

# **Using Data Analytics in Real Life: Shopping Decision-Making Example**

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## Context:

A relatable, everyday scenario - shopping for clothes during a seasonal sale. Whether online or in-store, we often make decisions influenced by personal preferences, budget, past experience, and available options. This everyday process is actually driven by key data analytics principles.

## Description:

Shopping might seem like a simple task, but it involves multiple levels of decision-making that mirror the data analytics process. From identifying needs to analyzing trends and comparing options, every step reflects how we use available data to make informed and smart decisions.

## Key Elements:

- Identifying the shopping goal (new outfit for a festival or event)
- Budget planning and constraints
- Researching options (brands, prices, offers)
- Analyzing what combinations work well (based on color, fit, past purchases)
- Taking recommendations or reviews into account
- Final purchase and reflection

## What's Involved?

### 1. Plan:

It all starts with a simple goal-finding the right outfit for something like a family function or get-together. At this point, there's usually an idea in mind about the overall vibe, like something semi-formal or casual. Once that's clear, the focus shifts to figuring out exactly

what's needed-maybe a new shirt, a nice pair of jeans, or a couple of accessories to pull the look together.

## **2. Prepare:**

Before diving into shopping, the budget is set. It's also common to quickly glance through the wardrobe to avoid buying something that's already there. Along the way, a bit of research helps-like checking for ongoing discounts, looking at store timings, or browsing delivery options if shopping online.

## **3. Process:**

Now comes the actual searching part. Whether it's scrolling through websites or walking through stores, there's a lot to compare-colours, styles, materials, brands, prices. Some options are ruled out right away, like if the size isn't available or the design doesn't match personal taste. It's basically about filtering the noise to get to the good stuff.

## **4. Analyze:**

Once a few options are in hand, the next step is figuring out what works best. That could mean matching a new shirt with jeans already owned or checking if the color combo is in trend. Reviews, style blogs, or a quick opinion from a friend help make sure the final choice looks and feels right.

## **5. Share:**

Getting a second opinion is always part of the mix-sending photos to friends or asking a store assistant for suggestions. These small bits of feedback go a long way in building confidence in the choice and spotting things that might've been missed.

## **6. Act:**

With everything lined up, it's time to go ahead and make the purchase. If everything clicks-budget, style, comfort-it feels like a win. And usually, there's a moment after buying where it's all mentally reviewed: was it worth it, is it going to be worn often, or was it just an impulse? These reflections naturally shape how similar decisions are made in the future.

### **Real-Life Impact:**

- Helps avoid unnecessary spending while still getting what's needed.
- Makes sure new items actually go well with what's already in the closet.
- Leads to more satisfying purchases by mixing logic, style, and budget.
- Builds up shopping confidence over time through small, thoughtful choices.