**Data Analytics Process Application in Real Life Scenario Case Study / PPT**

**Example 1:** Buying a Car Plan

You decide to purchase a new car that suits your needs and preferences.

**Prepare:** You assess your requirements, such as the type of car (sedan, SUV, etc.), budget, desired features, and fuel efficiency. You also consider factors like safety ratings and maintenance costs.

**Process:** You research various car brands and models, comparing their specifications, pricing, fuel economy, reliability ratings, and customer reviews. You might also explore different financing options.

**Analyze:** Based on your research, you narrow down the options and prioritize the features that matter most to you. You analyze the long-term costs of ownership, including insurance rates, depreciation, and expected maintenance expenses.

**Share:** You seek advice and recommendations from friends, family, or automotive enthusiasts. You might also consult online forums or car review websites to gather insights and opinions.

**Act:** Once you have made a decision, you visit car dealerships to test drive the shortlisted models. You negotiate the price and terms, taking into account any available discounts or promotions. Finally, you make the purchase or arrange financing.

In this example, the data analytics process is applied to the real-life situation of buying a car.

**Example 2:** Buying Jewellery

**Plan:** The first step in buying jewelry is to define your purpose and preferences. Consider factors such as the occasion or reason for the purchase, your budget, the type of metal (gold, silver, platinum), and the desired gemstones (diamonds, emeralds, rubies). Understanding your requirements will help you narrow down your options.

**Prepare:** After determining your preferences, conduct thorough research on different jewelry brands, designers, and retailers. Compare prices, quality, craftsmanship, and customer reviews. Additionally, explore various jewelry types, styles, and current trends to gain a comprehensive understanding of the market.

**Process:** During this stage, focus on gathering information and evaluating available options. Look for reputable jewelers who offer certified jewelry. Learn about the quality factors for gemstones and understand the quality standards for metals (purity and durability).

**Analyze:** Based on your research, critically analyze the quality factors of gemstones and metals. Consider the certifications, hallmarks, and reputation of the jeweler. Ensure that you fully understand the value and authenticity of the jewelry you are considering.

**Share:** Seek advice from knowledgeable individuals, such as jewelry experts, friends, or family members who have experience in purchasing jewelry. Their insights and recommendations can provide valuable guidance in making an informed decision. Online communities or forums dedicated to jewelry can also be excellent sources of information.

**Act:** Once you have gathered and analyzed all the necessary information, visit reputable jewelry stores or browse trusted online platforms to view the jewelry pieces in person or through detailed images. Assess the design, craftsmanship, and value for money of the jewelry. Finally, make your purchase from a trusted source that meets your requirements.