

Data Analytics Process

Project - Application in Real Life Scenario Case Study

Subject - let's extend the concept of using data analytics in everyday life to the context of planning a long project involving airport travel and flight booking:

1. Plan:

- Destination Selection :- For a long trip, you may decide on a specific destination, considering factors like personal interests, weather, cultural events, and attractions. Data analytics tools can help you gather and analyze information about various destinations to make an informed choice.

2. Prepare:

- Budgeting :- Determine your travel budget, considering not only flight and accommodation costs but also daily expenses during your trip. Data analytics can assist in setting a realistic budget by providing insights into average costs at your destination.

3. Process:

- Flight Booking:- Use flight booking websites and apps that leverage data analytics to find the best flight options based on your budget, preferred airlines, and travel dates. These platforms often use algorithms to optimize pricing.

4. Analyze:

- Accommodation Selection:- Analyze reviews and ratings from previous guests to choose the best accommodation. Data analytics can help you identify trends and patterns in reviews to make an informed decision.

5. Share:

- Itinerary Planning:- Collaborate with travel companions by sharing digital itineraries that include flight details, accommodation reservations, and planned activities. Tools like shared calendars can help keep everyone on the same page.

6. Act:

- During the Trip: Utilize travel apps that provide real-time data on flight status, gate changes, and delays. These apps can help you adapt your plans if there are unexpected changes.

7. Post-Trip Analysis:

- Expense Tracking: Use expense tracking apps or spreadsheets to record and analyze your actual expenses during the trip. This data can help you assess if you stayed within your budget.
- By incorporating data analytics at various stages of planning and executing your long project, such as a vacation involving airport travel and flights, you can optimize your travel experience. Data-driven decisions can help you find the best flight deals, make informed choices about accommodation, and ensure that your trip aligns with your budget and preferences.