Capstone Project – Notes

Ask

Sršen asks you to analyze smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices. She then wants you to select one Bellabeat product to apply these insights to in your presentation. These questions

will guide your analysis:

1. What are some trends in smart device usage?

2. How could these trends apply to Bellabeat customers?

3. How could these trends help influence Bellabeat marketing strategy?

**NOTES**

1.

* People around this world are so consious about their own health these days that makes them buy atleast one gadget to monitor their health on a daily basis.
* About 40 percent and 35 percent of adults are using health apps and wearables, respectively, with most using the technologies at least once a day.
* Health app and wearables use varied across age groups, according to the survey. Forty-seven percent and 40 percent of respondents aged 18 to 34 used health apps and wearables, respectively, compared to 30 percent and 25 percent of adults over 65.
* Smartwatches and fitness bands measure heart rate by scanning blood flow near your wrist, by illuminating it with LEDs. The colour green is chosen, because it is absorbed well by our red blood, so optical sensors can gauge the flow of blood and heart beats more accurately.
* ECG offers far superior and accurate monitoring of your heart that most wearables just do not.

2.

* As Bellabeats products focus more on women and empowering their health, the IVY+ Health Tracker will be a life changing products among the women in the society.
* The trend of using portable health gadgets like watches and bands are more preferred than the ECG machines unless some serious attention is required.
* Bellabeats can make this product shift gears in the market by launching this health tracker and giving frequent attention, update and care for the Women out there.

3.

* More than appyling this trend there is an UNIQUE way of marketing for Bellabeats as it is just for Women out there in this world.
* The key marketing advantage here is that MEN caring for the women in their life and the WOMEN who care about themselves will tend to buy IVY+ Health Tracker.
* Speaking about WOMEN, they are the ones who spend more on self care. So this will help Bellabeats to promote their product easily for the women’s.

You will produce a report with the following deliverables:

1. A clear summary of the business task

2. A description of all data sources used

3. Documentation of any cleaning or manipulation of data

4. A summary of your analysis

5. Supporting visualizations and key findings

6. Your top high-level content recommendations based on your analysis

**NOTES**

1. The business task is to look for the trends on health tracking devices other than Bellabeats and look forward to impose or make the trend better in the Bellabeat products.

Case Study Roadmap - Ask

Guiding questions

1. What is the problem you are trying to solve?
2. How can your insights drive business decisions?

**NOTES**

1. The problem here is to look for the betterment of Bellabeats products using the real time data available by the users of other health trackers and the users of Bellabeats.
2. The insights that will be gained will be helpful to improve the production and marketing of Bellabeats products in the markets.