

Real-life situation: purchasing a laptop

- **Plan:** I decide to purchase a laptop. I need to consider these specifications like RAM, processor speed, Operating System, Budget, Battery life, and so forth when procuring a laptop.
- **Prepare:** I researched the current market and price trends for laptops. I also evaluate my budget and confirm the availability of the necessary financial resources when preparing to purchase a laptop.
- **Process:** I evaluated various factors like intended use, software needs, performance expectations, portability, and warranty details. I compared multiple laptops based on these criteria and looked for the best combination of features within my budget.
- **Analyze:** I examined the gathered data to derive discerning insights, facilitating an informed decision-making process. Like analyzing market trends, user feedback, comparing specifications, warranty details, budget constraints, and portability needs to make an informed decision.
- **Share:** I shared my idea of purchasing a laptop with my cousins and friends with experiences and insights. By seeking input and advice, I gathered valuable information, consideration and recommendations, brand comparisons, and specifications.
- **Act:** At Croma, I gathered information on laptop models and promotions, clarified technical details and policies, requested demos, compared models, negotiated prices, inspected laptops, and obtained documentation and a receipt. I made a wise investment by confirming all details before leaving the store.

Linking with data analytics process:

Plan: This step aids us in discerning our requirements for making a well-informed decision in the laptop procuring process like performance parameters, software compatibility, battery endurance, display, and financial parameters.

Prepare: This step involves analyzing relevant information to guide my laptop purchase. It enables a systematic examination of technical details, user experiences, and market trends, ensuring a more comprehensive approach.

Process: This step aids me in analyzing through rigorous market research and helps me make more informed decisions based on objective insights and ensuring that my purchase aligns with my specific needs and preferences.

Analyze: This step aids me in comparing specifications, customer reviews sentiment analysis, and market trends and aligning them with the available options, ensuring the chosen laptop meets my needs without exceeding my predetermined budget

Share: This step facilitates a community-driven approach, enabling individuals to benefit from the collective knowledge, making the laptop-purchasing process more informed and efficient.