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Project on Data Analytics Fundamentals

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Real-Life Scenario: Buying a Gaming Laptop (Which is an actual event recently happened)

Background

I will explain how I used basic data analytics **(now I realised it)** steps to help me decide on buying a new gaming laptop.

I chose a real-life scenario: buying a gaming laptop for graphics designing and speed. This laptop is from the ASUS brand and comes with 8 GB RAM, 512 GB SSD, a 4 GB graphics card, and a 144 Hz display.

I paid a down payment from my savings and completed the remaining balance through instalments. I also compared it with other brands like Dell, HP, Acer, and Lenovo.

Step 1: Plan

The first step was to **Plan** what I really needed. Since I have already used a laptop which was not a gaming one, I suffered a lot in my graphics designing projects. This time, I thought about the key requirements for a gaming laptop (of course as a graphics designer, it should serve all purposes):

- **Performance for graphics designing:** I needed good RAM and a strong graphics card.
- **Speed and storage:** A fast processor, SSD storage, and a smooth display.
- **Budget:** It was important to know how much money I could spend.

In my case, I decided I wanted a laptop that was not only powerful for gaming and video editing but also suitable for heavy graphics work.

Step 2: Prepare

Next, I moved to the **Prepare** stage. This involved:

- **Budgeting:** I looked at my savings and decided how much I was willing to pay upfront (the down payment) and what amount I could manage in instalments.

- **Gathering funds:** I checked my finances and planned how to manage the payments over time. I also looked into how much time it will be required to gather the down payment amount and how long should I go for EMIs.

Preparing in this way made sure I knew my spending limit and could avoid overspending and financial burden.

Step 3: Process

In the **Process** stage, I started collecting information. Here is what I did:

- **Researching various brands:** I collected data on several brands like Dell, HP, Acer, and Lenovo. I searched on Amazon, Flipkart and local electronics stores.
- **Identifying specific models:** I looked at the models that offered the features I needed. For example, for gaming and graphics work, I needed high-quality graphics and fast processing.
- **Comparing specifications:** I noted down the key specifications of each model, such as RAM, storage, graphics capability, and display refresh rate. Also, the strength of the body was a significant criterion for final selection.

This process helped me to narrow down my options by focusing only on the laptops that met my specific criteria.

Step 4: Analyse

After gathering all the data, I analysed it to make the best choice:

- **Feature comparison:** I compared the laptops based on their performance for gaming and graphics work. The ASUS laptop stood out because it met **mostly** all the essential requirements.
- **Budget fit:** I checked if the prices were within my budget and how the instalment plans would work. I got bigger discount on ASUS than on HP and Lenovo.
- **Trends and reviews:** I made sure that the chosen laptop was popular and had good reviews in the market. Going through Amazon rating helped me a lot to boil down on this choice.

Analysing the data allowed me to see that even though there were many options, the ASUS laptop was the best fit for my needs.

Step 5: Share

The next step was to **Share** my findings:

- **Discussing with the shopkeeper:** I communicated with the store representative about my requirements and the research I had done.
- **Seeking advice:** I asked for recommendations and confirmed if there were any offers or additional details I might have missed. I asked for additional offers and got further Rs. 1000 discount on the model selected. It taught me the customers who ask for and persist for more offers, usually end up getting benefit of their efforts.

Sharing my analysis helped me get further confirmation that I was making the right decision.

Step 6: Act

Finally, I moved to the **Act** phase:

- **Making the purchase:** Based on my analysis and discussions, I went ahead and bought the ASUS gaming laptop.
- **Payment method:** I made the down payment from my savings and arranged the balance payment in instalments.

By following these steps, I ensured that my purchase was well thought out and based on data-driven decision-making.

Below are my 5 basic learnings about data analytics that I got from working on this project –

1. **Planning is Essential in any DA project**
   Before doing any research or collecting data, it's important to plan what you really need. This means setting clear goals and knowing what you're looking for. When you have a plan, you can focus on collecting the right data instead of getting lost in too much information.
2. **Preparation Matters**
   Getting ready by checking your resources and limits is a key part of data analytics. Whether it's budgeting time or money, preparing helps you know what you have and what you can work with. This step helps in avoiding surprises later on when you start processing the data.
3. **Collecting and Processing Data is to be focused on carefully**
   One of the big steps is gathering all the relevant data and making sure it's in a useful

format. I learned that it's important to look for the details that matter to your goal. Processing the data means organizing it in a way that you can actually compare and understand different options.

4. **Analysis is the Heart and Soul of Decision Making**
   After collecting the data, analysing it carefully is what really drives your decision. By comparing the key details and checking if they meet your criteria, you can see which option stands out. This step shows that data analytics is not just about numbers, but about making informed choices.

5. **Clear Communication and Action are Crucial**
   Once the analysis is done, sharing your findings with others (like discussing with a shopkeeper or team) is important to validate your choice. Finally, taking action based on your research completes the process. This signifies that data analytics isn't complete until the insights are used to make a real decision.