

# Real-Life Scenario Case Study For Data Analytics Process: Buy a New Smartphone

## Problem Statement:

My phone is sluggish and frequently hangs up. So, I decided to get a new smartphone but there were so many models available along with a variety of features in the market which made it difficult to decide which smartphone should I buy. Then I decided to apply the Data Analytics Process to buy a new smartphone. This case study aims to provide insights for choosing an optimal smartphone tailored to the needs such as robust hardware, software capabilities, User-friendly Interfaces and long-lasting battery life.

## Summary:

Plan: Purchasing a new smartphone.

Prepare: Decide the budget of the smartphone how much I am willing to pay by keeping in mind requirement of features and functionalities.

Process: Collecting the data based on the requirement.

Analyze: Examine the data by contrasting various models and by focusing on various key element.

Share: Share your insight based on the requirement of phones to find which suits you better under your budget.

Act: Accordingly, buy the smartphone.

## The 6 Steps of the Data Analytics Process:

### Plan:

- The plan is to buy a smartphone as my previous smartphone is hanging a lot. As there are lots of options available based on its features and functionalities requirements, not able to decide which phone should I buy. So, I decided to apply Data analysis in this case.

### Process:

- To start, I decided on a specific amount that I wanted to spend for my smartphone budget.
- After conducting research and reviews, it was discovered that there are lots of factors that depend on buying a new phone based on the budget, its features and functionalities requirements.
- Identify some of the key requirements such as Processor, RAM, Storage Capacity, Battery Life, Security features, Screen resolution, Camera quality and User-friendly Interface.

- Examine and compare specifications, performance benchmarks, user reviews, and pricing of various smartphone models from various manufacturers.
- Create a ranking system for smartphone options by developing decision criteria based on features and requirements.

### **Analyze:**

- Examine the gathered data by comparing different smartphone models with specifications, benchmarks, reviews and prices according to the suitable features and functionalities needed.
- The processor speed and RAM Capacity decide how powerful the smartphone is and how fast it will run.
- Storage capacity and its expandability feature help you to store more data on the smartphone due to which there is no requirement of an extra external storage device to store the data.
- Better battery life will ensure prolonged usage of the smartphone without frequently charging.
- Security features such as face recognition and fingerprint sensor help you protect your smartphone data.
- Screen resolution and screen size will tell you how well an image or mobile app will displayed on the smartphone.
- Great Camera hardware and processing software to take some good photos and videos.
- User-friendly UI will make it easy to operate apps on the smartphone.

### **Share:**

- The analysis revealed that specific smartphone models with flagship-grade specifications, such as high-performance processors, good RAM capacity, great camera hardware and software, and vibrant displays along with user-friendly UI with long battery life and robust security features are preferred for long usage productivity and data protection.
- These insights were communicated to the shop's person to find the best suited under smartphone under the budget. And also check for exchange offers on smartphones so that it helps me decide to buy the best smartphones

### **Act:**

- Based on the recommendations, select the most suitable smartphone with the best features and under the budget.