

DATA ANALYSIS IN REAL LIFE

I am using the example of buying a laptop for a college student to illustrate the six-step data analytics process.

1. Planning

The customer must first decide which laptop would be suitable for them based on their needs. They should determine whether they want a new or used laptop and whether they need a laptop with a graphics card for intensive tasks or just an office laptop. They should also consider if they need the laptop primarily for entertainment purposes.

2. Preparation

Next, the customer should set a budget for buying a laptop and gather information from both online and offline sources to find the best deal. They can consider recommendations from friends and relatives or consult online reviews, YouTube videos, and Google searches. It is important to filter out irrelevant information and structure the useful data effectively.

3. Processing

The customer should then learn about the specifications and usage of different laptops to determine which one is most suitable. They should consider minimum requirements such as RAM, processor type, storage type, available ports, and build quality. Additional features such as screen resolution, speaker quality, privacy camera shutter, fingerprint sensor, and trackpad size should also be evaluated.

4. Analysis

Now, the customer will analyze the available options by comparing features and specifications of laptops within the same budget. They may choose to wait for a sale, such as the Big Billion Days or the Great Amazon Festival Sale, to get better prices. Additionally, they can compare prices across different stores and e-commerce websites.

5. Sharing

After narrowing down the top laptop choices, the customer may seek further opinions from friends and family or consult online forums such as Reddit, Facebook groups, and Quora to get additional insights.

6. Action

Finally, after completing all the steps, the customer will make a data-driven decision to purchase a laptop that meets their needs and budget. They will also take into account negative reviews and avoid overpriced options.

This demonstrates how a customer applies the six-step data analytics process when buying a laptop for a college student. By collecting, analyzing, and sharing data, they can make an informed purchase decision.

Submitted by:

Name: Shishiar Jain

Email: jainshishiar222@gmail.com

Mobile Number: 9399303959