

Project Overview

Project Title:

**TIME: Empowering Women's Wellness Through
Data-Driven Product and Marketing insights**

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1. Project Objective

The goal was to analyze connected device data to understand health and wellness tracking habits, optimize BELLABEAT's TIME product, and inform marketing strategy.

2. Context

This project was conducted as part of the Google Data Analytics certification program on Coursera. It is based on a dataset provided by the platform, generated from smartwatches, with the aim of exploring innovative solutions to enhance women's health and well-being.

3. Tools and Skills Used

Data preparation, analysis and visualization performed using R in RStudio

Data visualization with R

Exploratory analysis, descriptive statistics

4. Dataset

Data sourced from Fitbit activity tracker available on Kaggle

5. Methods

Data cleaning, sorting, aggregation, joins, correlation and trend analysis.

Dynamic visualizations: charts, histograms, scatter plots.

6. Keys Findings

The analysis shows that more active users tend to be less sedentary. Some users experience sleep disturbances, with only a weak correlation to activity levels. These insights support positioning TIME as a holistic wellness coach, by integrating features focused on sleep, stress, and nutrition.

7. Deliverables

ASK: Clear problem statement defining the analysis objective

PREPARE: Description of raw Fitbit data (Kaggle source)

PROCESS: Documentation of all data cleaning and transformation steps

ANALYZE: Summary of key insights from exploratory analysis

SHARE: Interactive visualizations and synthesis of findings

ACT: Key conclusions and strategic recommendations for the TIME product

8. Conclusion & Outlook

This project allowed me to apply the full data analysis process—from problem definition to strategic recommendations. It demonstrates my ability to turn raw data into actionable insights with high business value. Moving forward, I aim to deepen user behavior analysis to help design smarter, human-centered connected products.

7. Duration

1 week