

CaseStudy:- Going to a market to buy Tv

1.Plan:

The consumer defines their goals, such as finding the best TV within their budget and with the desired features. They identify the data they need to collect, such as TV specifications, prices, and customer reviews.

2.Prepare:

The consumer conducts research on various TV models, gathering information on specifications, prices, and customer reviews. They also define the specific metrics they will use to evaluate the TVs, such as screen size, resolution, and price-to-performance ratio.

3.Process:

The consumer organizes the data they have collected, ensuring that it is accurate and consistent. They may also clean and transform the data to make it more useful for analysis.

4.Analyze:

Using statistical techniques and tools, the consumer examines the data to identify patterns and trends. They may segment the data by brand, screen size, or resolution to gain deeper insights.

5.Share:

The consumer shares the results of their analysis with relevant stakeholders, such as friends or family members for their opinion. They may also use the data to inform their decision-making, such as selecting the best TV based on their research.

6.Act:

Based on their analysis, the consumer takes action to purchase the new TV, which meets their goals and budget. They may also consider factors such as warranty, customer service, and return policy when making the final decision. The consumer then continues to monitor their satisfaction with the TV and make adjustments as needed.