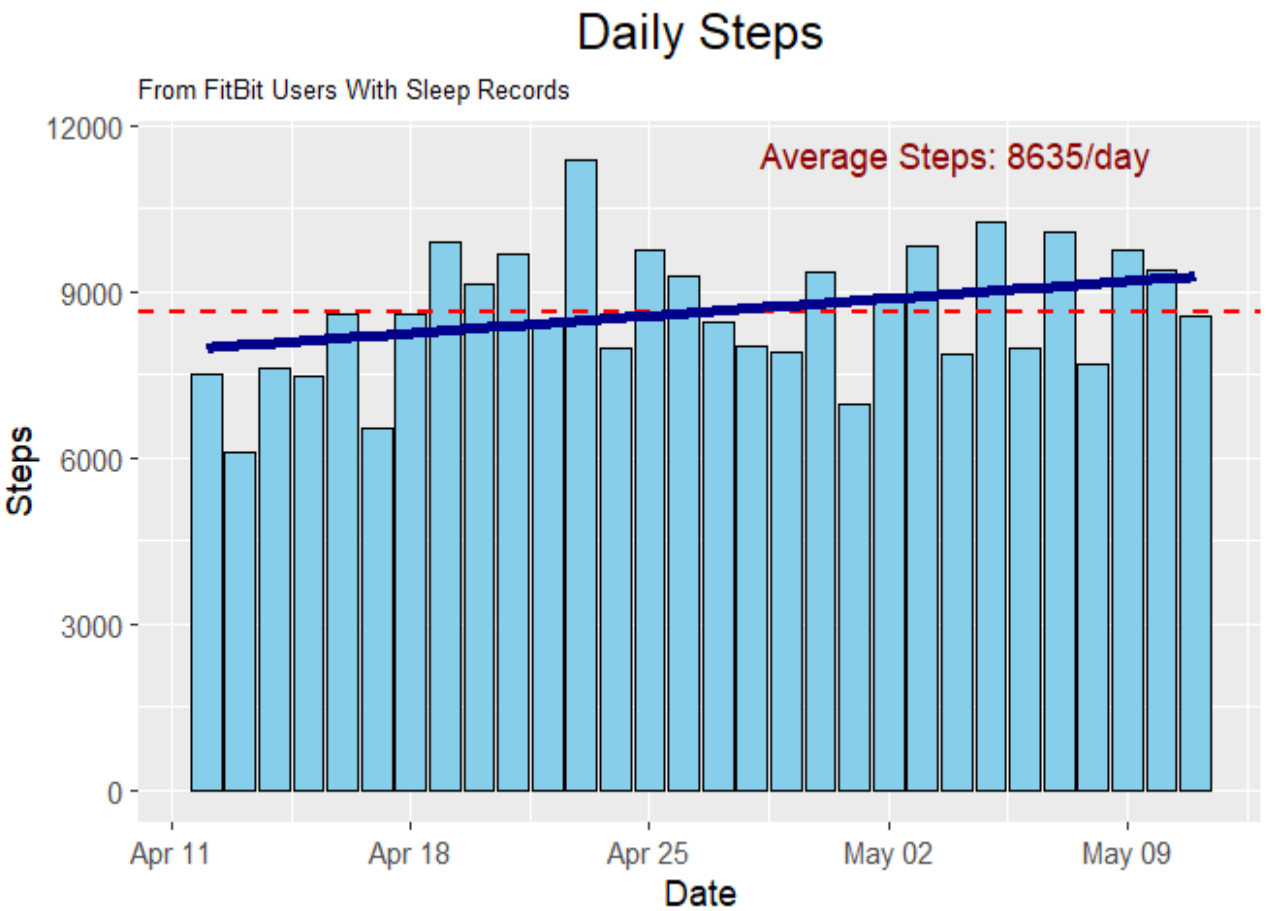
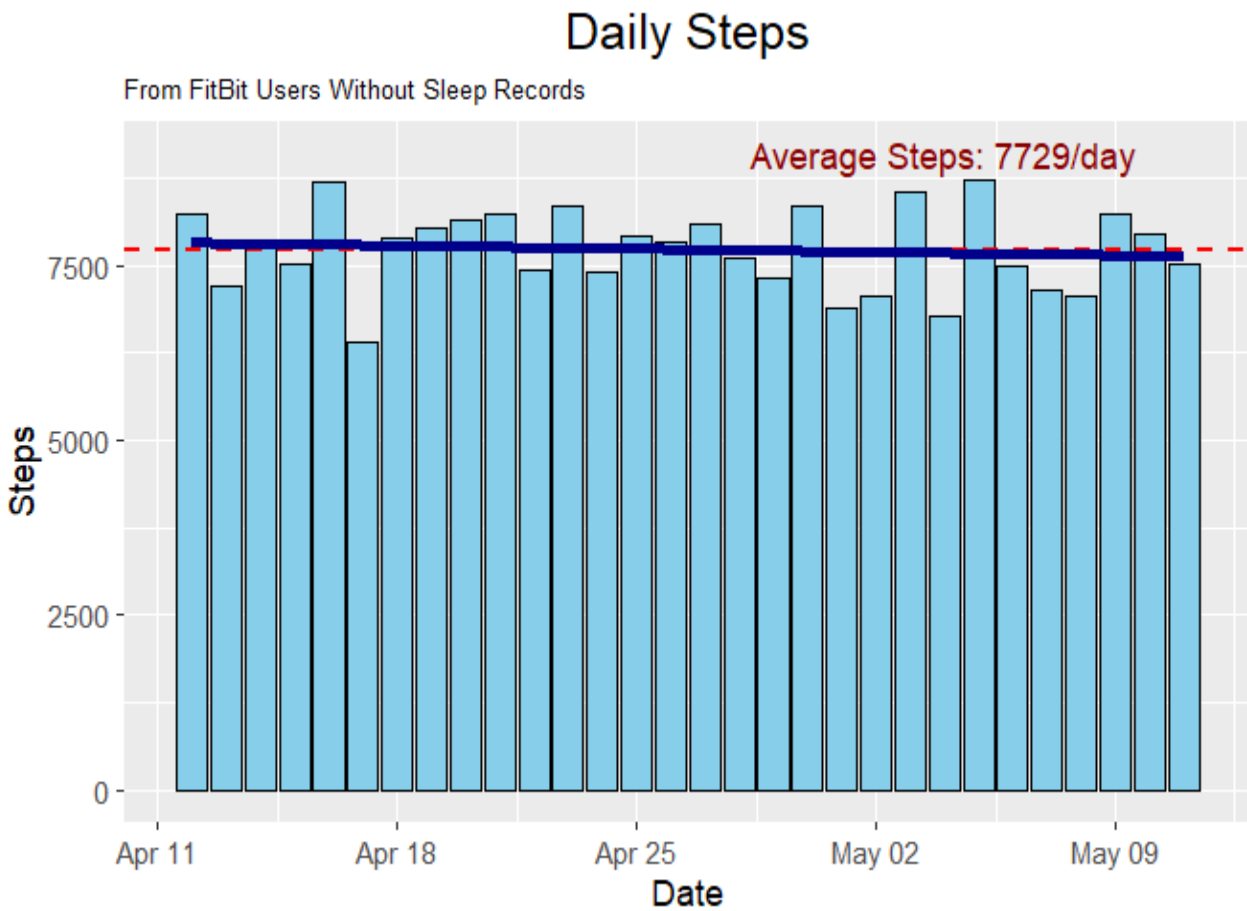


Business Task: Analyze general customer usage of fitness tracking devices to uncover trends and generate insights that can be applied to Bellabeat’s *Time* watch and improve its overall sales.

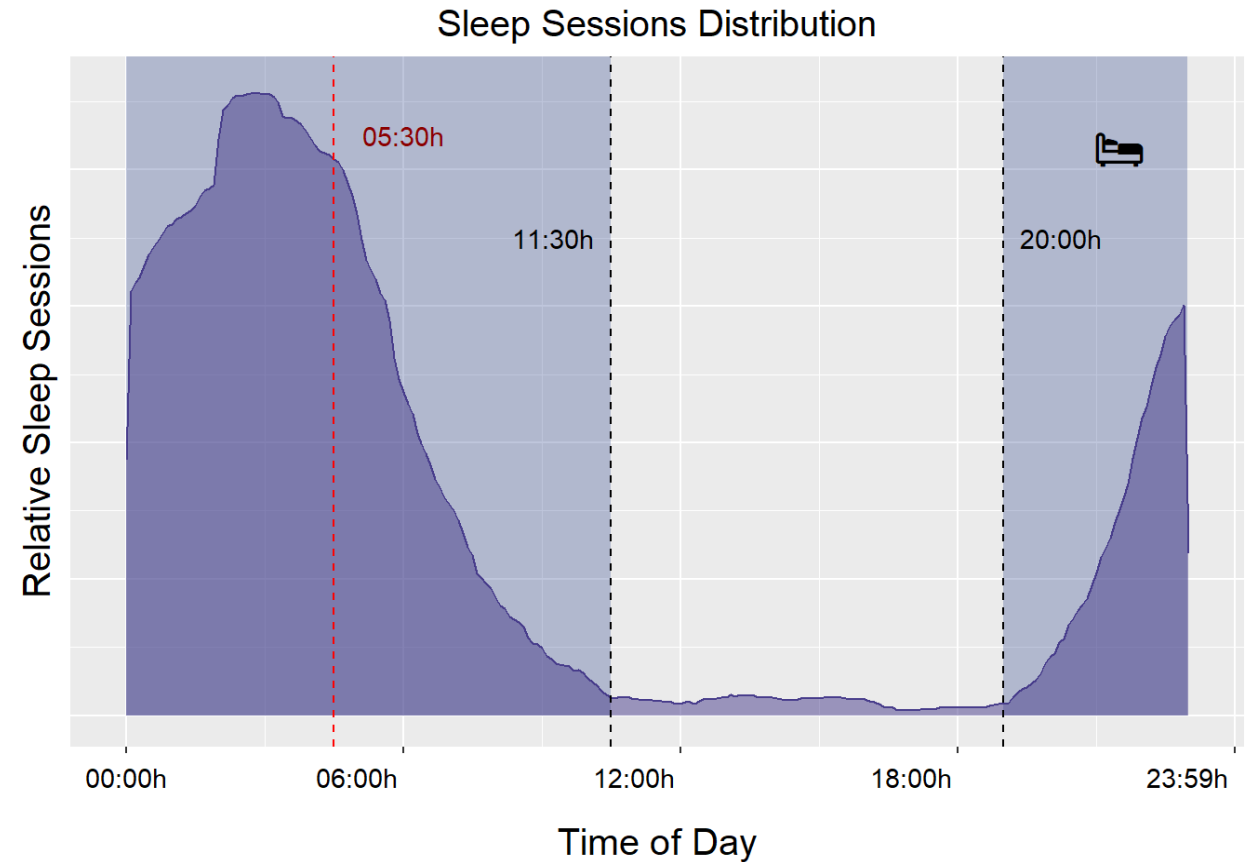
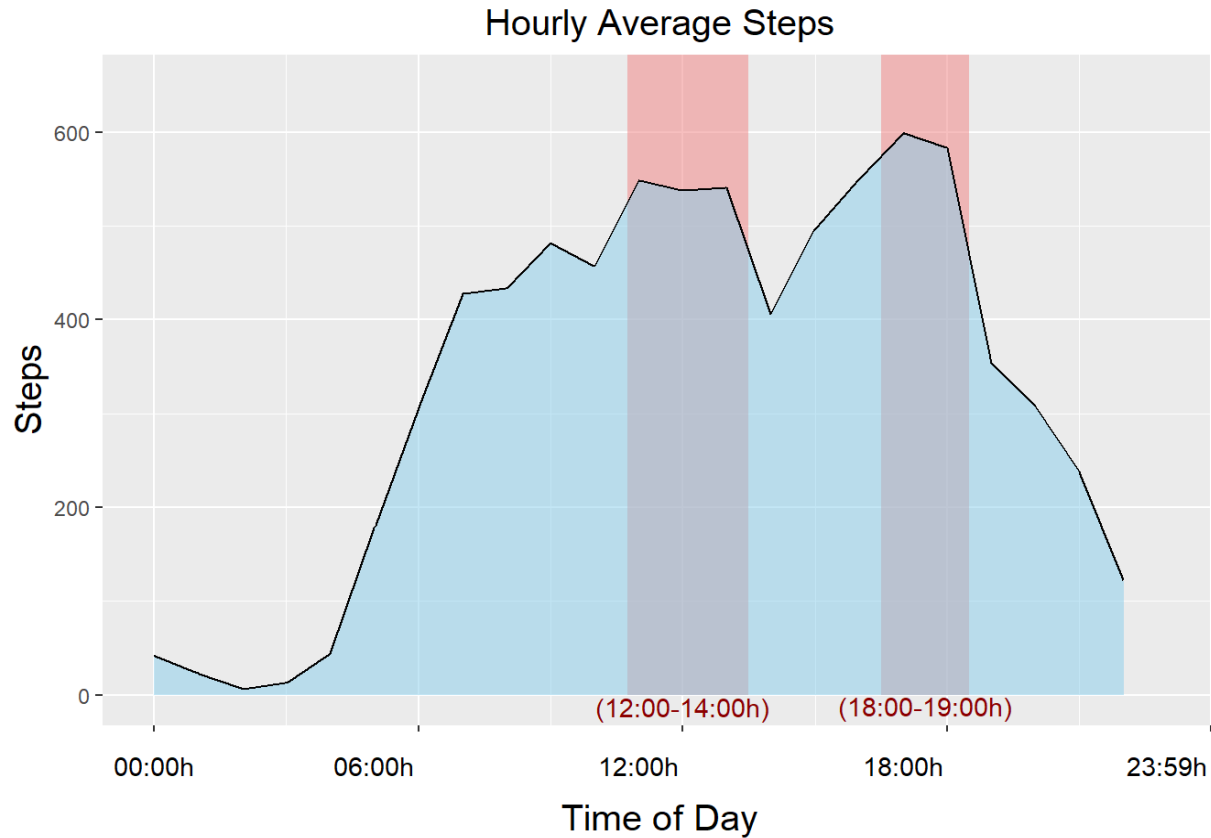
Main Recommendation:

- 1) **Promote the reliance and consistent usage of the Time watch to improve fitness results**



Other recommendations:

- 2) Match the timing of marketing strategies to coincide with the average schedules and peak activity times of users
- 3) Appeal to the broader population by highlighting the sleep tracking capabilities of the *Time* watch



Link to full study: https://dalealberto.github.io/Case_Study_GDA/