

In this case study, you will perform data analysis for Bellabeat, a high-tech manufacturer of health-focused products for women. You will analyze smart device data to gain insight into how consumers are using their smart devices. Your analysis will help guide future marketing strategies for your team. Along the way, you will perform numerous real-world tasks of a junior data analyst by following the steps of the data analysis process: **Ask, Prepare, Process, Analyze, Share**, and **Act**. By the time you are done, you will have a portfolio-ready case study to help you demonstrate your knowledge and skills to potential employers!

Interested? Download the case study packet: