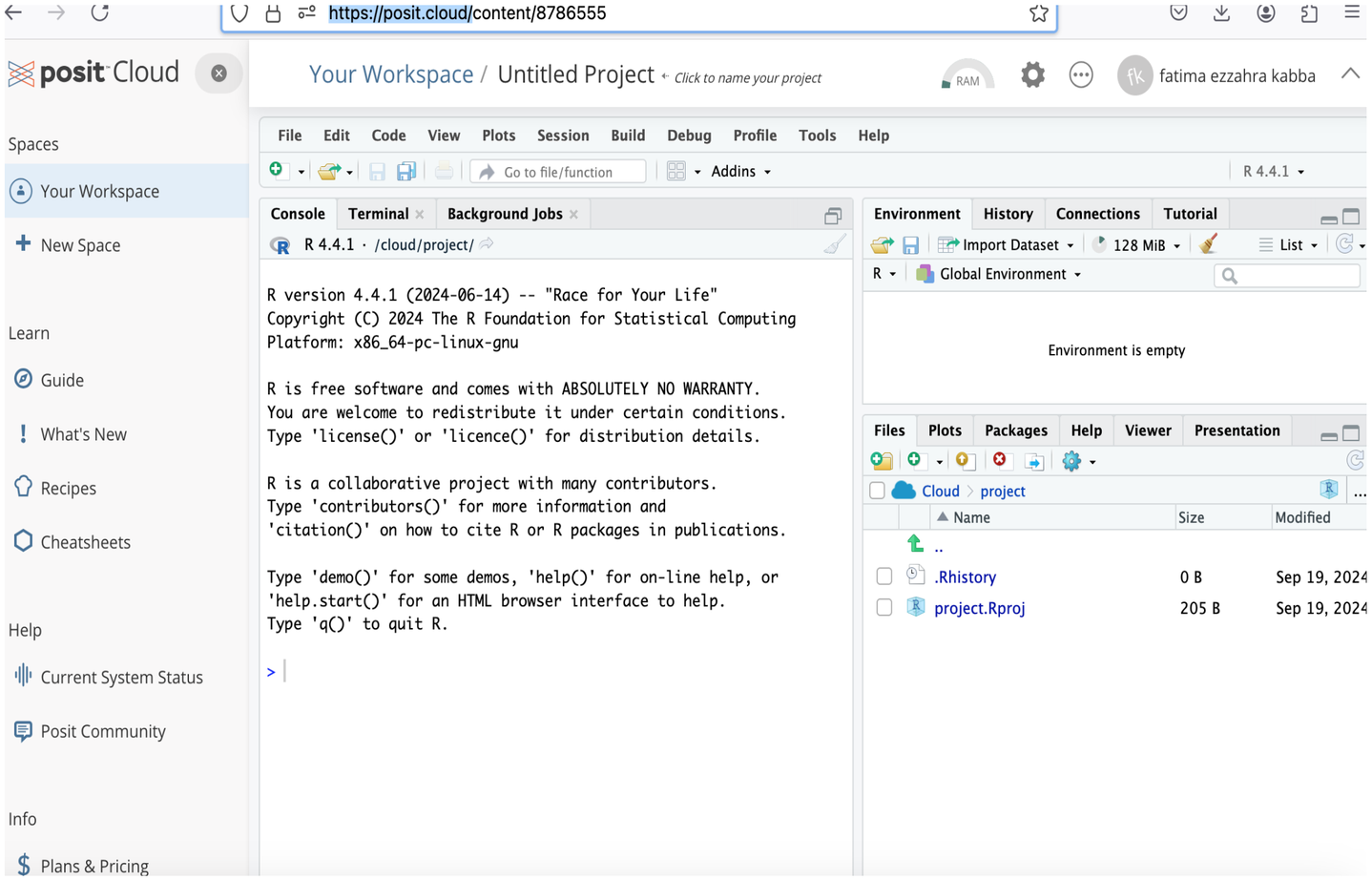

R platform

https://posit.cloud/.

My data source

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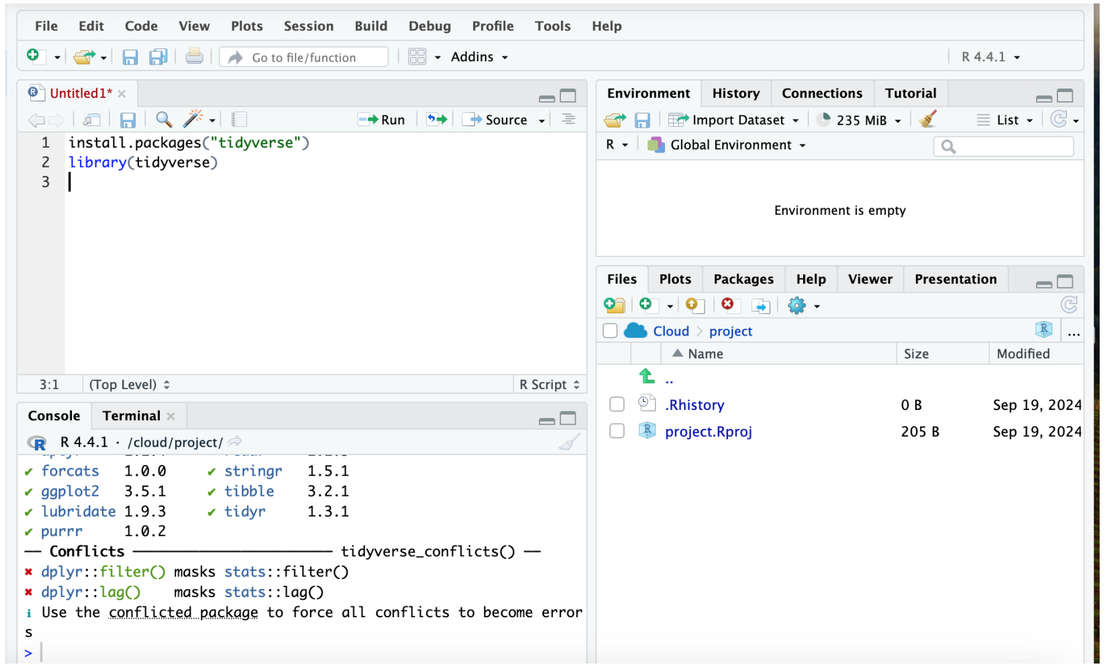

1.Install and Load Necessary Packages
Install and Load the tidyverse Package

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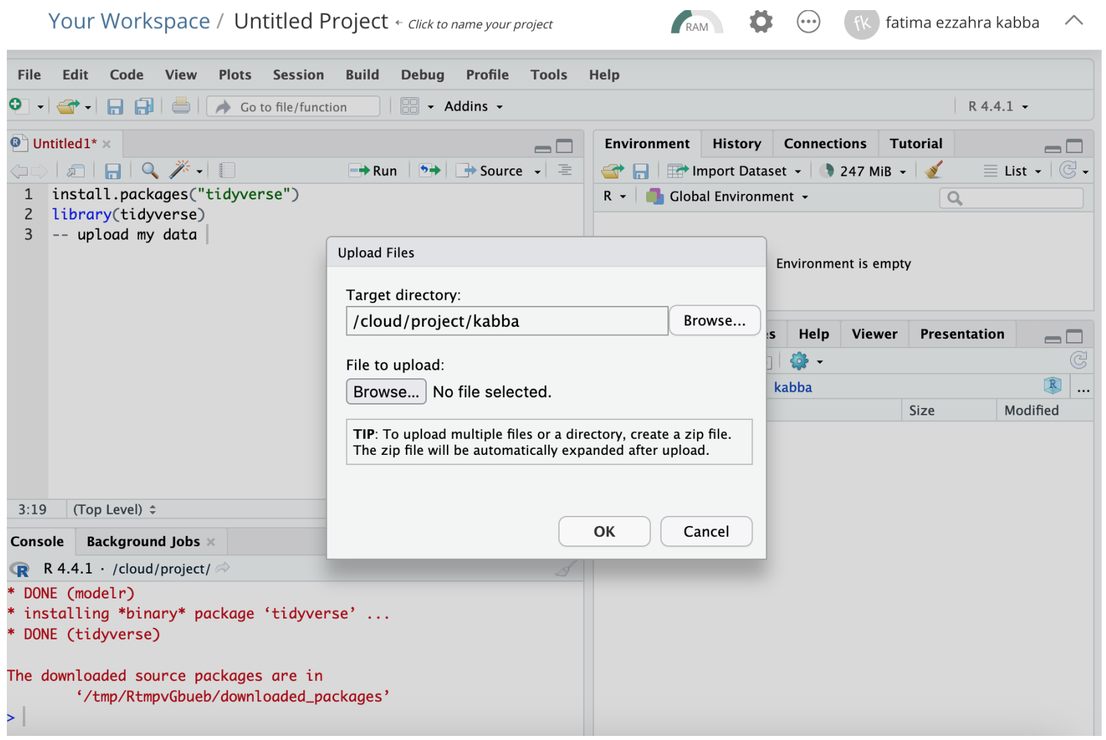
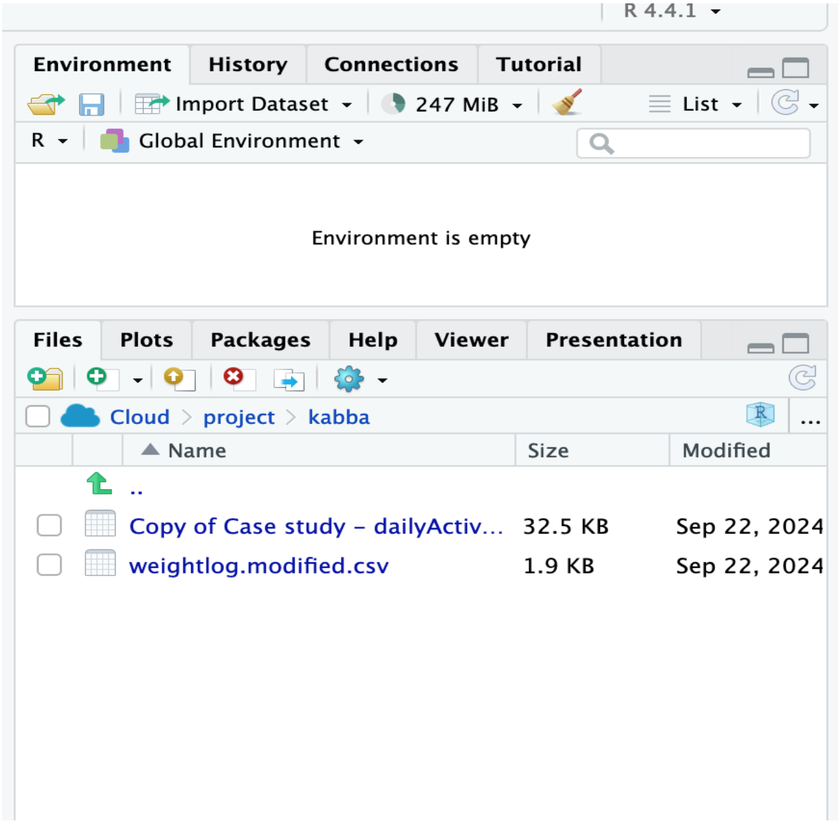
Uploading my data





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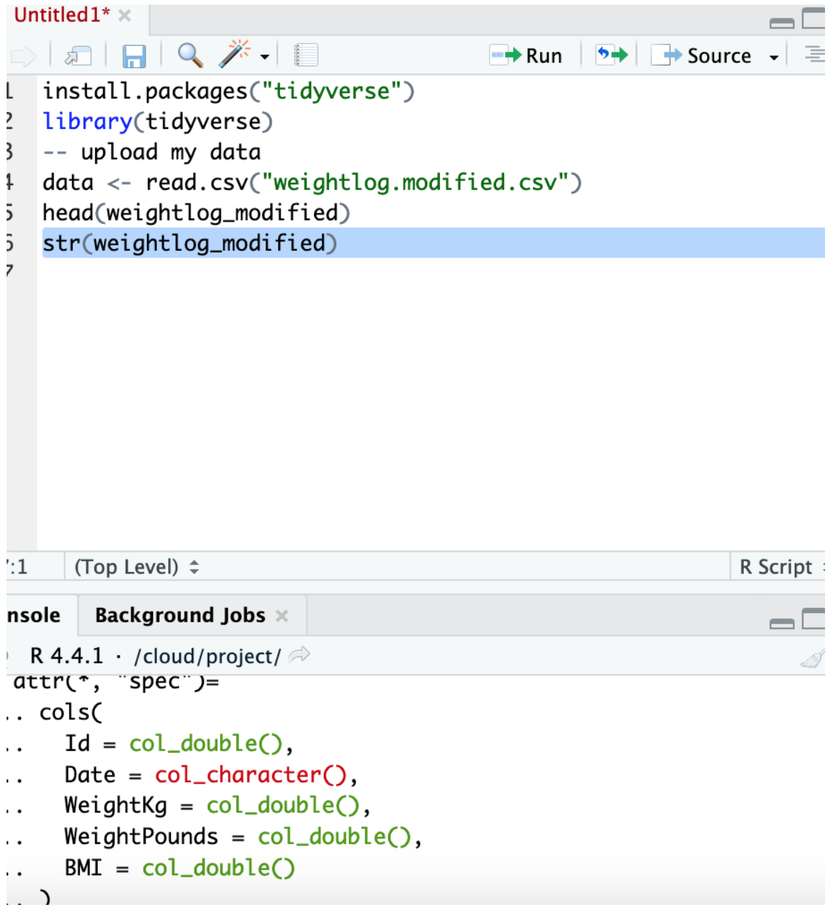
```
install.packages("tidyverse")
library(tidyverse)
-- upload my data
data <- read.csv("weightlog.modified.csv")
head(weightlog_modified)
```

(Top Level) R Script

Background Jobs

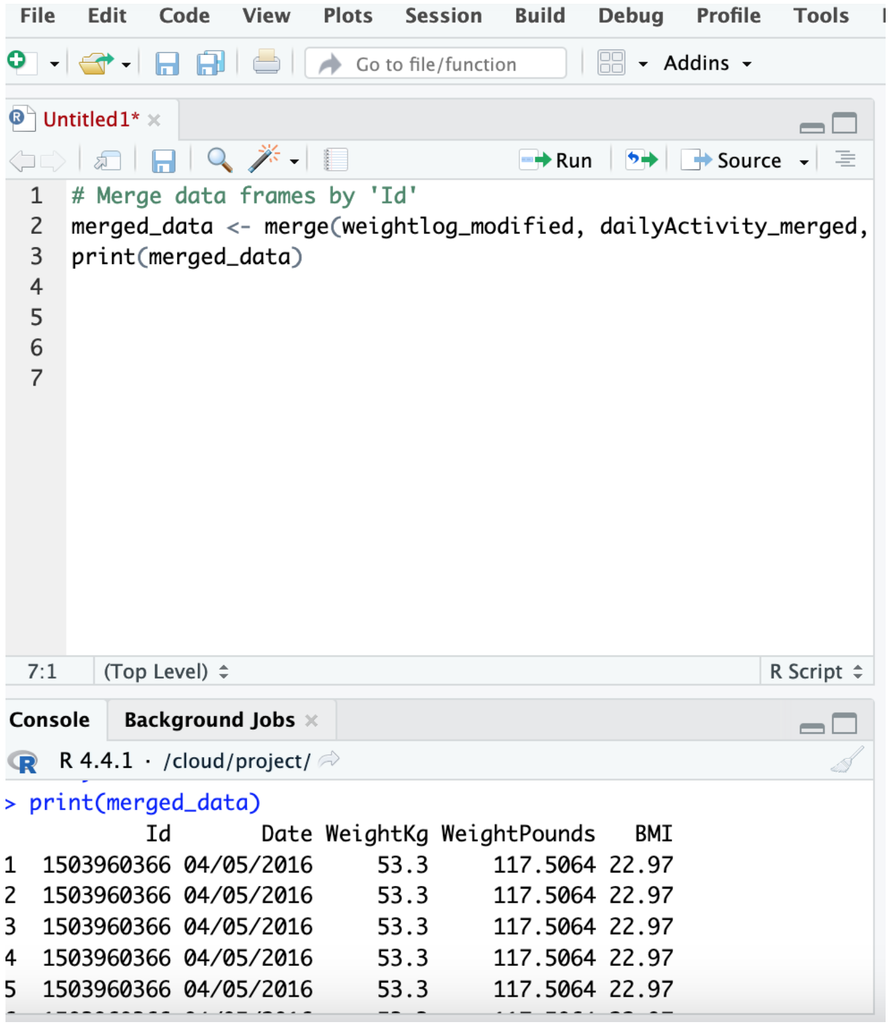
R 4.4.1 · /cloud/project/

```
A tibble: 6 × 5
        Id Date       WeightKg WeightPounds   BMI
     <dbl> <chr>         <dbl>        <dbl> <dbl>
1503960366 04/05/2016     53.3         118.  23.0
1927972279 04/10/2016    130.          286.  46.2
2347167796 04/03/2016     63.4         140.  24.8
2873212765 04/06/2016     56.7         125.  21.5
2873212765 04/07/2016     57.2         126.  21.6
```



Checking my data:

# Display the first few rows of the data
head(data)
# Check the structure of the data
str(data)



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Merging the data

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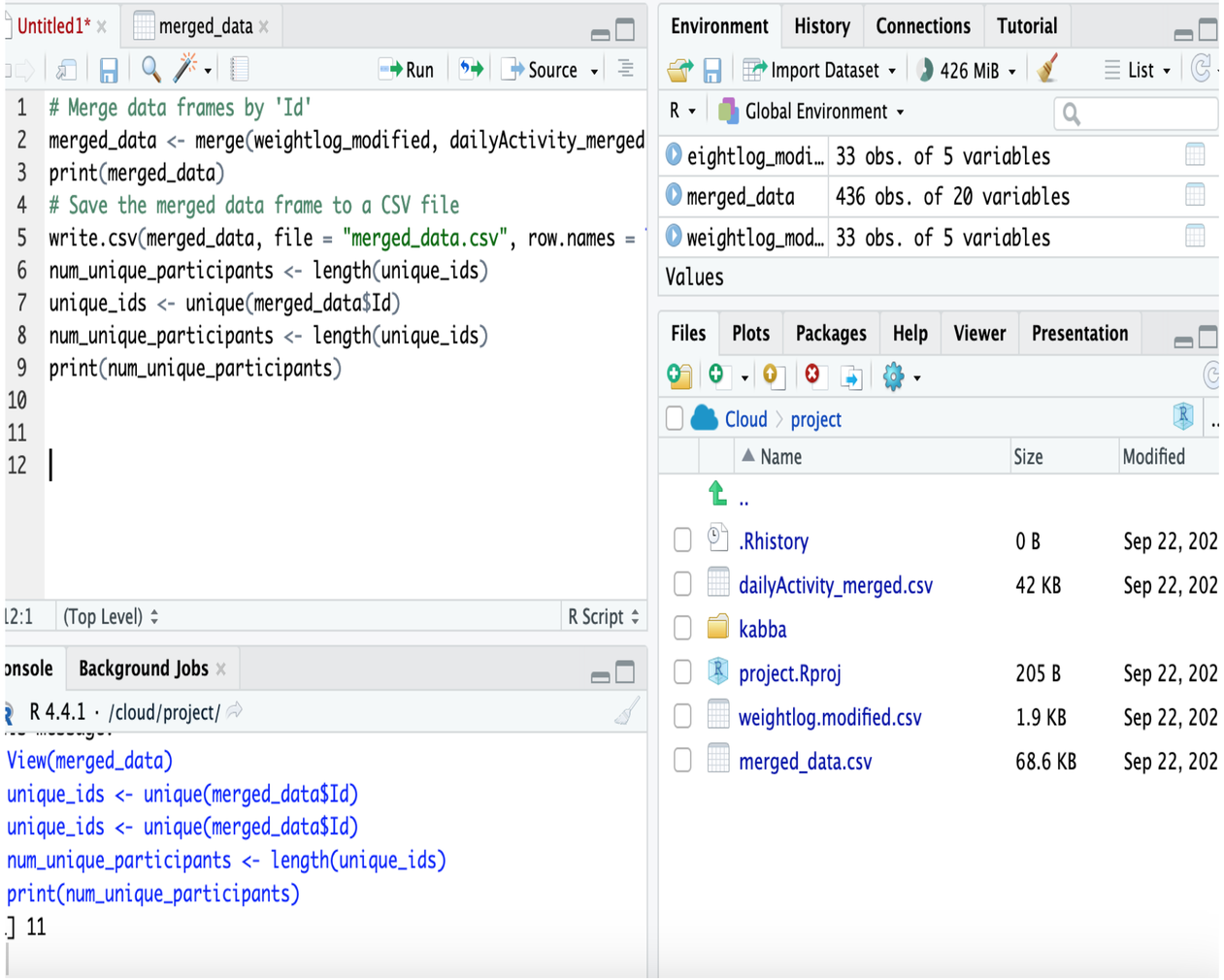
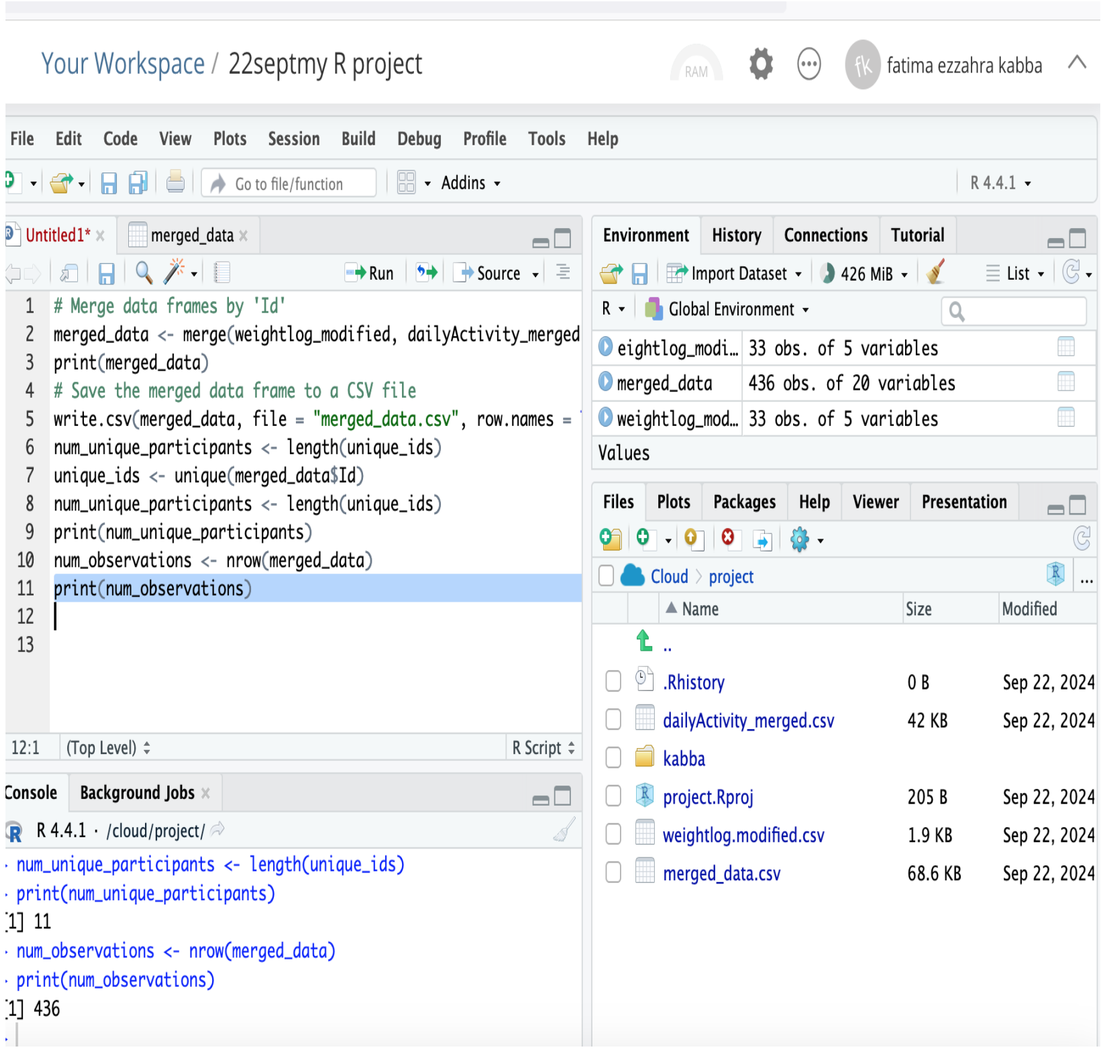


Counting the number of unique participant in the data



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determine the number of observations (rows) in our data

```
num_observations <- nrow(merged_data)
print(num_observations)
```

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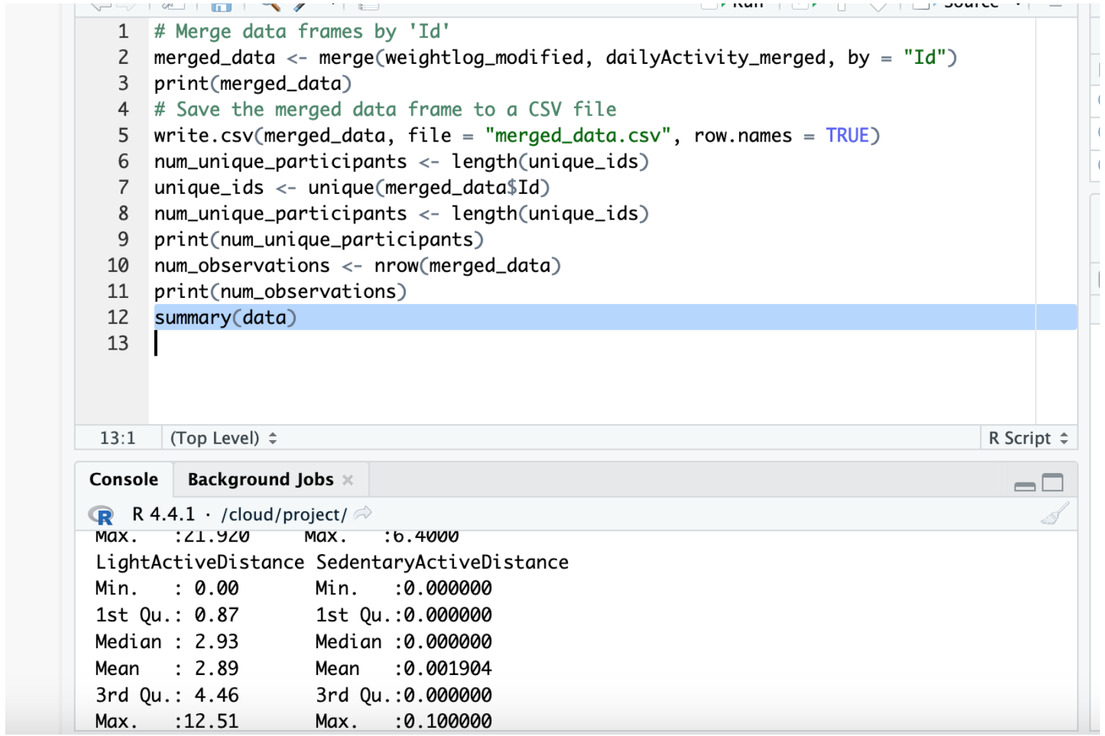

Calculate my summary statistics

summary(data)

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```
 Max.   :1440.0   Max.   :4562
Connected to your session in progress, last started 2024-Sep-22 11:13:27 UTC (34 minutes a
> library(knitr)
> kable(summary(data))


|   |      Id           |ActivityDate     |  TotalSteps   |TotalDistance   |TrackerDistance |
|:--|:------------------|:----------------|:--------------|:---------------|:---------------|
|   |Min.   :1.504e+09 |Length:457       |Min.   :    0 |Min.   : 0.000 |Min.   : 0.00   ||
|   |1st Qu.:2.347e+09 |Class :character |1st Qu.: 1988 |1st Qu.: 1.410 |1st Qu.: 1.28   |
|   |Median :4.057e+09 |Mode  :character |Median : 5986 |Median : 4.090 |Median : 4.09   ||
|   |Mean   :4.629e+09 |NA               |Mean   : 6547 |Mean   : 4.664 |Mean   : 4.61   ||
|   |3rd Qu.:6.392e+09 |NA               |3rd Qu.:10198 |3rd Qu.: 7.160 |3rd Qu.: 7.11   |
|   |Max.   :8.878e+09 |NA               |Max.   :28497 |Max.   :27.530 |Max.   :27.53   ||
>
```

- print my summary statistics in a more organized and visually appealing way

My data source

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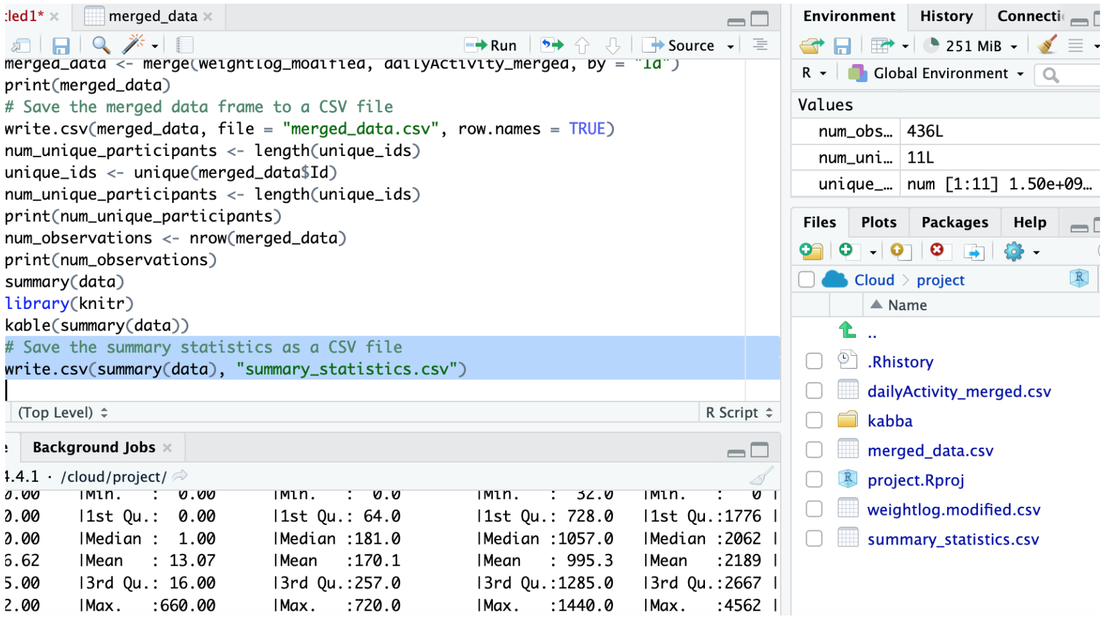
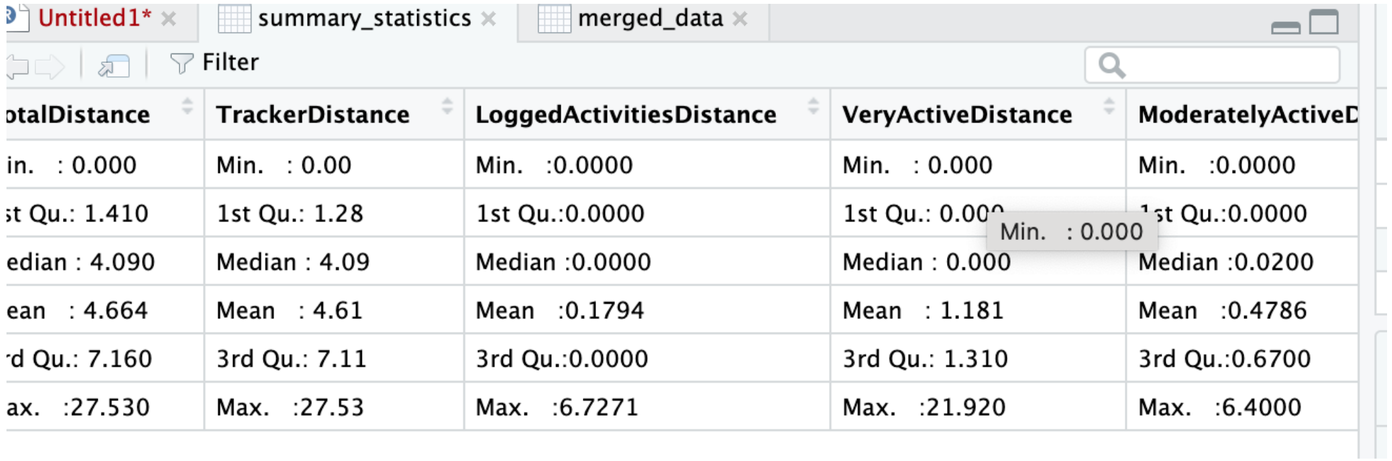


save the summary statistics in Csv file for later analysis

#write.csv(summary(data), "summary_statistics.csv")



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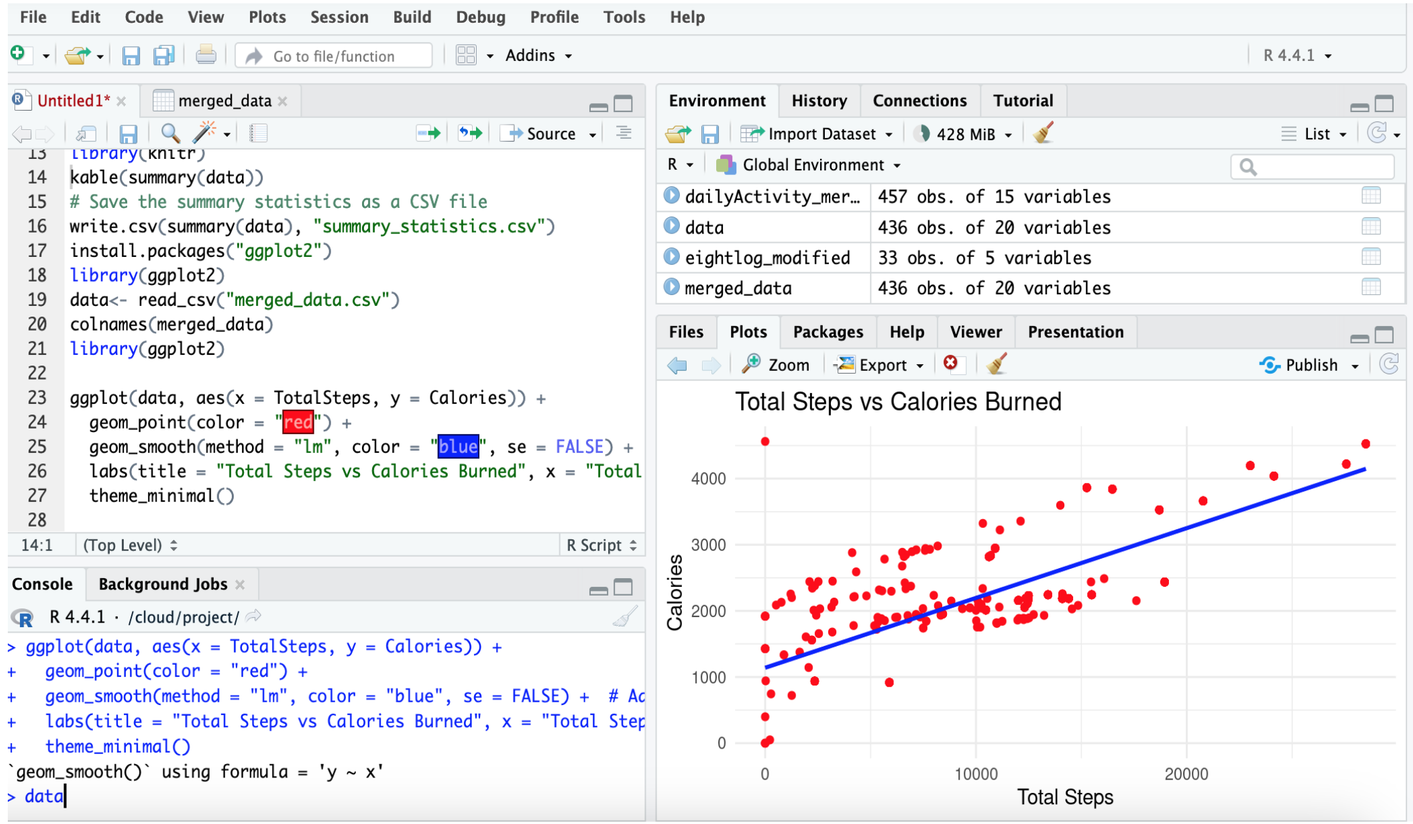

Data visualization :
-investigate whether there's a relationship between the number of steps and calories burned.

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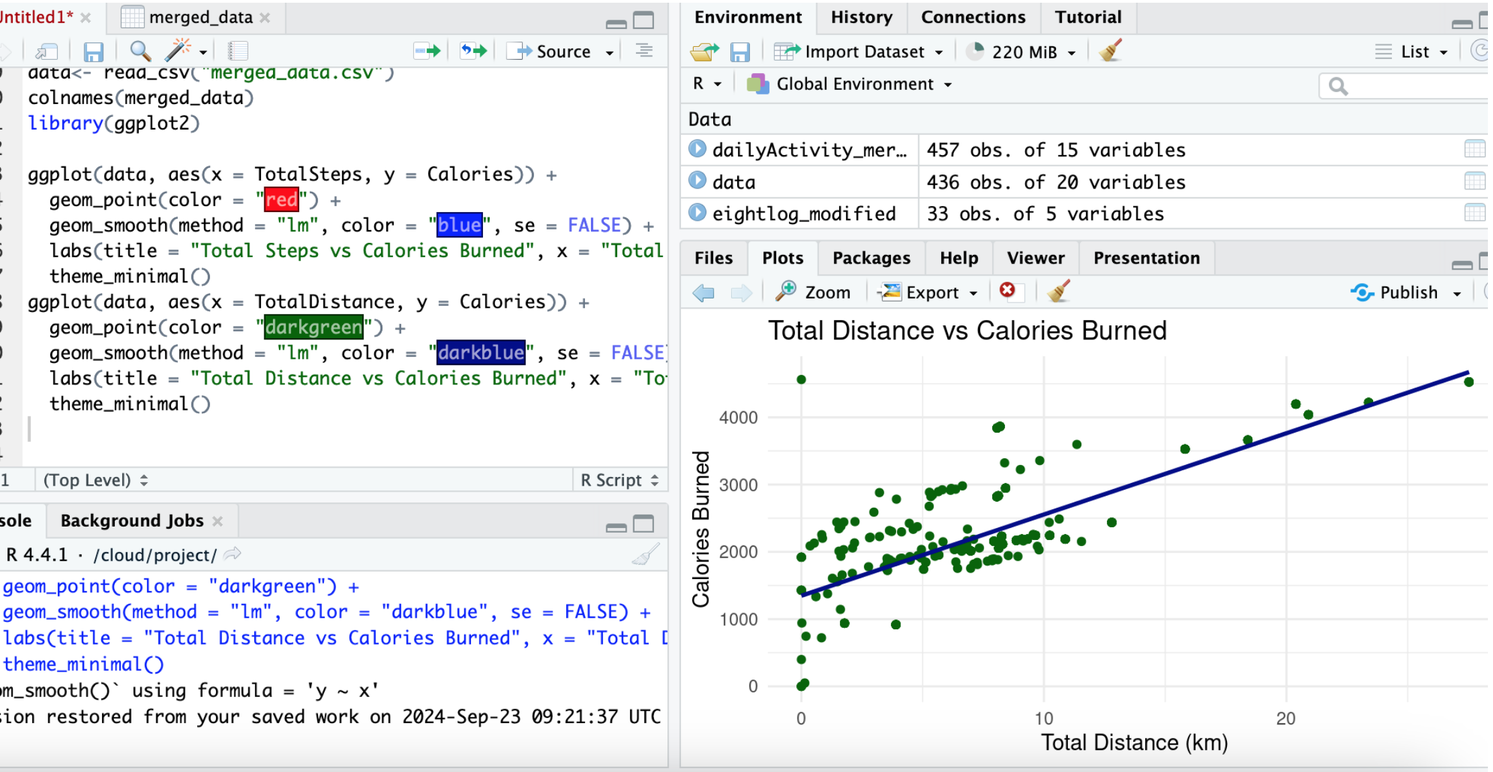

Data visualization :
-investigate whether there's a relationship between the calories Burned and total distance

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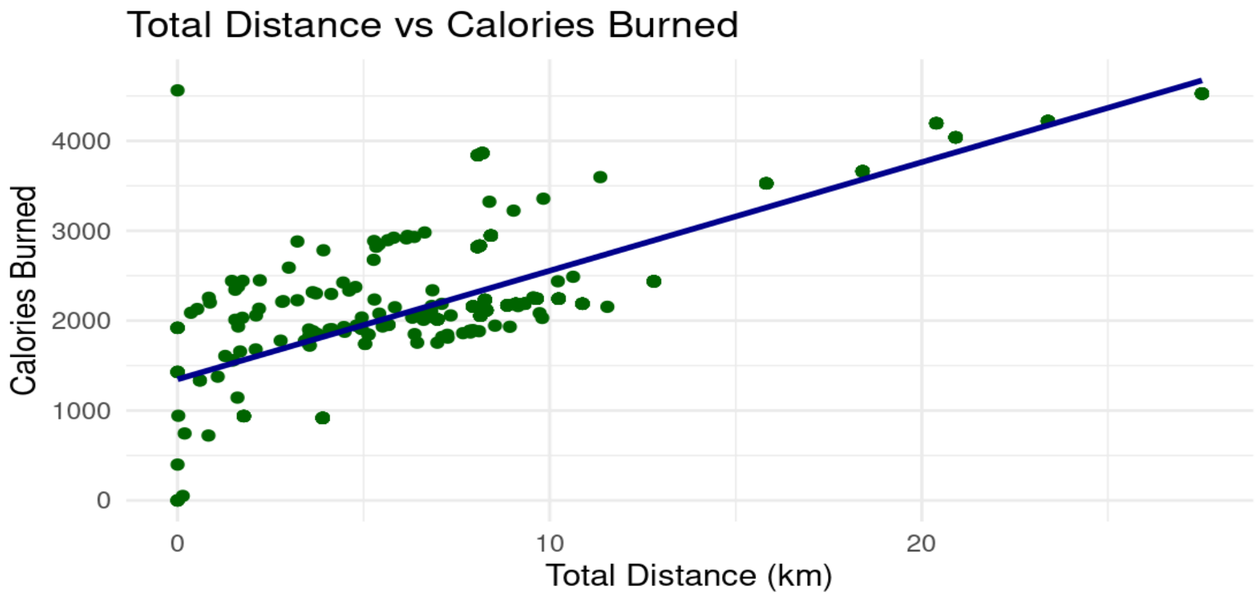

Data visualization :
- investigate whether there’s a relationship between the calories Burned and total distance

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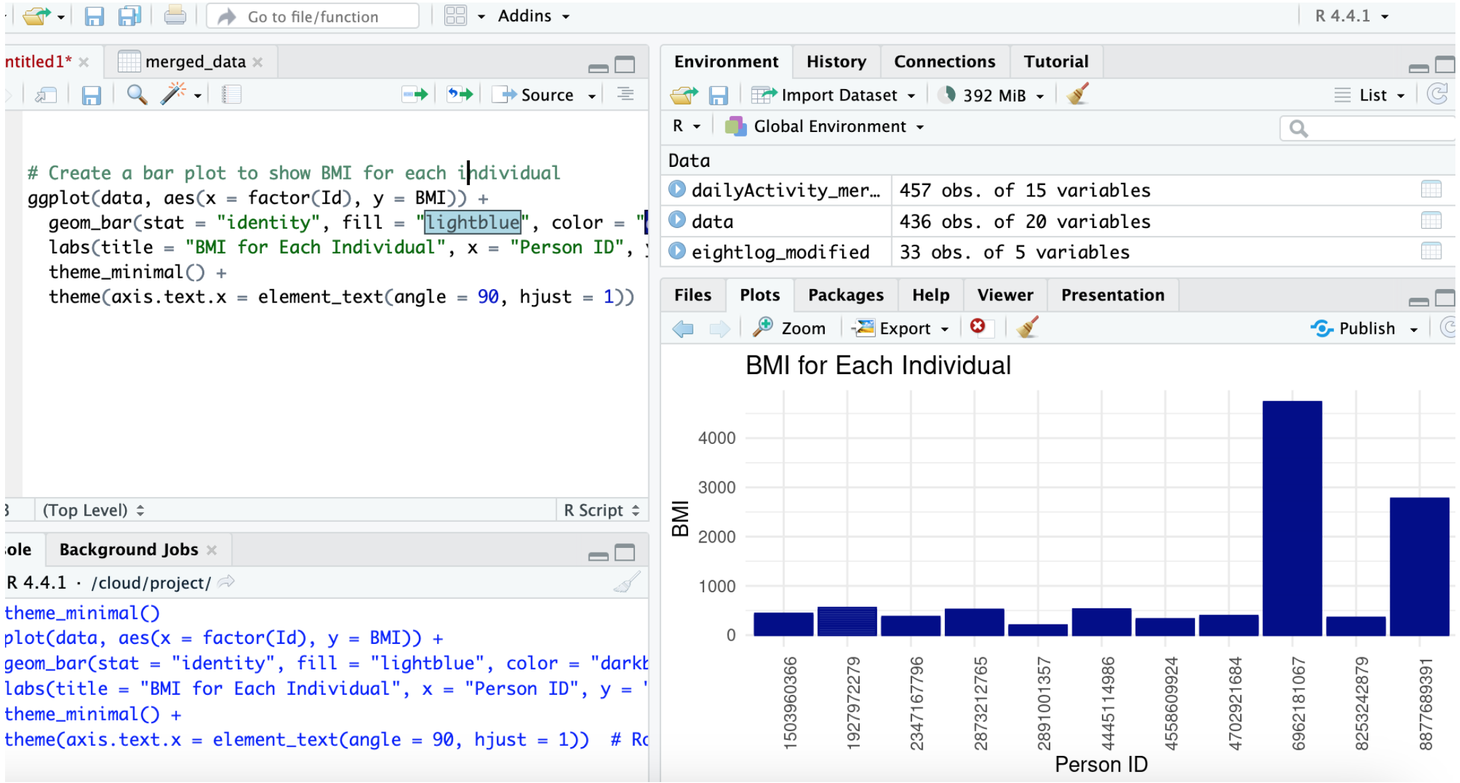

Data visualization: BMI values for each individual

```
ggplot(data, aes(x = factor(Id), y = BMI)) +
  geom_bar(stat = "identity", fill = "lightblue", color = "darkblue") +
  labs(title = "BMI for Each Individual", x = "Person ID", y = "BMI") +
  theme_minimal() +
  theme(axis.text.x = element_text(angle = 90, hjust = 1))  # Rotate x-axis labels for better readability
```

My data source

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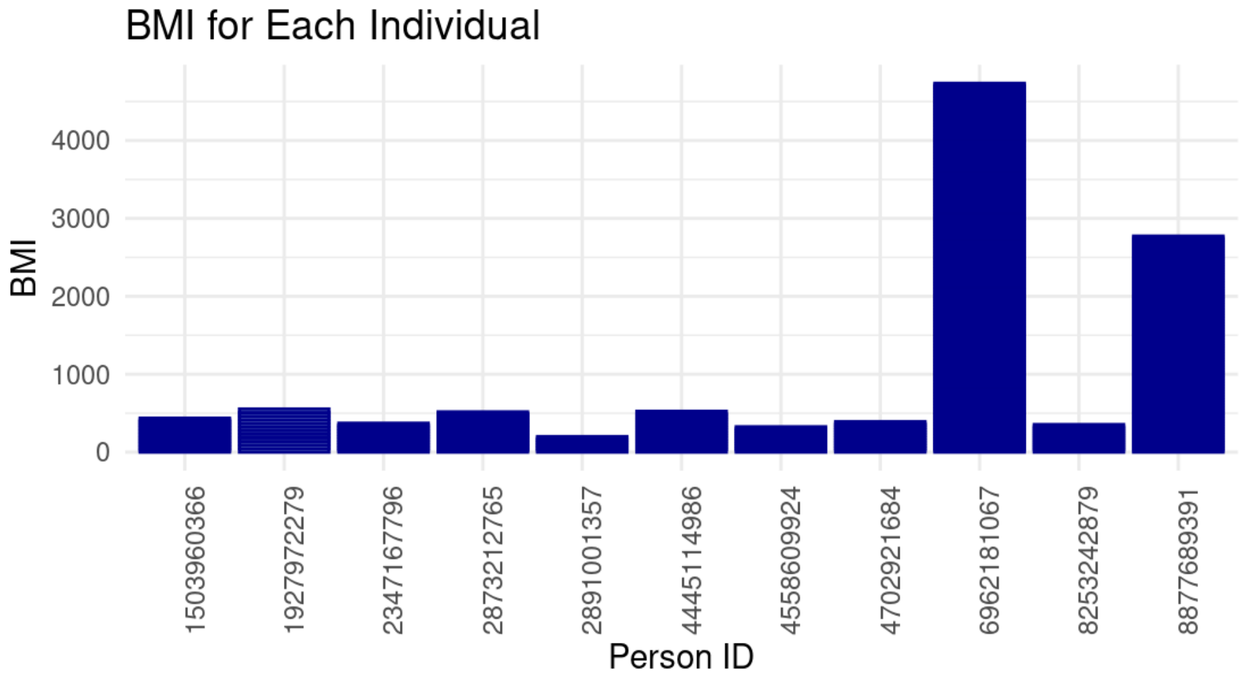

BMI values for each individual