

Project:1 Data Analytics Process

Application in Real Life Scenario Case Study

- **Description:-** Buying a Mobile Phone.
- **Plan:-** There are lot of mobile phone brands so first i decide which brand mobile phone I prefer and come up with One Plus, Realme, Poco, CMF, IQOO, Vivo, Motorola, Samsung.
- **Prepare:-** I decide the budget between 15000-20000 and decide what kind of specifications I need in my Mobile Phone. I need at least 5000 mAh Battery, 6GB OR 8GB RAM, 128 GB ROM, 120 HZ Amoled Screen, 500k+ AnTuTu Score,Recently launched, Good camera quality and Minimum 2-3 years of update policy.
- **Process:-** I came up with some phone models which matches the criteria One Plus CE3,CE4 lite; Poco X6; Redmi 13, note 15; CMF Phone-1; IQOO Z9; Vivo T3; Motorola G85; Realme 12F,P1 Pro; Samsung M35.
- **Analyze:-** I have already used a Redmi mobile phone and I don't have good experience using it so I cancel Redmi from the list. One Plus CE4 lite not have good performance but CE3 is good, it also have fast charger so will consider One Plus CE3. CMF is good phone but performance is weak also it is a new company and do not have care centers in my town. if something happen to phone I have to go to the another city to repair it so I cancel CMF for that reason. IQOO Z9 and Vivo T3 have same specification even they look same. I don't know much about IQOO but Vivo is good brand and I will consider it. Poco X6 have good performance and have good feedback from customers so I will consider Poco X6. Motorola G85 have curve screen and all specification also matches but it has low performance then other so I cancel it. Realme 12F and P1 Pro have same specification and performance is also good but My Dad already have Realme 12F so I prefer another brand so we don't get confuse. Lastly Samsung M35 it has ultra wide camera, 4 years mobile update and 5 years security update so it will be good Mobile Phone under 20000. After analyzing I came up with Samsung M35, Poco X6, One Plus CE3 and Vivo T3.
- **Share:-** I communicate with my friends. Some says Vivo T3 is not that good so I dropped it. I also ask some shopkeeper they say that there are issues with Poco battery so I drop it. My friend Rajiv said that Diwali is coming so you will get more discount if you order online. I looked on flipkart and amazon websites. Samsung M35 and One Plus CE2 have slight difference but if I use card payment I will get more discount. My brother told me that One plus have some issues with screen and they are working on it. Samsung also have issues with hanging up but samsung worked on it and most of the complaints are vanishing. Also I have to buy Adaptor separately but with card payment I will get more discount on phone, So I can buy it. Now I finally decided to buy Samsung M35.
- **Act:-** Finally, I ordered the Mobile Phone and Adapter too. The delivery is on November 1, first day of Diwali and I am excited.