Bellabeat

Data Science Project

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What is Bellabeat?

A high-tech manufacturer of health-focused products for women. They want to launch a new product that will track activity, sleep, stress, and reproductive health .

They want analyze smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices.

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Objective

Identify trends in smart device usage and find out how these trends apply to Bellabeat customers.

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Methodology

FitBit Fitness Tracker Data. Public Domain Made available through Mobius

Prepare and Clean Data

Create Visualizations using Python

Analyze and Make Recommendations

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What were the findings?

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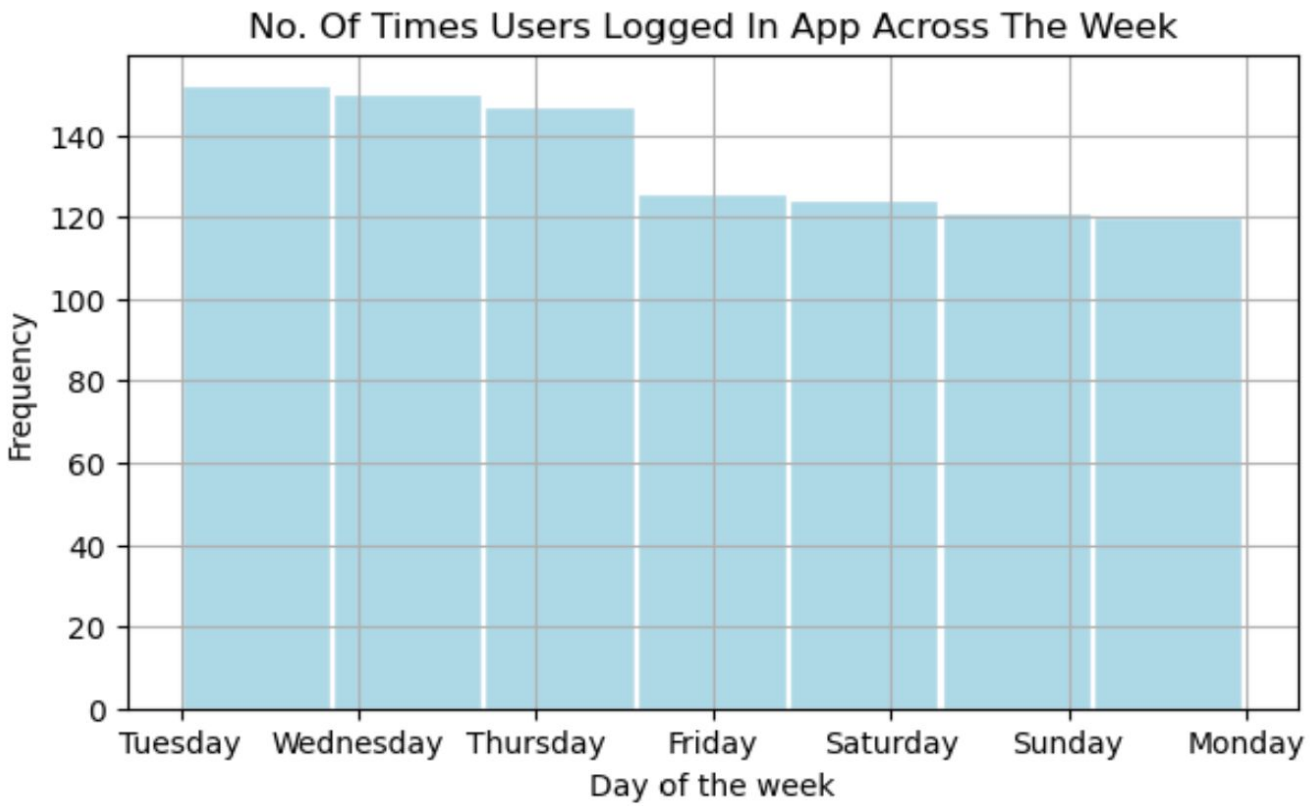

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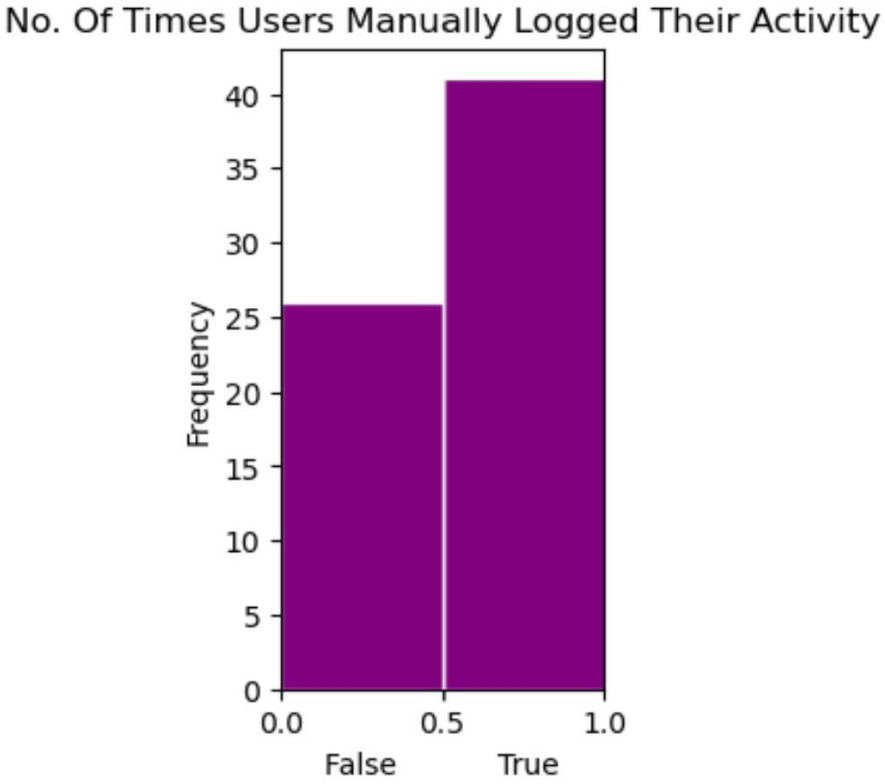

The fitbit tracker watch can automatically track activity but most users logged their activity manually.

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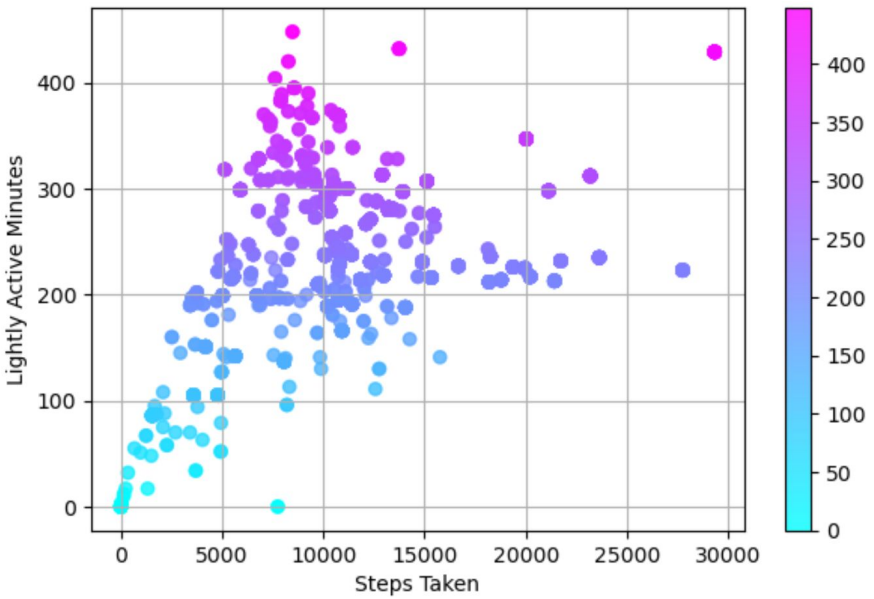

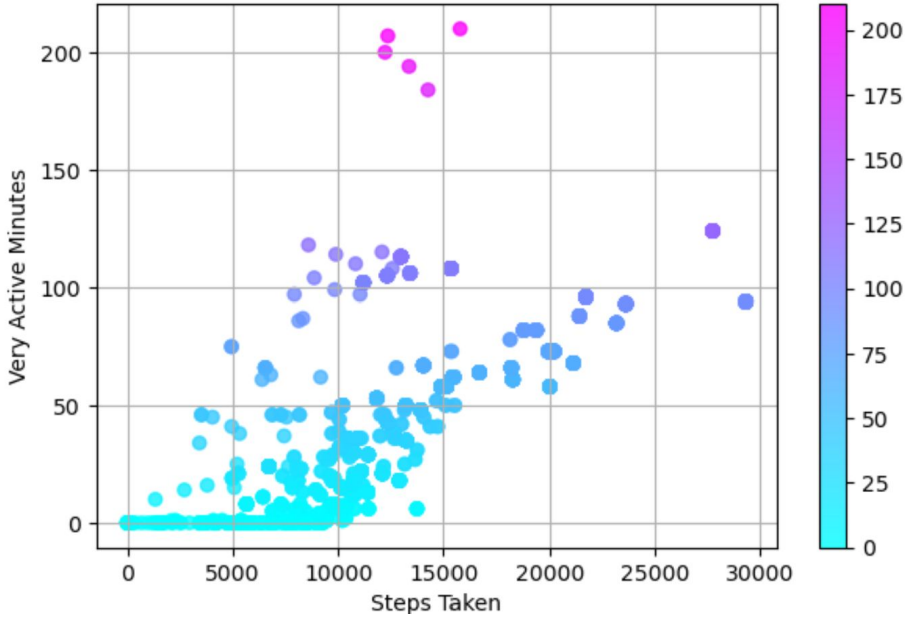

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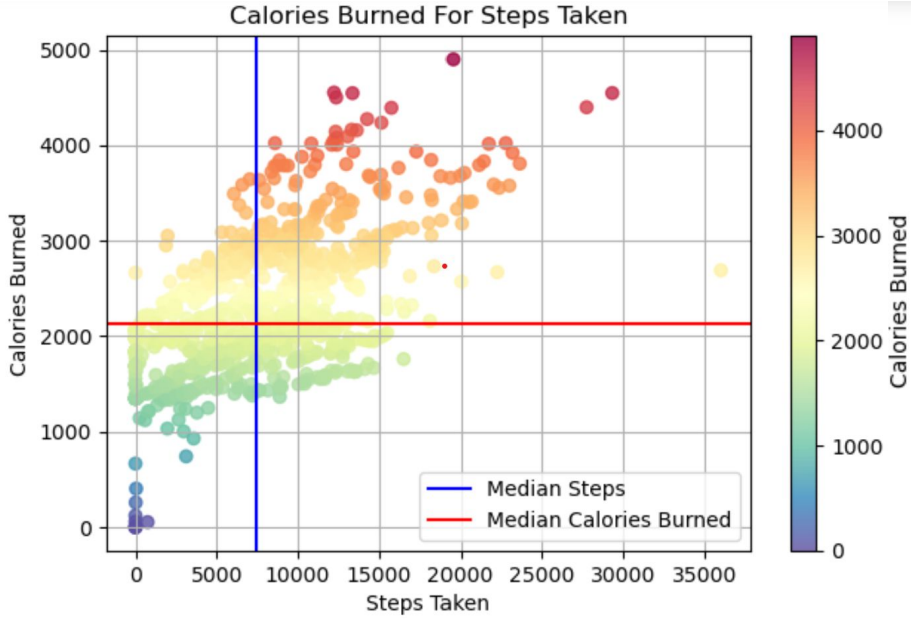

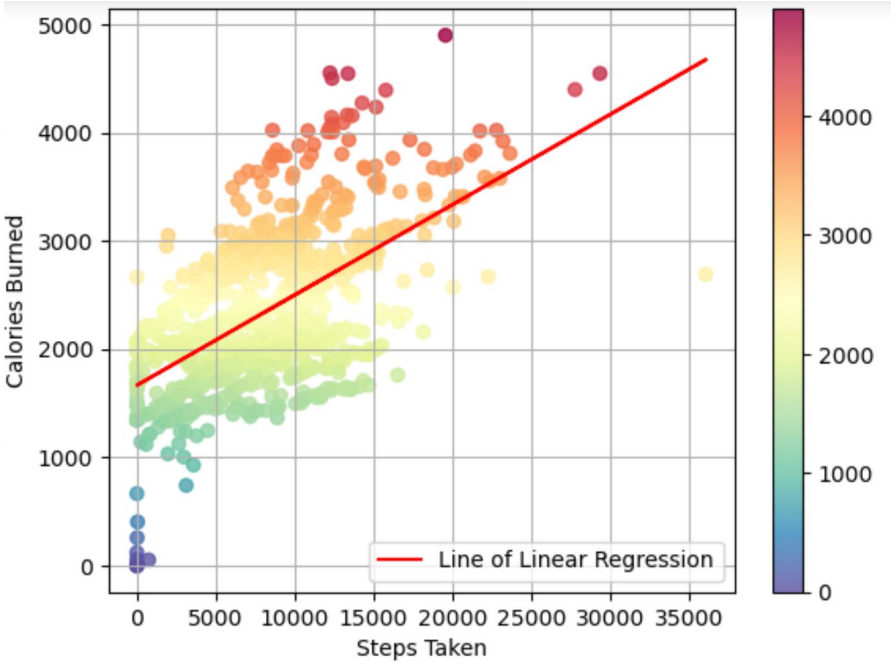

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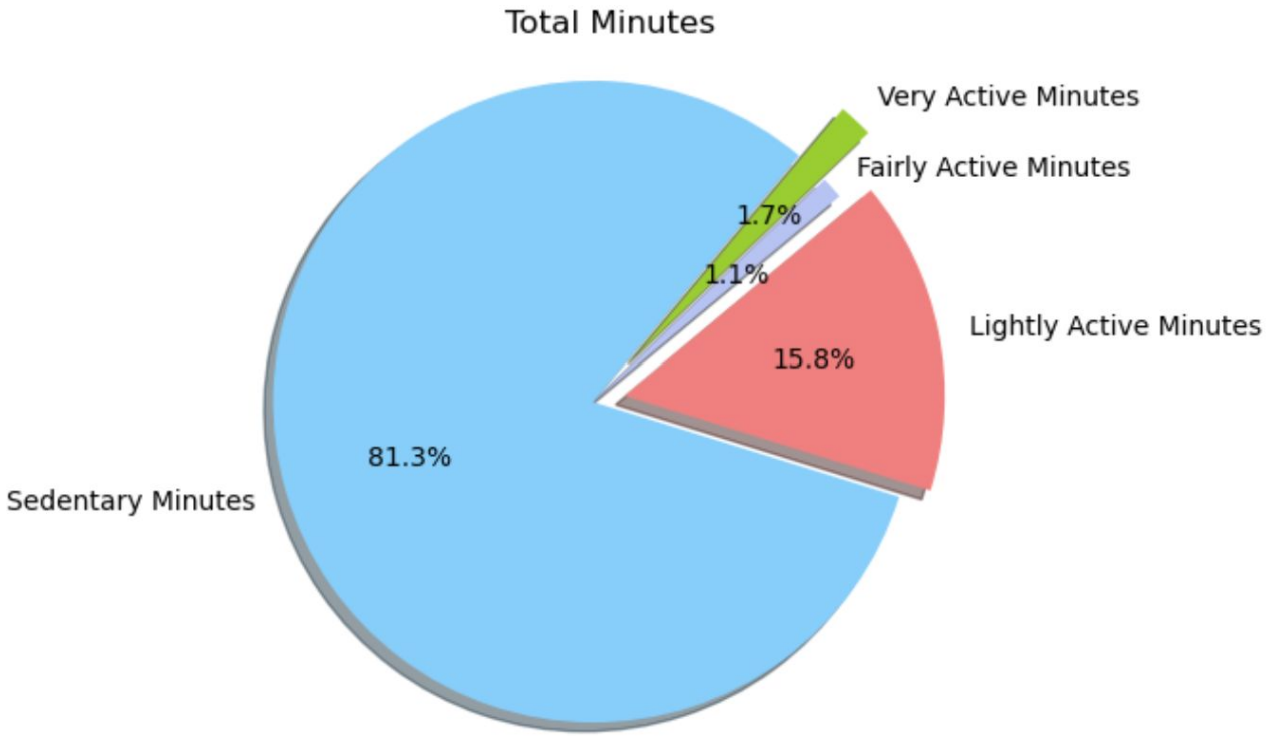

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Recommendations

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- Majority of users (81.3%) are using the FitBit app to track sedentary activities.
- Users prefer to track their activities during weekdays as compared to weekends - perhaps because they spend more time outside on weekdays and stay in on weekends.
- Bellabeat marketing team can encourage users by educating about fitness benefits, suggest different types of exercise.

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Future Work

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Separate data for men and women

1.

Get data from more users

2

Include more recent data and include other factors such as sleeping habits or menstrual cycles

3

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Thank you!

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