**Case Study 2: How Can a Wellness Technology Company Play It Smart?**

Bellabeat app: The Bellabeat app provides users with health data related to their activity, sleep, stress, menstrual cycle, and mindfulness habits.

Stakeholders:

Urška Sršen: Bellabeat’s cofounder and Chief Creative Officer

Sando Mur: Mathematician and Bellabeat’s cofounder; key member of the Bellabeat executive team

Bellabeat marketing analytics team

Business Task:

What are some trends in smart device usage?

How could these trends apply to Bellabeat customers?

How could these trends help influence Bellabeat marketing strategy?

Data Source:

FitBit Fitness Tracker Data (CC0: Public Domain, dataset made available through Mobius)