PROJECT - 1

DATA ANALYTICS PROCESS

EXAMPLE - Riya planning to buy a necklace Online

PLAN (Define):

Riya is to buy a most affordable Infinity Silver necklace within a specific price range

PREPARE (DATA COLLECTED):

Riya willing to spend around the price range of 299 - 399 for her necklace through searching for the necklace online by cash on delivery
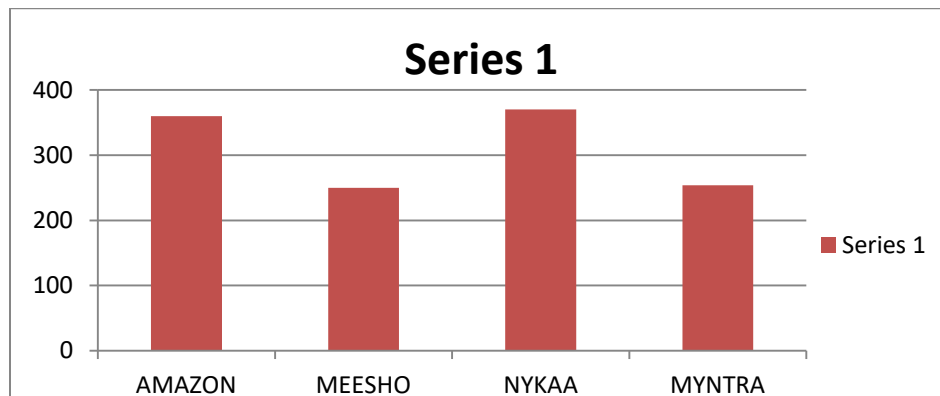
INFINITY NECKLACE

PLATFORMS	COST $
AMAZON	360
NYKAA	379
MEESHO	250
JOKER & WITCH	400
MYNTRA	254
ZAVYA	606

PROCESS (Cleared Data):

The item around the price range of Rs.299 -399

PLATFORMS	COST $
AMAZON	360
NYKAA	379
MEESHO	250
MYNTRA	254

Series 1

400	
300	
200	■ Series 1
100	
0	

AMAZON   MEESHO   NYKAA   MYNTRA

ANALYZE (To buy):

PLATFORMS	COST $
AMAZON	360
MEESHO	250
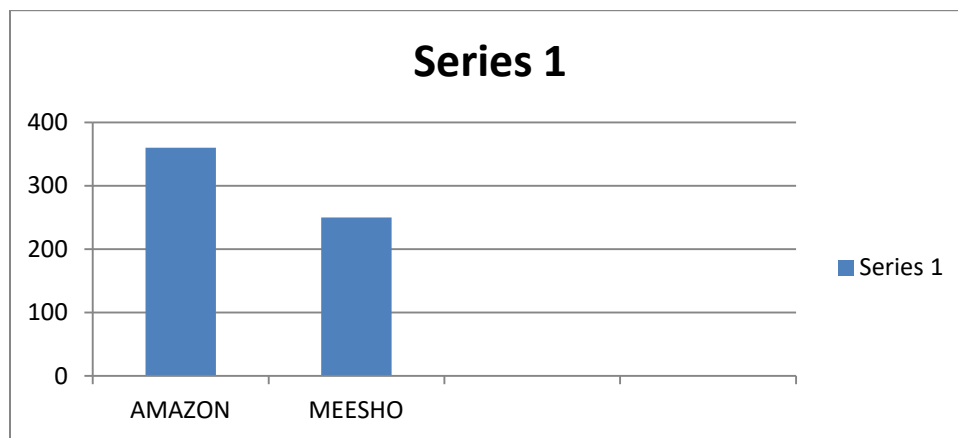
Amazon & Meesho offer the most affordable options

SHARE:

Meesho offers the necklace at Rs.250 which is within the desired price range

Riya finally decided to buy her infinity necklace from Meesho for the best price

ACT :

Riya bought her necklace.