Data Analysis Case Study

How Can a Wellness Technology Company Play It Smart ?

Data Analyst: Jerald jacob

Client/Sponsor:
- **Urška Sršen** : Bellabeat's cofounder and Chief Creative Officer
- **Sando Mur** :   Bellabeat's cofounder; key member of the Bellabeat executive team
- **Bellabeat marketing analytics team**: A team of data analysts responsible for collecting, analyzing, and reporting data that helps guide Bellabeat's marketing strategy.

Purpose:
The goal of this project is to study Bellabeat, a successful small company, but they have the potential to become a larger player in the global smart device market. I have been asked to focus on one of Bellabeat's products and analyze FitBit smart device usage data to identify trends in activity, sleep, and user engagement. Provide data–driven recommendations to optimize Bellabeat's marketing strategy for its products.

Scope / Major Project Activities:

Activity	Description
Data Cleaning & Processing	Collecting data on activity, sleep, stress, and reproductive health has allowed Bellabeat to empower women with knowledge about their own health and habits.
Exploratory Analysis	Focus on a Bellabeat product and analyze smart device usage data in order to gain insight into how people are already using their smart devices. Analyze activity patterns, sleep quality, and device engagement trends.
Deliver final report	Deliver final report on analysis of Bellabeat's available consumer data which would reveal more opportunities for growth of the company

This project does not include:
- The data set used in this case study isn't responsible for Hydration/stress analysis
- This case study doesn't implement any solutions, competitor or market analysis.
- Bellabeat marketing analytics team and marketing strategy will not act upon this case study

Deliverables:.

Deliverable	Description/ Details
Processed and cleaned Dataset	A clear statement of the business task and Documentation of any cleaning or manipulation of data
Detailed Analysis Report on the Fitbit fitness tracker	A summary of analysis and Supporting visualizations and key findings
Final Report and Executive Presentation	Final report on analysis of Bellabeat's available consumer data which would reveal more opportunities for growth of the company

Schedule Overview / Major Milestones:

The expected schedule for the project. This can be defined by milestones (e.g. "all data is cleaned and processed"), periods of time ("Week 1 / Week 2"), or other ways based on the needs of the project.

Milestone	Expected Completion Date	Description/Details
Data Collection and Review	*6/2/25*	*Review of all data sources from the company is completed*
Processing the Data	*6/10/25*	*Processing and cleaning or manipulation of data is completed*
Analyzing and Visualizing Data	*6/20/25*	*Analyzing and Visualizing Data on behalf of key findings*
Final report	*6/25/25*	*Final report detailing all work, analysis, manipulation of data , and findings.*

*Estimated date for completion:

This is my "if all goes well and I have everything I need, this is when I'll be done" date.

June 26, 2025