Data Analytics Process

Real life Scenario Case Study

Purchasing a cycle

1. Plan

As Physical fitness is an important part of life I decided to inculcate it in my daily life. We can do physical fitness at home, parks, gym, etc. but as I was also looking for new hobby/Interest I decided to buy a Cycle.

2. Prepare

Now that I have decided to buy a cycle the 2nd things is deciding a budget which I set around 15k INR.

3. Process

After deciding the budget next things that pops up in my mind is which cycle type is suitable for me as there are various types of cycle like hybrid cycle, MTB cycle, Racing cycle, gravel cycle, etc. Keep in my mind the daily usage of cycle and my built I decided to buy a MTB Cycle as it have sturdy design and can operative in any terrain.

4. Analyze

As MTB cycle comes in a variety of features and there are various brand out there like Firefox, Raleigh, Fittrip, Shnell, Hercules, Kross, etc. I watch various Videos on youtube to know about this cycles brands and their feature. I made down list of cycle

company their products and feature offered by them. Various feature in a Cycle are its wheel size, Frame material, braking system (Disc, Power, standard), Suspension, Gear System, type of tire (whether tubeless or not). Aesthetic is also an important part while buying a cycle. After seeing all this cycle I narrow down my list to 5 cycles which were offering most of the above mention feature those cycle were Raleigh Navarro, Schnell C-3R, Schell rocco, fittrip, firefox bad attitude 10.

Now that I have made the list of cycle next thing was to find a retailer which would provide the cycle at best rate for which I search it on youtube and google map to find a good shop.

5.Share

As I went to buy the cycle I told the retailer about the list of cycles and he showed me all the cycle. I asked him about which of this five cycle is best selling and having no complains till now he told me it Raleigh Navarro. As this cycle have all the feature and the aesthetics were also good I decided to purchase this cycle.

6.Act

After some negotiation I got this cycle at a price of 13700 INR which was under my budget.