Examples of Real-Life situations using DATA Analytics:

A pizza company:

Let us name it **Cheezy Foodworks Inc.** Let's say it wants to increase its food quality and its delivery process.

Plan: The company's data analytics team will make plans to use data gathered from its customers to identify the best-selling pizzas/sides/bread etc., and identify during which weekdays and times at which their customers order more. It can also get and utilise data from its customer feedback.

Prepare: The analytics team will use various data from the tracking system on the time efficiency of their delivery partners at the time of their delivery. They also could prepare data from the order pattern and feedback system for the items which are being ordered. This could help them increase their inventory and offer discounts on these items to increase orders.

Process: The analytics team will use various statistical methods to find the most appropriate patterns. For example: In which area of the particular city orders are more so they can engage their delivery people to focus more on that area and decrease delivery time. Finding patterns on the items which are ordered more(relatively) to maintain its inventory.

Analyse: The data analytics team will analyse the impacts/risks and overall effects of the data they have gathered and could send this data to their leaders for evaluation.

Share: The data analytics will send this data to the company's higher management team. The team will make decisions on this collected data and its implementation.

Act: The company's higher management team will implement the recommendations of the analytics team. In this way, **Cheezy Foodworks Inc.** can increase its delivery efficiency and sale by increasing its service quality.

A car manufacturer:

Let us name it **Wheels Inc.** Let's say it wants to enter into electric car manufacturing.

Plan: The company's data analytics team will make plans to conduct a survey and identify the best electric vehicle market (areas of the country) where they can sell their vehicles to the targeted customers.

Prepare: The analytics team will use various data from the survey or the government reports research studies etc. on the type of customer demand like the look of the vehicle(maybe it should look futuristic), extended range, various features(infotainment systems, advanced safety systems etc.), price(as customers are price sensitive at times) etc.

Process: The analytics team will use various statistical methods and machine learning to find the most appropriate patterns and the demands of the customers. For example: Which features Are demanded by the targeted customers and using these patterns they can give recommendations to the engineering/design team to make the products keeping these points.

Analyse: The data analytics team will analyse the impacts/risks and overall effects of the data they have gathered and could send this data to their upper management for evaluation.

Share: The data analytics will send this data to the company's higher management/stakeholders. They will make decisions on this collected data and the manufacturing process.

Act: The company's higher management team will implement the recommendations of the analytics team. In this way, **Wheels Inc.** can enter the car manufacturing market by providing safe vehicles with modern features considering their customer's demands.