# Bellabeat Fitness Tracker Case Study

Insights to Drive Growth for Bellabeat

*By Sainivas*

## Ask

What smart device usage trends can help Bellabeat grow?

## Prepare

Used Fitbit public data including sleep, steps, and calories from 30+ users.

## Process

Removed duplicates, normalized formats, and focused on active users for better insights.

## Analyze

Found that higher activity levels led to better sleep and higher calories burned.

## Share

Visuals show trends in steps, sleep duration, and calories burned.

## Act

Recommend introducing step challenges and sleep improvement insights in the Bellabeat app.