# Business Task summary

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**Primary Stakeholder** Sršen (Co-founder, chief creative officer)

**Secondary Stakeholder** Sando Mur(Executive team)

## Description of business task

Analyze smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices and apply these insights to any one of the Bellabeat products on marketing strategy.

## Key questions to answer

1. What are some trends in smart device usage?
2. How could these trends apply to Bellabeat customers? (Does this trends still hold for Bellabeat customers?)
3. How could these trends help influence Bellabeat marketing strategy?
4. Are there any underlying factors(consumers' need) causing these trends?
5. What can we do to marketing to make Bellabeat products meet those needs further than competitors?

## Project goal statement

1. Identify at least 3 trend descriptions in consumer usage from data.
2. Identify underlying consumers' behaviour pattern description for each of the trend in 1.
3. For each of the trends, come up with 1 suggested action to any specific Bellabeat product's marketing strategy based on it.

## Standard of success

1. Identify at least 1 trend that is applicable to Bellabeat users.
2. Come up with suggested action to any identified trend applicable to Bellabeat users.

## 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 your analysis
5. Supporting visualizations and key findings
6. Top 3 high-level content recommendations based on your analysis

## Appendix

### Important info about Bellabeat

* Bellabeat is still a **small** company, with potential to grow large.
* There are 5 Bellabeat products

1. Bellabeat app
2. Leaf tracker : tracker as bracelet, necklace, or clip.
3. Time : tracker as a watch.
4. Spring : water bottle
5. Bellabeat membership : subscription for **24/7 personalized** health guidance

* Main customer group of Bellabeat are **women around the globe**.
* Bellabeat sell through a number of online retailers as well as their own e-commerce module on their website.
* Bellabeat's marketing strategy currently focuses more on **digital marketing**, such as posts on social media and paid ads on YouTube and Google.
* Mainly collected data : activity, sleep, and stress.