

# TRINITY-DATA ANALYTICS TRAINEE

## PROJECT 1: DATA ANALYTICS PROCESS

TITLE: Application in Real-Life Scenario Case Study

### TASK:

Your task is to give the example(s) of such a real-life situation where we use Data Analytics and link it with the data analytics process. You can prepare a PPT/PDF on a real-life scenario explaining it with the above process (Plan, Prepare, Process, Analyze, Share, Act) and submit it as part of this task.

Example of any real-life situations:-

Finding Best Online Shopping Applications:

#### 1.) Planning :

- What do you want to purchase?

The very first thing we need to plan is what product you are planning to purchase. Is it skincare, makeup, shoes, clothes, electronics, etc?

- Which Online shopping Application will be best?

We all must be confused about which online application to choose while shopping so in further steps of data analytics we will analyze it.

#### 2.) Prepare:

- Collect information about the product I want to purchase on different websites or applications.

Let's say I want to purchase any skincare product then I will search some best websites and check the reviews and feedback given by the customer.

### 3.) Process:

- With the information gathered, we will further process and make decisions based on it.

Since we have visited websites or online shopping applications, now we will compare the cost of the product on different applications like Flipkart, Amazon, Nykaa, etc.

- Quality of the product can be checked by checking the reviews and feedback of the customers who have already received the product.

### 4.) Analyze:

- NIVEA Cocoa Nourish Body Lotion.

Feature	Amazon	Flipkart	Nykaa
Litre	400ml	400ml	400ml
Cost	₹377	₹400	₹350
Delivery Fee	₹50	₹39	₹30
COD (Cash on Delivery)	₹5 Extra	₹10 Extra	₹5 Extra
Reviews	4.4/5	4/5	4.6/5
Total without COD	₹427	₹439	₹380

- From the above analysis, Nykaa is the best Online shopping application to buy my skincare product.

5.) Share:

- Sharing the plan with friends and getting their feedback or advice will help me in decision-making.

6.) Act:

- As of now we are confident to purchase.
- So we proceed to make payment and we buy it!