Introduction

This is a case study of the Bellabeat company that serves as the capstone project for the **Google Data Analysis Career Certificate** utilizing the preffered 6 step data analysis process: **ask, prepare, process, analyze, and act, to fullfill** and deliver the buisness tasks & objective.

Scenario Background

Bellabeat is a high-tech manufacturer of health-focused products for women. Bellabeat is a successful small company, but they have the potential to become a larger player in the global smart device market. Urška Sršen, cofounder and Chief Creative Officer of Bellabeat, believes that analyzing smart device fitness data could help unlock new growth opportunities for the company. You have been asked to focus on one of Bellabeat's products and analyze smart device data to gain insight into how consumers are using their smart devices. The insights you discover will then help guide marketing strategy for the company. You will present your analysis to the Bellabeat executive team along with your high-level recommendations for Bellabeat's marketing stragety.

Tools & Resources

- Fitbit Fitness Tracker Data
- Microsoft Excel
- SQL
- R
- Tableau

STEP 1. ASK

Business Task:

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Analyze FitBit Fitness Tracker Data to gain insights into how consumers are using the FitBit app and discover trends and insights
for Bellabeat marketing strategy.
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Business Objectives:

1. What are the trends identified?
2. How could these trends apply to Bellabeat customers?
3. How could these trends help influence Bellabeat marketing strategy?

Deliverables:

1. A clear summary of the business task
2. A description of all data sources used
3. Documentation of any cleaning or manipulation of data
4. A summary of analysis
5. Supporting visualizations and key findings
6. High-level content recommendations based on the analysis

Key Stakeholders:

1. Urška Sršen: Bellabeat's cofounder and Chief Creative Officer
2. Sando Mur: Mathematician, Bellabeat's cofounder and key member of the Bellabeat executive team
3. Bellabeat marketing analytics team: A team of data analysts guiding Bellabeat's marketing strategy.

STEP 2. PREPARE