**Scenario: Developing a Health Monitoring App.**

You are part of a team developing a health monitoring app to help users track their heart health. The app collects data such as heart rate, activity levels, sleep patterns, and user-reported stress levels. The data will be analyzed to provide personalized health recommendations and risk alerts for conditions like heart disease.

**Key Considerations:**

* The app will primarily use wearable fitness tracker data but will also ask users to self-report certain behaviors and symptoms.
* The app is funded by a healthcare company that wants to use aggregated data to inform new product development.
* It will be marketed to a general audience (as defined by the healthcare company), but the initial dataset comes from a clinical trial with participants who are mostly middle-aged men.

Data Process:

1. Defining the Problem
2. Data Collection
3. Data Cleaning
4. Data Analysis
5. Interpretation
6. Visualization/Communication
7. Action