Case Study: How can a wellness technology company play it smart?

Ask

Business task: BellaBeat is a wellness technology company who design wellness gadget for woman. Founded by Urška Sršen and Sando Mur in 2013, Bellabeat has grown rapidly and can position itself a top technology company for women wellbeing. Product developed are Bellabeat App; an app which can track down all daily activity, sleep, stress, menstrual cycle, and mindfulness habits of user. Next product is the Leaf a tracker that can be worn as a bracelet, necklace, or clip. Time is a wellness watch combines the timeless look of a classic timepiece with smart technology to track user activity, sleep, and stress. Spring: a water bottle that tracks daily water intake and Bellabeat membership is a subscription-based membership program for users. Srsen the co-founder wants us to analysis the data from one of their products to get insight which will help the marketing Team in decision making.

Prepare

To procced to the analysis we will use a dataset called **FitBit Fitness Tracker Data** collected from Kaggel. This dataset contains daily report of 30 FitBit users. Data collected through a survey from 03-12-2016 to 05-12-2016. Data integrity can be verified by the metadata, details about the dataset and how many time this data was used in multiple projects. Feedback from pioneer who used the dataset can guaranty the integrity of dataset. This dataset will help us answer the business question as it contains a daily tracker report well arranged in a **.csv** file with some slide missing value, but the dataset can be useful. We will download the dataset and store in our device.

Question:
How can Bellabeat make use of the collected data set to improve their sale or target the right audience?
What insights can we get from the dataset?