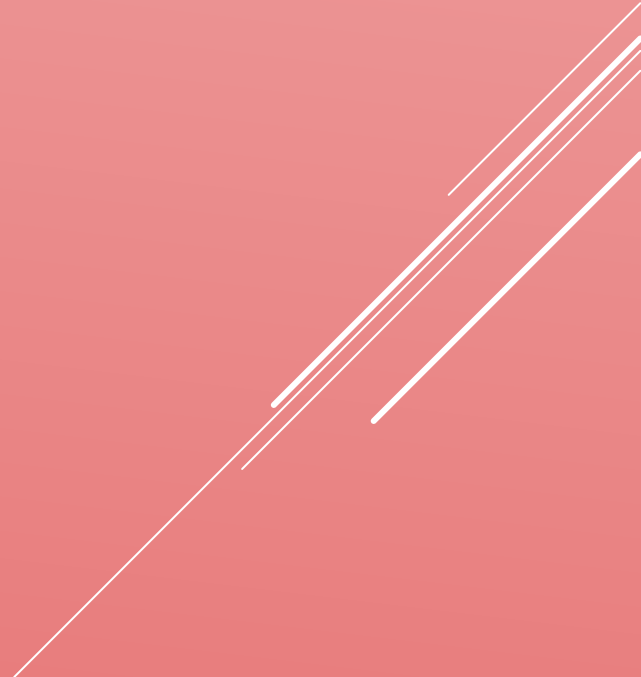# BELLABEAT USER ANALYSIS

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TASKS

- What are some **trends** in smart device usage and how could them apply to Bellabeat users?

- How could these trends help influence Bellabeat **marketing strategy**?

OBJECTIVES

Find relationship between **frequency** of smart devices usage and users' **steps**, **calories**, **distance** and **sleeping hours**.

WHAT I AM INTERESTED IN?

- Do different frequent users have different purpose of using smart devices? (Task 1)

- To evaluate if development of a new product for specific group of users is a good marketing strategies? (Task 2)

DATA SOURCE

- External data (from outside of the company, collected and merged by outsider)

- Data covers 33 users for 30 days.

DATA TELLS STORIES

Tableau Public URL:

https://public.tableau.com/app/profile/tony.wang8036/viz/bellabeat_163819661341OO/Story1

BACK TO OUR TASKS

Q: What do **trends** tell us about the difference between **frequent users** and **less frequent users**?

A: More frequent users seems to higher figures of calories, distance and steps. Less frequent users "might" have a purpose of using smart devices.
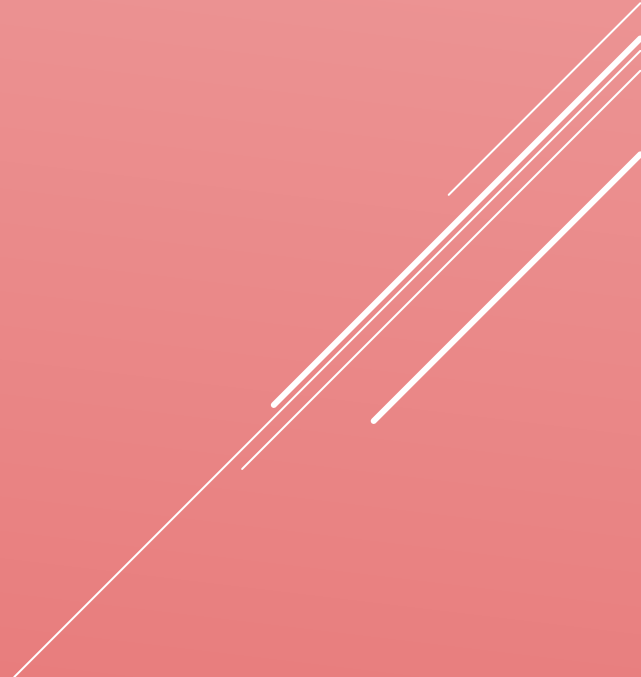
Q: How could trends help influence bellabeat **marketing strategies**?

A: Trends "might" help us to identify the purpose of different groups. Identifying these groups and develop specific products for them "might" bring more new customers.

CONCLUSION

1

There seems to be some trends BUT we need more data to analyze and prove the trends.

2

Unobvious trends are too risky to make any marketing strategies.

RECOMMENDATION

- More data and samples are needed.

- Data collected from users should contain more information such as age and occupation.

APPENDIX

- See bellabeat_analysis_report.pdf for data analysis process.

- See bellabeat_initial_cleaning.R and bellabeat_secondary_cleaning.R for data cleaning code.

- sql_script contains all MSSQL script.

DATA LICENSED AND CITED

- Data source: Fitbit Fitness Tracker Data

- Creater of these datasets: Mobius

- Data license: CC0: Public Domain