

Usage of Data Analytics in Dialy Life

Scenario :- Buying a New Mobile.

1. **Plan:-** Before buying a new phone we must consider factors such as budget, purpose of mobile such as photography, business, gaming etc... and brand preferences like android or ios.
2. **Prepare:-** After defining requirements we prepare by checking market prices, checking the trade in value for our old mobile, checking whether to save money or buying in installments.
3. **Process :-** Here we process the data available to us. Which includes data regarding mobile i., specifications, reviews regarding mobile and comparing with present trend in mobile.
4. **Analyse:-** Here we analyze the data that is collected by analytical tools to compare with mobiles in same price point. Reading reviews for better understanding of user experience and feature like camera quality, battery life etc....
5. **Share:-** Here we discuss our finding with our near and dear about our requirements so they can share their views on making similar decisions and any they will correct in making decisions.
6. **Act:-** Finally we act on our anlaysis and make a purchase of mobile model, and making transaction by trade in our old mobile or by making one time payment.