

PROJECT 1: DATA ANALYTICS PROJECT

Case Study on Application of Data Analytics Process on Real Life Scenario

Situation: A shopping trip to the market

INTRODUCTION

Data analytics is an important part of our daily lives and it often affects our choices without us even realizing it. This case study demonstrates the data analytics process through a familiar real-world scenario: a shopping trip to the market.

1. Plan

I started by making a list of things I would need, starting with clothes like jeans, t-shirts, and shirts. Since shoes require more time to try on and guarantee a proper fit, I went on to the next. After going over the fundamentals, I chose fewer pieces and accessories.

2. Prepare

In order to make sure I have a budget for shopping and other expenses, the next step is to evaluate my resources. Selecting a store that is both conveniently accessible and gives the greatest prices is also crucial. Comparing product quality and prices helps in making informed decisions. I also consider which retailer allows me to use reward programs, verify the bill for accuracy, and keep receipts for potential returns or exchanges.

3. Process

By choosing the appropriate retailers and brands, I was able to narrow down my selections at this point. I figured out what I needed to buy and where to buy it. Making well-informed decisions was aided by looking at brand and store ratings and reviews. I also took into account how long I thought it would take to finish my shopping quickly.

4. Analyze

To guarantee a knowledgeable and sensible buying experience, I thoroughly examine all the information acquired before coming to any final conclusions. Important elements including product popularity, customer reviews, shop and brand evaluations, and individual preferences are taken into account in this study. I can choose options that best suit quality, value, and convenience by weighing these factors.

5. Share

I ask friends and family what they think of my buying choices in order to get their feedback. I may take into account many viewpoints and improve my choices by talking about my choices. This procedure makes sure that my decisions are well-researched and in line with my preferences and practicalities.

6. Act

Lastly, I decide what I want to buy and go ahead and buy the things I've chosen. This phase entails taking action on the decisions I have thoroughly considered, making sure they suit my requirements, preferences, and financial constraints. This methodical technique helps me shop effectively and with confidence.

Link to Data Analytics Process

Shopping at a market is a real-world situation that can be connected to the data analytics process in the following ways:

1. **Plan:** Describe the issue and establish objectives. What do you need to purchase?
2. **Prepare:** Compile and get ready the data. Examine resources such as pricing, product quality, retail location, and budget.
3. **Process:** Data should be cleaned and refined. Sort your options for purchases according to brand and store reviews and ratings.
4. **Analyze:** Extract insights via analyzing data. Customer feedback, brand and shop evaluations, product popularity, and individual preferences.
5. **Share:** Discuss results and suggestions. Speak with family or friends.
6. **Act:** Take judgments and actions. purchasing goods that fit my interests, needs, and financial constraints.

Conclusion

By facilitating well-informed judgments through product evaluations, ratings, price comparisons, and individual preferences, data analytics improves shopping. It facilitates budget optimization, decision refinement, and a more intelligent, effective purchasing experience.