Bellabeat Notes

## Stakeholders

* Urska Srsen: Cofounder and Chief Creative Officer
* Sandro Mur: Mathmetician and cofounder
* Marketing analytics team

## Product

* Bellabeat app
  + Connects to smart wellness products
* Leaf
  + Wellness tracker worn as bracelet, necklace, or clip
  + Tracks activity, sleep, and stress
* Time
  + Watch
  + Tracks activity, sleep, and stress
* Spring
  + Water bottle
  + Tracks daily water intake to ensure hydration
* Bellabeat memebership:
  + Subscription-based membership program which gives users 24/7 access to fully personalized guidance on nutrition, activity, sleep, health and beauty, and mindfulness based on their lifestyle and goals.

## Company Background

Founded by Urska Srsen and Sando Mur, Bellabeat is a high-tech company that manufactures health-focused smart products. They collect data on activity, sleep, stress, and reproductive health to empower women with knowledge about their own health and habits.

## Asks

1. Analyze smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices
2. Select one Bellabeat product to apply these insights to into my presentation

### Questions to explore

1. What are some trends in smart device usage?
2. How could these trends apply to Bellabeat customers?
3. How could these trends help influence Bellabeat marketing strategy?

### 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. Your top high-level content recommendations based on your analysis

# Ask

How do customers currently use smart devices?

Are we able to make any recommendations as to how they can better utilize their smart devices?

What kind of trends can we identify between the data?