# Bellabeat Data Analysis Project

## Data Analyst: Jean-Pierre Mulder

## Client/Sponsor: Bellabeat

## Purpose:

The goal of this project is to study non-Bellabeat smart device data and how consumers use these products to improve on Bellabeat products. The insights will be used to improve the marketing strategy and build recommendations to the team.

## Scope / Major Project Activities:=

| Activity | Description |
| --- | --- |
| Collect Data | Collect data of non-Bellabeat users. Public Domain data will be collected. |
| Identify Trends | Analyze the data to identify the trends with non-Bellabeat users |
| Analyze Trends | Identify how trends could apply to Bellabeat users |
| Create Recommendations | Create recommendations for marketing strategy |
| Deliver Final Report | Deliver final report with recommendations |

## This project does not include:

* Any current Bellabeat users will not be included for analysis, only non-Bellabeat smart devices
* Implementing any solutions or recommendations
* Recommendations for Bellabeat Time, Bellabeat Leaf or Bellabeat Spring smart devices

## Deliverables:

| Deliverable | Description/ Details |
| --- | --- |
| Summary of Business Task | Document detailing the Statement of work. (This document) |
| Data Sources Document | Document detailing the sources used for the data |
| Data Cleaning/Manipulation Document | Document detailing any data cleaning or manipulation steps taken |
| Analysis Summary | A summary of the analysis done |
| Analysis Visualizations | Visualizations to accompany the analysis results |
| Final Report | A Document detailing all of the data used, how it was used along with the analysis and visualizations. The recommendations will also be included. |

## Schedule Overview / Major Milestones:

| Milestone | Expected Completion Date | Description/Details |
| --- | --- | --- |
| *Data Review* | *08/02/2023* | *Review of all data sources from Kaggle completed* |
| *Data analysis* | *09/02/2023* | *Initial data analysis completed* |
| *Trends identified* | *10/02/2023* | *Trends identification completed* |
| *Visualizations* | *13/02/2023* | *Visualization created* |
| *Recommendations list* | *14/02/2023* | *List of recommendations for marketing strategy* |
| *Final report* | *15/02/2023* | *Final report detailing all work, analysis, methodologies, and findings.* |

## \*Estimated date for completion:

February 16, 2023