Data Analysis Project

Data Analyst: Mohamed Sofiene Kadri

Client/Sponsor: Bellabeat

Purpose:
The goal of this project is to study smart device data of Bellabeats products to gain insight that will help guide marketing strategy for the company. The project will identify the consumers habits and usage of non-Bellabeat smart devices and apply these insights afterwards to one of Bellabeat products.

Business task:
Conducting a thorough analysis of the FitBit Fitness Tracker data of 30 individual to gain insight into how consumers are using their smart devices and use these insights to provide high-level recommendations for Bellabeat's marketing strategy.

Scope / Major Project Activities:

Activity	Description
Defining the business tasks	Fix the business goal that needs to be achieved through this data analysis project.
Data exploration	Verify the integrity of the collected data and carry a preliminary examination for better understanding of the data.
Data preparation	Manage and secure the data for the data processing phase.
Data processing	Clean and validate the data by ensuring that there are no inconsistencies or inaccuracies in order to get the best possible answer to the business question.
Data analysis	Investigate and manipulate the data to extract insights, trends, or any useful information to answer the business question.
Data visualization	Build visual communication supports and reports to back-up the analysis process findings.
Sharing the analysis insights	Provide a summary of the findings, answers for the business questions and recommendations.

This project does not include:

- Building a dynamic dashboard visualization.
- Creating a statistical model.

Deliverables:

Deliverable	Description/ Details
Scope of Work	Document containing project description with a clear statement of the business tasks, description of the project activities, and deliverables and timelines.
Data Description Report	Document containing all the information about the data.
Data Cleaning Report	Document containing all information about the data cleaning and manipulation process.
Analysis Summary	Document containing the analysis process information and the discovered insights.
Supporting visualizations	Slides containing the key findings and the elaborated recommendations.

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
All data is cleaned and processed.	*30/06/2022*	*Finish the data cleaning and manipulation process.*
Analysis completed.	*02/07/2022*	*Finish the data analysis process.*
Analysis summary elaborated.	*04/07/2022*	*Insights and recommendations.*

*Estimated date for completion:

Monday, July the 2nd 2022 by 10 am.