

Data Analytics Process

Application in Real Life Scenario Case Study



6 STEPS DATA ANALYSIS PROCESS

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Task :

Your task is to give the example(s) of such a real-life situation where we use Data Analytics and link it with the data analytics process. You can prepare a PPT/PDF on a real-life scenario explaining it with the above process (Plan, Prepare, Process, Analyze, Share, Act) and submit it as part of this task.

¹ Image Credits - [YouTube](#) Six Steps of DATA ANALYSIS PROCESS - Data Analytics

Steps Involved in Data Analytics Process -

1. Plan - We need to understand the task & plan the expected solution,
2. Prepare - Collecting data and storing it for further analysis,
3. Process - Cleaning the data collected from multiple sources for necessary data,
4. Analyze - The processed data is then used for analyzing & identifying trends,
5. Share - Transforming the data into a visual form and sharing it to understand complex data easily.
6. Act - After presenting the data if the clients are happy with outcomes then we move forward with solutions or we repeat the steps to re-organize things again.

Example - Purchasing a Laptop

I will be taking the example of a laptop purchase to explain the steps involved in data analytics as a real world example of the same.

1. Plan - Relevant questions to understand the requirement of purchase

- What is the use case of the laptop?
- What is the budget?
- Are you looking for a specific brand?
- How many years are looking to use the machine?
- Do you plan to sell the laptop in a couple of years (to see resale value)?
- What are the specifications necessary for your Usecase?
- Checking for warranty and after sales services.
- Any specific hardware requirements needed to consider?

2. Prepare - Collecting the necessary data to answer our previous question

- Checking online retailers for checking the latest models.
- Summarizing the specifications satisfying our needs(use case) and formulating best options for purchase.
- Planning the purchase by keeping in mind future demand and opting to buy a higher version if possible.

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- Checking review sites for comparing between different models and brands not just by budget but comparing on hardware specifications and service quality for future needs.
 - Look for multiple options in our price range and compare them on different sites and offline stores if possible (by visiting or calling them).
 - Watching for discounts and offers if available to add products in our budget.
 - Visiting a Mall or authorized dealer to check out the products ourselves and see if there are any offerings as offline stores have goodies and festive discounts to attract customers.
 - Waiting for the festive season and online sales where we can get more discounts on our purchase there by expanding our options.
 - Looking at online reviews of products on sites,youtube or tech sites to get data about actual working of products before buying them.
 - For the money part either we can look for emi options or bank offers and if you are paying or your parents are the one paying for it.

3. Process

- Making an excel sheet with relevant columns for details of the products gathered in the previous step.
- We can even add pictures for visual comparison.
- Sorting things in a budget category or depending on hardware specs would be insightful data.
- We can ask for reviews about brands from our friends to get more insights on the durability and actual usage or if someone has already bought the model we are looking at in our purchase.
- If possible, visiting a shop and using the model yourself and getting more details from a seller about the warranty and upgrades or other options would be a better choice to make our decision.

4. Analyze

- We can use excel to sort things and make a better visual view of the collected data.
- We can remove the options which we don't think are relevant or some good alternatives are present from the list.

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- We can take help from certain online websites at these points to help ourselves to narrow down on the option by comparing the finalized list of options on full specifications and quality rating given by users and tech experts.
 - Excel or a simple notepad can help us to narrow down our options after doing the necessary comparison either by using websites or from our own findings on excel sheets or from reviews from our friends.

5. Share

- After all the data gathering and comparison of offers, specifications and brand value and its after services we can share the details with the one buying the product or with the dealer to book the required product.
- If we are planning to buy from online stores we can search on multiple sites for the same model and look for offers and discounts and finalize from which to buy and see if we can get additional warranty with the purchase.

6. Act

- The final step is to purchase the selected model after considering all the best options available and after looking for festive offers or bank discounts and taking all the necessary additional things if needed with the final purchase.

For a Brief summary i will write the points of the laptop purchase below :

1. *Plan* - To buy a laptop for studying - coding and data analytics so a mid level would be a good option under the rs.50k price bracket.
2. *Prepare* - I will check for various models on online websites and compare them and look for the finance option for purchase.
3. *Process* - After collecting data and comparing them from various sites and offline store visits I will try to sort the data to make it more reliable and readable.
4. *Analyze* - The processed data can now be useful to make an insight for my purchase and available options.
5. *Share* - After my thorough research and comparison i will narrow down my choices to best laptop in my budget and which will match my future use and then share the

options with my parents who will be helping me finance the purchase for same along with a lookout for nearby festive or online sales to get maximum return out of my purchase.

6. *Act* - After final comparison and decision i will go either to buy the products from online store with bank offers or from nearby offline dealers for festive offers and future service needs and extra goodies benefits like additional warranty or ram upgrades etc.