**PROJECT – 1**

**Description: -We use Data Analytics in everyday life without even knowing it.**  
**Imagine a simple situation** – I need to buy a new TV.

**Plan** - I first decide which brand, quality, price of the TV I am goanna buy before going to the electronic shop. Is it Flat screen vs. Conventional? Plasma vs. LCD vs. LED?

**Prepare** – Next, I will think how much it will cost around what budget, aside from the various manufacturers, I will need to choose between a host of features. That will suit me best.

**Process** - Out of all the data I need to choose which tv or brand I want to buy for the best suit on me which ones are really important to me? Is HD readiness important in my TV? And between the size of the tv, I need to check screen size, audio quality, power consumption, screen type.

**Analyze**- I will not buy that tv which are out of trend and have some not good feedback. I will then evaluate the set of TVs that fit my budget on these attributes and score them based on the importance of the attributes. For example, a TV with a large screen is more attractive than a TV with low power consumption.

**Share**- Now I decide what type of tv I want then I’ll communicate to the shopkeeper to show me the best suitable. The colour or the size or the brand etc.

**Act** – Then I finally buy the tv after doing all the paperwork.