# Business Demand Overview

* Reporter: Urška Sršen– Manager
* Data analytics team
* Value of Change: Create a marketing strategy based on insights gained from bellabeap app data
* Necessary Systems: SQL, R
* Other Relevant Info: The dataset was downloaded from Kaggle and the information is in a csv file.

# About the data

The data was the result of a survey done by Bellabeat to 30 customers. This data could have some limitations, due to the fact that it couldn’t be representative enough related to the total population of our clients; besides, there could be some potential selection bias, as the sampling process wasn’t random. so, care must be taken when making decisions or generalizing the conclusions about this dataset.

The main variables that are to be used are:

1. Hourly and daily activity
2. Hourly and daily sleeping
3. Hourly and daily calories

# Main Task

Finding trends in the bellabeap data, so that trend can be spotted and based on the information obtained from the data, deliver insights to create a marketing campaign and also identify trends that could be useful to understand customer needs as for company’s products.