# DATA ANALYTICS PROCESS

Application in Real Life Scenario Case Study / PPT

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#### DATA ANALYTICS

Data analytics is the process of collecting, Cleansing, Transforming, and Organizing data in order to draw conclusions, make predictions, and help in decision making.

Data analytics helps businesses operate more effectively and enhance productivity in today's world.

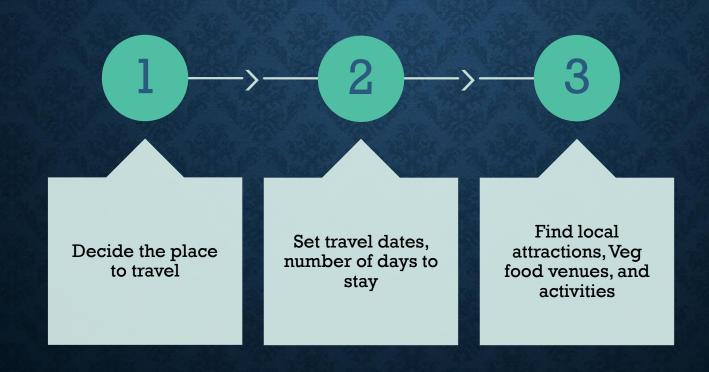
Data Analytics used in different industries like Healthcare, Banking, Security, Ecommerce, Manufacturing, Science and Technologies.

Data is everywhere and we use Data Analytics in everyday life without even knowing it.



### REAL LIFE SCENARIO: SOLO TRIP

## l. Make a plan



## 2. Prepare



Check expenses, transportations and accommodations

Check the weather at this time of year

Decide the things I will be packing for this trip

### 3. Process



Decide the transportation method like bus, plane, train

Choose the accommodations based on my expense limit

Choose local attractions to visit and activities to do based on my expense limit

## 4. Analyze



Compare the prices and ratings for hotels and transports from different websites like trivago, easemytrip, skyscanner, goibibo Check what kind of transport facility is available and affordable in visiting site like public transport, rent car and bike, auto

Choose food venues based on distance from hotel and visiting site, ratings from google map

### Share

• Now I will discuss with friends, family who recently travelled there.

### Act

• I will execute my plan.

THANK YOU

PRACHI RANJAN