# Case Study on Fitbit Fitness Tracker Data

| | |
|---|---|
| Title | Analyzing Fitbit Fitness Tracker data to identify trends and relationships |
| Industry Focus | Marketing |
| Problem Statement | Deep dive into key data analytics concepts to Bellabeat product and analyze smart device usage data in order to gain insight into how people are already using their smart devices |
| Business use case | Analyze smart device usage data in order to gain insight into how consumers use smart devices. |
| Goals / Metrics | Discover key insights about customer's usage of smart device |
| Deliverables | 1. A clear statement of the business task.<br>2. A description of all data sources used<br>3. Documentation of any cleaning or manipulation of data<br>4. A summary of your analysis<br>5. Supporting visualizations and key findings<br>6. Your top high-level content recommendations based on your analysis |
| Are datasets available? | Yes |
| Dataset list | The dataset can be downloaded from the link given in the below section |
| Websites to scrape the data needed | https://www.kaggle.com/arashnic/fitbit/ |