

Data Analytics Process(Task)

Application in Real Life Scenario Case Study / PPT

Difficulty Level:

Description:

We use Data Analytics in everyday life without even knowing it.

For eg : Going to a market to buy something .

Plan

We first decide which things I need before going to market . Is it a shirt , jeans , footwear etc.

Prepare

Next I need to check how much I am willing to spend and how to get that money.

Process

Then I need to check how much I want from the data. Like if I am going to buy footwear what do I want - slippers / shoes / sandals etc.

Analyze

You obviously won't buy things which are out of trend, Also you need to check does the jeans which you have and the color of t-shirt you want to buy, will it make a good combination.

Share

Now you communicate your idea to the shopkeeper to find the best suitable fit for you.

Act

Then you finally buy it!

Your 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.

Judgement Criteria:

Data Analytics

Your answers must contain relevant points related to the data analysis and should have real world case scenarios.

Insights

You need to use your own imagination to answer the case study while improvising it as well.

Plagiarism

Project submitted should not be copied from the internet or anywhere else, it should be your own work.

Project 1: Data Analytics Process(Solution)

In this project file we are going to look into some of the common real life scenarios that can be used as a case study for the data analytics process. The format will follow a categorised system to explain multiple examples in simultaneously for the better understanding of the given task.

Scenario 1: We are planning to buy different sets of wallpapers that can applied for a residential apartment located in an urban city like Mumbai. We will see how different steps of the analytical process can help with optimum decision making according to the given setup of the environment.

Scenario 2: We are planning to purchase a budget smart phone for our parents who understands the basics of the technology but are not an avid user of the services provided with the device. We will see how we can come up with the best possible options that will serve the purpose of being both useful but within the budget.

Plan: Today we are out looking for two things that we need in our home,

1st: Some different sets of wall papers that we are going to apply in our residential apartment situated in Mumbai city. We are planning to buy 2 different sets of the wallpapers, one for kitchen and one for the living room.

2nd: Similarly, we are also going to see how we can purchase the best budget smart phone for our parent to get the most out of the device while maintain the price range of the same.

Prepare: With this in mind we can now start to look into the prerequisites of the tasks such as the budget and the financial management. For the wallpapers, we will set aside a sum of 10,000 rupees which will be divided into 2 parts i.e living room with Rs. 6000 and Rs. 4000 for kitchen. Along with that we have a budget of Rs 8000 for a smart phone that we will use to purchase the smart phone for our parent.

For this total budget, we are going to get the funds from our own saving account and our parent's saving account with Rs. 10000 and Rs. 8000 respectively.

We will also try to check if we can go lower than the set budget for both the purchase and get the best deal out of both.

Process: Now that we have the list of things that we need today and the set budget for the same, we will investigate what options we have under the given budget of Rs. 10000 and Rs. 8000 and which will be best option for us in both the purchases.

In case of the wall papers, we have 2 different places to cover i.e Living room and kitchen. For the living room, we have options such as smooth layered, matte finish, padded 3D design, floral design and Solid colours. These materials can range from the price of Rs. 5000 to 12,000. Here the requirement mostly depends more on the design and less on the functionality but

in the case of the kitchen, the requirements change to the durability and functionality instead of the design. For the Kitchen, the price range can vary from Rs. 2000 to 15000.

For Smart phone, the we have options such as Manufacturer, RAM, Memory, Camera types, Network capabilities, etc which will affect both budget and functionality. In terms of money the smart phone segment starts from as low as Rs. 6000 and can rise to 100000.

Analyze: After going through the process of planning the purchase and then processing the information that we can use, now it is time that we try to relate the information with each other such as the functionality of the product with the requirements of the actual use.

In case of the wall papers, we can co-relate the information such as the design and the location environment to make sure that the wall paper lasts long. But we also have to make sure that the design that we chose looks good at our home, in such case we can as the shopkeeper what would be the best design/colour that could complement the colour of the ceiling at our home (light purple top with golden outer frame in this case). We can ask questions such as which is the best-selling wallpaper in our given budget and what is the best that we can buy in our budget, doing this can boil down or selection to 2-4 options. Similar to this, the wallpaper for the kitchen would be something that should bare the warmer conditions of the room and should be easy to clean as the oil residue can form over time. Here the functionality matters more than look hence we will go for the durable material.