**Business Demand Overview:  
  
​​​**Dashboard and overview, for alpha watch insights which is a health-focused watch. They want to analyze fitness tracker data like (heart rate, steps, exercise sessions and calories) to gain insights into consumer usage, which will help inform their marketing strategy and drive growth in the global smart device market.

**User Stories:**

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| **No #** | **As a** | **I want** | **So that I** | **Acceptance Criteria** |
| **1** | Chief Creative Officer | To get a dashboard overview of  The smart watch insights and the relation between each metric it generates, and how it reflects on the customers overall health score | Did Dax formulas for each metric along with the overall heath score for each customer and visualize it in interactive power bi dashboard | A Power BI dashboard which updates data once a day |

 The task is to analyze smart device usage data to get insights into how consumers use our smart device. These insights will then be applied to one of products to recommend how the company can optimize its marketing strategy.

The insights will help the company to refine its marketing strategy, align with consumer behavior, and potentially grow its customer base in the competitive smart device market.

Determine the credibility of the data and how it organized. A publicly available dataset containing personal fitness tracker data from 20 users. It includes daily on physical activity, heart rate, walking steps , calories and exercises . The data is organized into multiple CSV files and covers the period from Jan 2020 to Dec 2022. Although useful for understanding daily habits, the small sample size and limited time span may pose challenges for drawing general conclusions.