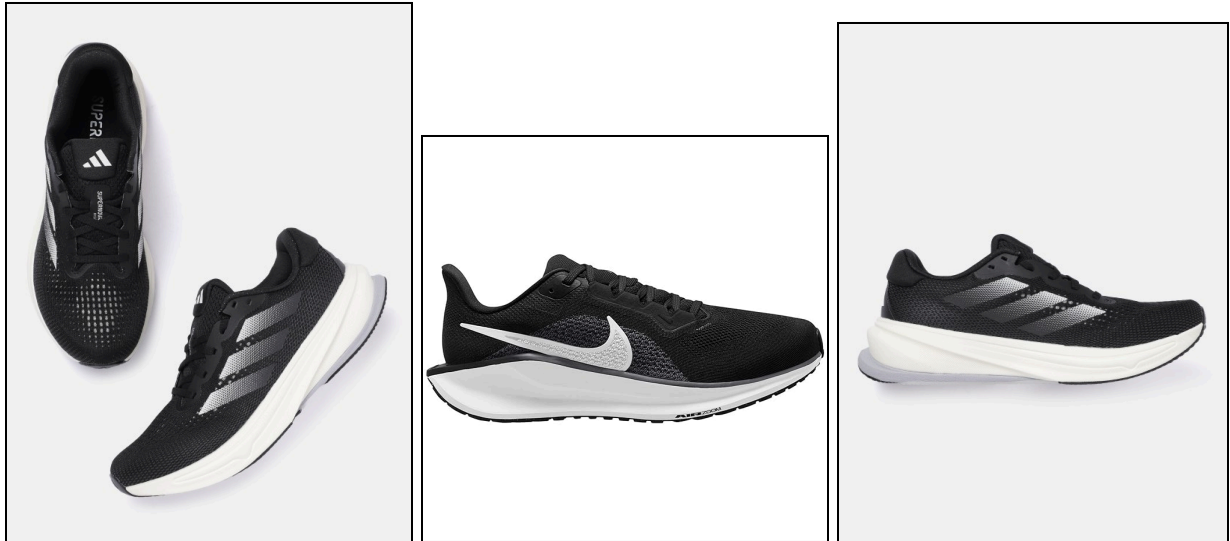


Data Analytics Process

(Buy Shoe Online)



Plan

So, I'm planning to buy a shoe online which I can use to play sports or it should be useful for wearing in the gym and comfortable to wear for casual outings too.

Prepare

Before going out to buy a shoe online, I need to check and prepare for a few things which is,

- **Ecom Platform:** Amazon / Myntra / Flipkart
 - **Price:** Budget is around 8-10k INR
 - **Brand:** I'll go with Puma, Nike, Adidas (Any of those)
 - **Color:** I'm comfortable with any color.
 - **Category:** Sports / Running / Casual
 - **Shoe Size:** UK 9 - 9.5
 - **Discount:** 25% or more
 - **Delivery** should be smooth and fast.
-

Process

- **First I need to go and check for the platform in which i'll go for Amazon first.** I have filtered out the shoe based on price, brands, size & discounts.

Here's the top 4 shoes which I've found out:

Brand	Name	Price (₹)	Color	Discount	Reviews & Ratings
NIKE	NIKE Men's Air Zoom Pegasus 41 Running Shoes	8,618	Black	28%	(4.5*) / 11 Global Ratings
NIKE	Nike Mens React-Type GTX Gore-tex Running Shoe	9,862	White	38%	(2.8*) / 72 Global Ratings
PUMA	Puma Men's Voyage Nitro™ 3 Disc Running Shoe	8,622	Black	43%	No Customer Reviews

NIKE	Nike AIR Zoom Structure 25-White/Black-Laser Orange-Smoke GREY-9UK	8,791	White	26%	No Customer Reviews
------	--	-------	-------	-----	------------------------

Check out the Amazon product screenshot: [Click here](#)

Note: It's not important for me to specify the color column in the above table but it's been mentioned because if i'll change the color, then the price will also change. **Suppose if I chose this piece “NIKE Men's Air Zoom Pegasus 41 Running Shoes” and changed the color from ‘Black’ to ‘White’ then the price would also change from ₹8,618 to ₹11,594.**

- Secondly I'll check on Myntra and will filter out with all the required things. Here's the top 4-5 products which Myntra has recommended me to go for.

<u>Brand</u>	<u>Name</u>	<u>Price (₹)</u>	<u>Color</u>	<u>Discount</u>	<u>Reviews & Ratings</u>
PUMA	Unisex All-Pro Nitro Team Basketball Shoes	9,099	White	30%	(3.9*) / 52 Verified Ratings
ADIDAS	Men Woven Design Supernova Rise M Running Shoes	8,249	Black	45%	(4.3*) / 93 Verified Ratings
ADIDAS	Men PUREBOOST 5 Running Sports Shoes	8,449	Black	35%	(3.9*) / 15 Verified Ratings
PUMA	ForeverRun NITRO Running Shoes	9,599	Red	40%	(4.0*) / 42 Verified Ratings
ADIDAS	Unisex Dropset 3 Trainer Shoes	8,499	Pink / Black	35%	(4.7*) / 37 Verified Ratings

Check out the Myntra product screenshot: [Click here](#)

- Now, lastly we'll go to Flipkart and check accordingly. Below mentioned are the top 4 products on flipkart within the price range.

Brand	Name	Price (₹)	Color	Discount	Reviews & Ratings
PUMA	PUMA Bowling 22.1 Cricket Shoes For Men	9,799	Blue	30%	(4.0*) / 23 Ratings
NIKE	Air Force 1 Flyknit 2.0 Running Shoes For Men	9,753	White	30%	(4.6*) / 9 Ratings
PUMA	ForeverRun NITRO Running Shoes For Men	9,599	Green	40%	(2.7*) / 3 Ratings
PUMA	ForeverRun NITRO Running Shoes For Men	9,599	Red	40%	(3.4*) / 15 Ratings

Check out the Flipkart product screenshot: [Click here](#)

Analyze

While going through all the 3 Ecom platforms I have listed down their top shoe product which is falling in the required price range and have listed down the details of those items. Now, Based on the different criteria I'll list down the top product which comes under those categories and then finalize the product.

<u>Category Wise</u>	<u>Item Name</u>	<u>Reasons to choose</u>
Price	ADIDAS - Men Woven Design Supernova Rise M Running Shoes	Lowest of all the mentioned shoe price falling with those price range
Color	ADIDAS - Men Woven Design Supernova Rise M Running Shoes	Black - Most suitable and common color of all.
Discount	ADIDAS - Men Woven Design Supernova Rise M Running Shoes	45% Discount - Highest of all the mentioned top products
Reviews & Ratings	ADIDAS - Men Woven Design Supernova Rise M Running Shoes	(4.3*) / 93 Verified Ratings - Most reviewed item of all the mentioned top products.
Delivery	ADIDAS - Men Woven Design Supernova Rise M Running Shoes	The fastest i can Get it by Tue, Jan 21, 2025,

After analyzing all the top products of the respective Ecom platforms, ADIDAS has won the race with this item “**Men Woven Design Supernova Rise M Running Shoes**” following by the most likely to buy product i.e. NIKE - **Men's Air Zoom Pegasus 41 Running Shoes**.

Share

There's nothing to share with anyone as of now I am purchasing the shoe online and will have to order it online. If I'd have done this process offline

then for sure, I'd have connected with the shopkeeper for my customise needs.

Act

As I have selected the item to purchase, now I'll go to Myntra Ecom platform and order it directly and **get my ADIDAS - Men Woven Design Supernova Rise M Running Shoes by 21st Jan, 2025.**