# Data Analysis Project

## Data Analyst: Manoj Menon

## Client/Sponsor: Urška Sršen - Bellabeat’s cofounder and Chief Creative Officer

Other Stakeholders : Sando Mur - also cofounder; key member of the Bellabeat executive team, Bellabeat marketing analytics team

## Purpose:

Goal is to develop the Marketing strategy for Bellabeat to grow its business.

*Analyze health and wellness trends in women, using consumer fitness device data from the Fitbit dataset.. Find additional public domain data to augment the Fitbit dataset. Identify how the observed trends specifically will help increase Bellabeat’s customer base business. Recommend the marketing strategy for future growth based on these findings.*

## Scope / Major Project Activities:

*What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.*

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| --- | --- |
| Activity | Description |
| Collect required data | Find additional dataset to augment Fitbit dataset |
| Analyze main trends | Organize, clean and analyze the datasets to identify the main trends specifically relevant to women |
| Understand the trend | Develop deeper understanding of the reasons for the trends. Identify which Bellabeat product can be improved / changed |
| Recommend strategy | Make recommendations for growth areas and features for identified product. Conduct preliminary validation of recommendations with peer group. |
| Deliver final report | Prepare final report and present to stakeholders |

## This project does not include:

* This project is primarily targeted towards data as related to women’s health and not mens health trends. A stretch goal would be to understand the differences and similarities to mens health to explore further business opportunities
* Time period ?
* Age groups ?

## Deliverables:

*A specific list of things that your project will deliver.*

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| --- | --- |
| Deliverable | Description/ Details |
| Dashboard of fitness trends | Dashboard to show : Current trends in features most used, Current and forecasted market for fitness devices, women vs men usage for devices, Cost and accessibility of fitness devices and smart phones, |
| Recommendations for growth | Conclusions from data analysis and recommendations on marketing strategy for future growth |
| Final report | A report detailing the analysis, findings with evidence, visualizations and recommendations for market strategy |
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|  |  |

## Schedule Overview / Major Milestones:

*The expected schedule for the project. This can be defined by milestones (e.g. “all data is cleaned and processed”), periods of time (“Week 1 / Week 2”), or other ways based on the needs of the project.*

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| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| *Data collection* | *Feb 5th 2022* | *Additional data sources that can be used in this analysis is collected* |
| *Prepare Data for Review* | *Feb 6th 2022* | *Organize data.*  *Data models created* |
| *Data Analysis* | *Feb 8th 2022* | *Clean and analyze data.*  *Key trends identified* |
| *Dashboard creation* | *Feb 10th 2022* | *Dashboard that shows key trends and supports business case is ready* |
| *Recommendations* | *Feb 11th 2022* | *Main recommendations are prepared* |
| *Final report* | *Feb 15th 2922* | *Final report including presentation to stakeholders, analysis documentation is ready* |

## \*Estimated date for completion:

*Feb 20th including revisions after feedback.*