**For ppt presentation:**

Sršen asks you to analyse smart device usage data in order to gain insight into how consumers use non-Bellabeat smart devices. She then wants you to select one Bellabeat product to apply these insights to in your presentation. These questions will guide your analysis:

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?

**Overall project deliverables:**

You will produce a report with the following 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:**

**Guiding questions**

1. What is the problem you are trying to solve?

2. How can your insights drive business decisions?

The Deliverable of ASK:

A clear statement of the business task :-

1. Want to know more growth opportunities of the product.

2. How people are already using their smart devices.

3. Help to implement the good marketing strategy with the help of the above two points I have said and improve the overall products.

My deliverable:

The business task is to analyse consumer smart device usage data to uncover trends and patterns that reveal potential growth opportunities for Bellabeat. By understanding how people currently use their smart devices, we can identify behaviours, preferences, and unmet needs that align with Bellabeat’s product offerings. These insights will support the development of a more targeted and effective marketing strategy while also guiding opportunities to enhance existing products. Ultimately, the goal is to leverage data-driven findings to strengthen Bellabeat’s market presence and support long-term growth.

**Prepare:**

Guiding questions:

● Where is your data stored?

● How is the data organized? Is it in long or wide format?

● 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:

1. Download data and store it appropriately.

2. Identify how it’s organized.

3. Sort and filter the data.

4. Determine the credibility of the data.