

# DATA ANALYTICS PROCESS

APPLICATION IN REAL LIFE SCENARIO CASE  
STUDY

# PLAN

I am plan to buy a clothes and footwear from the Myntra application. So, firstly I am sign up on the app by the email or phone number verification. After that its ask some information like the name ,age or gender etc. It is store the data for the recommend on its app according to data collected by the analyst. Whenever when me come on this app its recommend me the product according to my age and gender and last search.

# PREPARE

Now next I need to check the what is my budget and how much money I have able to pay for the product. So I have the price range under 1000rs and also I am decided the online payment mode. Then the I am searched what I want buy from app. So the analyst role is show the perfect product under my range of price.

# PROCESS

After that I need to check what is my plan and what I need to buy. So I am select the shirt from clothes and footwear then I am searched the shirts on the application. After that according to my age or gender its give the result of shirt. In the analyst role as the to give the result which is in trend.

# ANALYZE

After the result of shirt I need check the which color, size , brand , cloth material are perfect for me . Then I filtered the color black ,size, brand, cloth material and also my price range. Where the analyst read my condition and show the result according to my condition. So it show the result of condition are color ,size ,brand and price range.

## SHARE

After the analyze I am share my all condition to the Myntra application and click on the search button then its give the result of many shirt according to my condition are color ,size ,brand ,cloth material and price range. In the analyst role is give the result according to my filtered data.

## ACT

After that I am go to my result and I select the shirt, pay money and buy it.