# **Case Study - Bellabeat**

**How can a wellness company play it smart?**

### **1. Ask (Business Task)**

Urška Sršen, co-founder and Chief Creative Officer of Bellabeat, believes that analyzing smart device fitness data could help unlock new growth opportunities for the company.

* **Business task:** Analyze smart device data to gain insight into how consumers are using their smart devices and how beneficial it can be utilized for the company.
* **Stakeholders:** Bellabeat’s CCO
* **Key questions:**
  1. What are the trends in smart device usage?
  2. How could these trends apply to Bellabeat customers?
  3. How could these trends help influence Bellabeat marketing strategy?

### **2. Prepare (Data Collection & Cleaning)**

Document where the data comes from, its structure, and initial observations.

* **Data source:** FitBit Fitness Tracker Data from Kaggle
* **Data format:** CSV
* **Limitations / biases:** 33 users were considered for the data collection. The users do not wear the gadgets all the time.

### **3. Process (Data Cleaning & Transformation)**

List every step you took so it’s reproducible later.

* Changed data types: Date are made sure to be in Date format.
* Tools used: R