
Business Task statement

23rd July 2022

OVERVIEW

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, co-founder and Chief Creative Officer of Bellabeat, believes that analyzing smart device fitness data could help unlock new growth opportunities for the company.

BUSINESS TASK

1. **Analyze** smart device usage [data](#) in order to gain insight into how people are already using their smart devices.
2. Using this information, create high-level **recommendations** for how trends can inform Bellabeat marketing strategy.

KEY STAKEHOLDERS

- **Urška Sršen:** Bellabeat's co-founder and Chief Creative Officer
- **Sando Mur:** Mathematician and Bellabeat's co-founder; a key member of the Bellabeat executive team
- **Bellabeat marketing analytics team:** A team of data analysts responsible for collecting, analysing, and reporting data that helps guide Bellabeat's marketing strategy.