

DATA ANALYTICS PROCESS

DESCRIPTION: Using Data Analytics process in day-to-day life activities.

PLAN:

I decided to buy a new mobile phone. I need a phone with high storage capacity as well as high camera resolution as I like photography. So, I am going to an electronics store to look for new mobile phone. Is it more profitable to buy in online stores or physical stores?

PREPARE:

Requirements:

- My savings is Rs 30,000 and I can also pay installments/EMI for about 50,000 Rupees. Total budget is ~50,000 to 80,000 Rupees.
- My other Requirement is high camera resolution with high internal storage.
- So, I will buy only from the stores which have EMI option as their payment mode.

Now I will search for various smartphones brands and their specifications in brands websites and look for any special offers or discounts are available in their own stores or other electronic stores in the city.

I will gather this data in a excel file to compare the specifications between the various brands of smartphones available in the markets.

I also prepared a price list column where I will compare prices of the same model in different stores.

PROCESS:

- I am looking for a high back and front camera resolution with at least 256GB internal storage and 8GB RAM
- Powerful processors like Qualcomm snapdragon or IOS.
- Having better battery life is also useful.
- Any special offers or discounts.
- Look for online as well as offline Electronic stores.

ANALYZE:

Keeping the above specifications in mind, I will use excel to filter out all the smartphones which don't or match my criteria. Sort the sheet according to price from low price to high. Then I will look for black color smartphone and filter out all the other colors.

Then I will check for the stores that offer both discounts and installments payment methods and the location of these stores and filter out all the stores which are far away from my current location.

With the remaining smartphones on the list, I check the reviews regarding the working, durability and battery heating issues and will eliminate the bad reviews.

I found out that the brand Samsung (s23) have really good battery backup, high camera resolution with 3 rear camera's with wide, ultra-wide focus as well as about 12 MP front camera and long lasting battery life with Qualcomm snapdragon 8 processor. It will cost me about ~70,000 to ~80,000 for 256GB internal storage, 8GB RAM.

I also found out that Apple brand (Iphone14) will have dual camera at the rear and also 12 MP front camera, with Hexa core processor but with 6GB RAM will cost me around ~70,000 Rupees.

SHARE:

I went to a store which have lower prices for both the models with discounts as well as EMI option near my location and shared my thoughts with the sales person there.

They clearly understood my requirements and showed both the phones and allowed me to play around the camera which gives me an idea about the specifications.

While I liked both the models, Salesman explained that Samsung will be overheated if I use the camera for a long period while iPhone doesn't and they have an EMI option to pay in installments.

ACT:

After checking all of my requirements, I finally bought Iphone14 as it is within my budget and successfully met my criteria.