

Bellabeat Case Study: Data Description Report

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Report summary:

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1. Bellabeat Case Study

The Bellabeat case study is a data analysis project for a high-tech manufacturer of health-focused products for women. The main objective of this data analysis project is to conduct a full and thorough analysis of smart device data to gain insight into how consumers are using their smart devices. The conducted analysis aims for extracting insights from the provided data to guide future marketing strategy for the Bellabeat marketing analytics team.

2. FitBit Fitness Tracker Data

The FitBit Fitness Tracker data set [1] is generated by respondents to a distributed survey via Amazon Mechanical Turk between 03.12.2016-05.12.2016. Thirty eligible Fitbit users consented to the submission of personal tracker data, including minute-level output for physical activity, heart rate, and sleep monitoring. Individual reports can be parsed by export session ID (column A) or timestamp (column B). Variation between output represents use of different types of Fitbit trackers and individual tracking behaviors / preferences.

3. Data license

The FitBit Fitness Tracker data set is under the CC0: Public Domain (Creative Commons Attribution 4.0 International).

4. Data ROCCC

A good data source is ROCCC which stands for Reliable, Original, Comprehensive, Current, and Cited.

- **Reliable:** MEDIUM — The data is collected from a smart devices which means its accurate. However, the data is collected from only 30 participants which limits the sample to only 30 and cannot be reliable for extensive analysis.
- **Original:** — LOW — Data collected from Third party provider (Amazon Mechanical Turk).
- **Comprehensive:** — LOW — No metadata or any sort of description was provided along the collected data.
- **Current:** — LOW — Data collected in 2016 which can be considered as outdated.

- **Cited:** — High — All information about the third party provider is available.

5. Full data description

Summary:

Fitabase Data:

- Number of files: 18
- Files format: CSV
- Files total size: 25.3 MB
- Data collection date: 4/12/2016 - 5/12/2016
- Data source: Amazon Mechanical Turk (third party provider)

Table 1: Table 1: Dataset Files Summary

DatasetFiles	FileSize	VarNbre	ObsNbre
dailyActivity_merged.csv	111.3 kB	15	940
dailyCalories_merged.csv	25.1 kB	3	940
dailyIntensities_merged.csv	70.6 kB	10	940
dailySteps_merged.csv	25.2 kB	3	940
heartrate_seconds_merged.csv	89.6 MB	3	2483658
hourlyCalories_merged.csv	801.5 kB	3	22099
hourlyIntensities_merged.csv	898.8 kB	4	22099
hourlySteps_merged.csv	796.6 kB	3	22099
minuteCaloriesNarrow_merged.csv	66.4 MB	3	1325580
minuteCaloriesWide_merged.csv	23.0 MB	62	21645
minuteIntensitiesNarrow_merged.csv	46.4 MB	3	1325580
minuteIntensitiesWide_merged.csv	3.3 MB	62	21645
minuteMETsNarrow_merged.csv	47.7 MB	3	1325580
minuteSleep_merged.csv	8.8 MB	4	188521
minuteStepsNarrow_merged.csv	46.5 MB	3	1325580
minuteStepsWide_merged.csv	3.5 MB	62	21645
sleepDay_merged.csv	18.1 kB	5	413
weightLogInfo_merged.csv	6.7 kB	8	67

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¹[1]: Furberg, R., Brinton, J., Keating, M., & Ortiz, A. (2016). Crowd-sourced Fitbit datasets 03.12.2016-05.12.2016 [Dataset].