

Case Study : How Can a Wellness Technology Company Play It Smart?

Introduction

Welcome to the Bellabeat data analysis case study! In this case study, you will perform many real-world tasks of a junior data analyst. You will imagine you are working for Bellabeat, a high-tech manufacturer of health-focused products for women, and meet different characters and team members. In order to answer the key business questions, you will follow the steps of the data analysis process: ask, prepare, process, analyze, share, and act.

Scenario

You are a junior data analyst working on the marketing analyst team at Bellabeat, a high-tech manufacturer of health-focused products for women. Bellabeat is a successful small company, but they have the potential to become a larger player in the global smart device market. Urška Sršen, cofounder and Chief Creative Officer of Bellabeat, believes that analyzing smart device fitness data could help unlock new growth opportunities for the company. You have been asked to focus on one of Bellabeat's products and analyze smart device data to gain insight into how consumers are using their smart devices. The insights you discover will then help guide marketing strategy for the company. You will present your analysis to the Bellabeat executive team along with your high-level recommendations for Bellabeat's marketing strategy

Characters and products

- Characters
 - Urška Sršen: Bellabeat's co founder and Chief Creative Officer
 - Sando Mur: Mathematician and Bellabeat cofounder; key member of the Bellabeat executive team
 - Bellabeat marketing analytics team: A team of data analysts responsible for collecting, analyzing, and reporting data that helps guide Bellabeat's marketing strategy. You joined this team six months ago and have been busy learning about Bellabeat's mission and business goals — as well as how you, as a junior data analyst, can help Bellabeat achieve them.
- Products
 - Bellabeat app: The Bellabeat app provides users with health data related to their activity, sleep, stress, menstrual cycle, and mindfulness habits. This data can help users better understand their current habits and make healthy decisions. The Bellabeat app connects to their line of smart wellness products.
 - Leaf: Bellabeat's classic wellness tracker can be worn as a bracelet, necklace, or clip. The Leaf tracker connects to the Bellabeat app to track activity, sleep, and stress.
 - Time: This wellness watch combines the timeless look of a classic timepiece with smart technology to track user activity, sleep, and stress. The Time watch connects to the Bellabeat app to provide you with insights into your daily wellness.
 - Spring: This is a water bottle that tracks daily water intake using smart technology to ensure that you are appropriately hydrated throughout the day. The Spring bottle connects to the Bellabeat app to track your hydration levels.
 - Bellabeat membership: Bellabeat also offers a subscription-based membership program for users. Membership gives users 24/7 access to fully personalized guidance on nutrition, activity, sleep, health and beauty, and mindfulness based on their lifestyle and goals.

Task

Sršen asks you to analyze 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.

You will produce a report with the following deliverables:

- A clear summary of the business task
- A description of all data sources used
- Documentation of any cleaning or manipulation of data
- A summary of your analysis
- Supporting visualizations and key findings
- Your top high-level content recommendations based on your analysis