

DATA ANALYTICS PROCESS

**APPLICATION IN REAL LIFE SCENARIO CASE
STUDY**

PALN

- First we decide to buy laptop from the Amazon.
- For buying cell laptop we register our number on Amazon and make a customer profile by using our phone number and email id.
- Then we go and search for laptop.

Use of analytics in this

1. They ask for the phone number verification when we verify our phone number they analyze our data according to our search history.
2. And track what we search then manage the page according to the our search.
3. They starts track what we buy and how long we stay online.

PREPARE

- After searching we decide to select a price range of the laptop under 60,000.
- And way of paying money is online payment.

In this , process of data analytics is analyze the laptop of the given range and manage the page according to our search .

And shows all laptops under 60,000.

They also guess our income based on ours selecting price range.

PROCESS

- After selecting range we decide the quantity of the product how much we want.
- We want to buy only one laptop.
- Then we decide the company of the laptop .We decided to buy the laptop of HP.

In this data analytics guess our interest and manage the page according to our selection.

ANALYZE

- We also check the trending laptop which is new launched.
- We check for the generation of the laptop which is now in trend and new window function like window 11, generation 12th.
- And colour of the laptop is silver.

They track our every single click and activities and recommend us the trendy laptops .

SHARE

- After selecting all the categories we search .
- And we get the laptop according to our search.

They data analyst manage our page according to our activities and suggest us more laptops in the range what we selected.

They shows us the products which is suitable for us .

ACT

- Now we finally buy the laptop which is suitable according to our search.

When we finally buy the laptop .

The data analytics process track our activity and recommend us more product related to our laptop , like (Laptop bag and may other things which is related to our laptop).

They give us recommendation to sell more things and increase customers interest.

They give us suggestion because the customer cannot leaving there sites , and their business get enhanced.