1. Ask
   1. A clear statement of the business task
      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?
   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 three recommendations based on your analysis

Guiding questions

* What is the problem you are trying to solve?
* How can your insights drive business decisions?

Key tasks

Identify the business task

Consider key stakeholders

Deliverable

A clear statement of the business task

1. Prepare

Guiding questions

* Where is your data located?
* How is the data organized?
* Are there issues with bias or credibility in this data? Does your data ROCCC?
* How are you addressing licensing, privacy, security, and accessibility?
* How did you verify the data’s integrity?
* How does it help you answer your question?
* Are there any problems with the data?

Key tasks

Download data and store it appropriately.

Identify how it’s organized.

Sort and filter the data.

Determine the credibility of the data.

Deliverable

A description of all data sources used

1. Process

Guiding questions

* What tools are you choosing and why?
* Have you ensured your data’s integrity?
* What steps have you taken to ensure that your data is clean?
* How can you verify that your data is clean and ready to analyze?
* Have you documented your cleaning process so you can review and share those results?

Key tasks

Check the data for errors.

Choose your tools.

Transform the data so you can work with it effectively

Document the cleaning process

Deliverable

Documentation of any cleaning or manipulation of data

1. Analyze

Guiding questions

* How should you organize your data to perform analysis on it?
* Has your data been properly formatted?
* What surprises did you discover in the data?
* What trends or relationships did you find in the data?
* How will these insights help answer your business questions?

Key tasks

Aggregate your data so it’s useful and accessible.

Organize and format your data.

Perform calculations.

Identify trends and relationships.

Deliverable

A summary of your analysis

1. Share

Guiding questions

* Were you able to answer the business questions?
* What story does your data tell?
* How do your findings relate to your original question?
* Who is your audience? What is the best way to communicate with them?
* Can data visualization help you share your findings?
* Is your presentation accessible to your audience?

Key tasks

Determine the best way to share your findings.

Create effective data visualizations.

Present your findings.

Ensure your work is accessible.

Deliverable

Supporting visualizations and key findings

1. Act

Guiding questions

* What is your final conclusion based on your analysis?
* How could your team and business apply your insights?
* What next steps would you or your stakeholders take based on your findings?
* Is there additional data you could use to expand on your findings?

Key tasks

Create your portfolio.

Add your case study.

Practice presenting your case study to a friend or family member.

Deliverable

Your top three recommendations based on your analysis