**Data Analytics Process (Buy Shoe Online)**

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**Plan**

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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 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 | While | 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.

| **Brand** | **Name** | **Price (₹)** | **Color** | **Discount** | **Reviews & Ratings** |
| --- | --- | --- | --- | --- | --- |
| 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  ADIDAS | ForeverRun NITRO Running Shoes  Unisex Dropset 3 Trainer Shoes 8,499 | 9,599 | Red  Pink /  Black | 40%  35% | (4.0\*) / 42 Verified Ratings  (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.

| **Category Wise** | **Item Name** | **Reasons to choose** |
| --- | --- | --- |
| **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 Rating**s - 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**.