



Data Analytics in E-Commerce Market

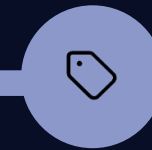
Explore the real-life scenario of online shopping and how data analytics guides your decisions.

Plan: Identifying Your Need



Product Type

Do you need a new phone, laptop, or clothing?



Product Kind

Budget vs. flagship, formal vs. casual wear?

This step defines your purchase goal and scope.

Prepare: Setting Constraints

Budget

How much are you willing to spend?

Payment Methods

UPI, card, EMI options available?

Delivery Timeline

Do you need it urgently?

Prepare resources and define criteria for filtering options.

Process: Data Collection

Dive into platforms like Amazon, Flipkart. Use filters: price, ratings, brand, colour, size.

Shortlist products in your cart or wishlist.



Analyze: Comparison & Decision



Reviews & Ratings

Check customer sentiment.



Price vs. Features

Compare across brands.



Tools

Use price trackers or extensions.

Generate insights from data for value-driven choices.

Share & Act: Finalizing Purchase

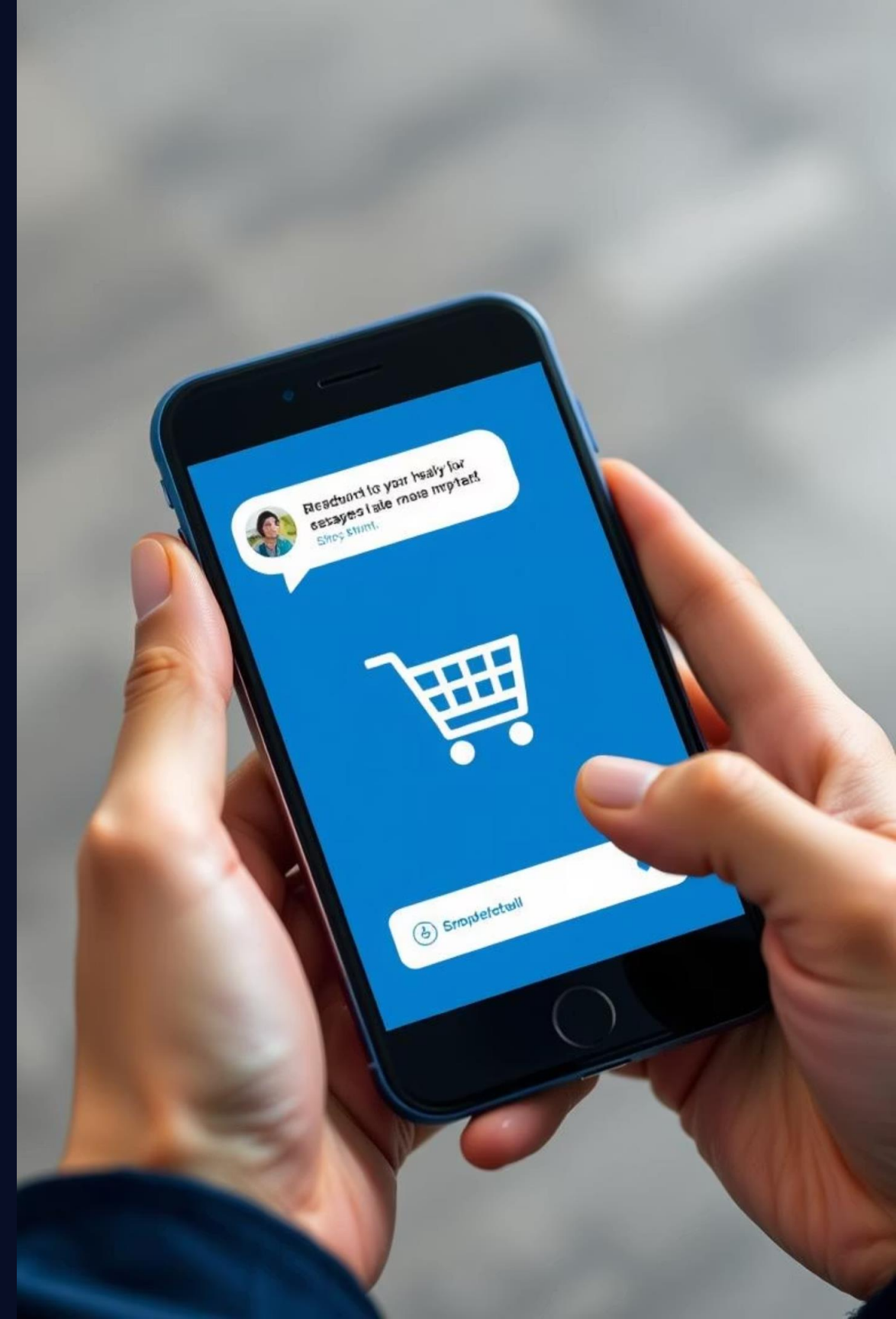
Share Insights

Discuss with friends/family, share links, or chat with customer support.

Communicate insights, validate feedback, and make data-driven purchases.

Act on Data

Add to cart, place order, apply discounts, choose delivery.



Summary Table: E-Commerce Journey

Plan	Decide what product you want to buy and why.
Prepare	Set budget, choose platforms, payment modes, and delivery preferences.
Process	Shortlist products using filters, specs, brand, ratings.
Analyze	Compare, read reviews, check trends, analyse pros/cons.
Share	Talk to others, share links, consult support.
Act	Finalise and buy the best product based on your data-driven research.