**Fitbit Dataset Analysis**

**Scope of Work**

**Data Analyst**: *Harry Curtis*

**Client**: *Bellabeat*

**Purpose**

In this case study, we analyse data collected from a sample of Fitbit users. We hope to discover actionable insights into how wearers of smartwatches use their devices that will help Bellabeat improve their devices.

**Scope & Major Project Activities**

|  |  |
| --- | --- |
| Activity | Description |
| Inquiry | Identify the business task and consider the key stakeholders. |
| Preparation | Download and store the data, identify how it’s organised, then sort and filter it. Finally, determine its credibility. |
| Processing | Using Python, check the data for errors and transform it for easier handling, keeping the cleaning process documented in a Jupyter Notebook. |
| Analysis | Aggregate the data so it’s useful and accessible, organise and format it, perform calculations, then identify trends and relationships. |
| Sharing findings | Create data visualizations that express the insights and present findings in a PowerPoint Presentation slide deck, checking that the work is accessible to others. |

This project does not include:

* Any data external to the dataset.
* Personal or demographic information on the Fitbit users.

**Deliverables**

|  |  |
| --- | --- |
| Deliverable | Description |
| FitbitDataDocumentation.html | A Jupyter Notebook containing a statement of the business task, a description of the data source, data cleaning and manipulation documentation. |
| FitbitDataInsights.pptx | A PowerPoint presentation containing a summary of the analysis, data visualisations, key findings, as well as high-level insights. |

**Schedule Overview & Major Milestones**

|  |  |  |
| --- | --- | --- |
| Milestone | Expected Completion Date | Description |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |