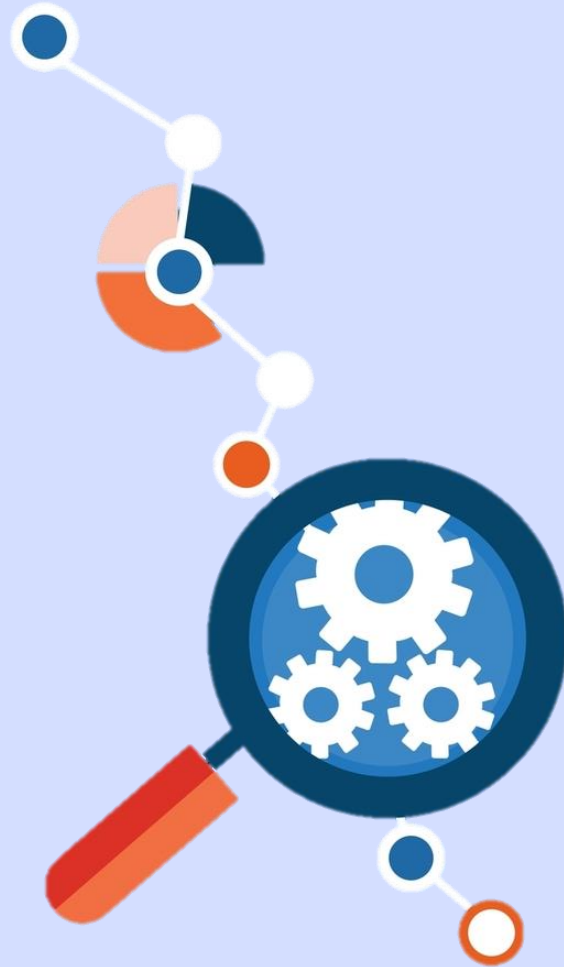


DATA ANALYTICS PROCESS





DATA ANALYSIS USAGE IN REAL-LIFE SCENARIOS

Data analysis is used by every human being in the work we do in our day-to-day life.

Following is the example of Data Analysis in real-life scenarios and its process according to the official terminology.



ONLINE SHOPPING

We use data analysis while online shopping before buying any cloth.



PLAN

As an online shopper, you plan to buy a new piece of clothing, such as a shirt or dress. However, you want to explore various options and find the best deal before making a purchase.



PREPARE

Before starting your online shopping journey, you prepare by setting a budget for your purchase. You also consider factors like the type of clothing you need, preferred color, size, and any specific brand preferences.

PROCESS



As you browse various e-commerce websites like Amazon, Myntra , Meesho , Flipkart, and others, the websites collect data about your browsing behavior.

They record the products you view, the ones you add to your cart, and the ones you eventually purchase.



ANALYZE

The e-commerce websites use data analytics to analyze your browsing behavior. They look for patterns in the types of clothing you show interest in, the brands you prefer, the price range you are comfortable with, and the style and colors you like the most.

SHARE



Based on the analysis of your browsing behavior, the e-commerce websites use personalized recommendation algorithms to display clothing options tailored to your preferences.

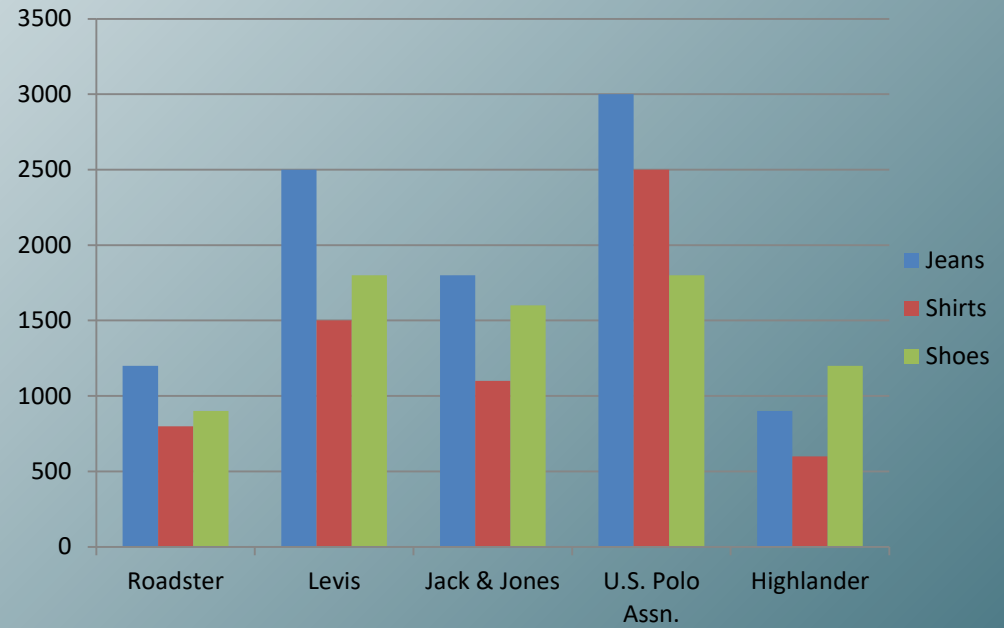
They show you "Recommended for You" or "Similar Products" sections that align with your past behavior.



ACT

As a shopper, you act upon the personalized recommendations provided by the websites. You explore the suggested clothing options, and you might find a product that perfectly matches your preferences. This enhances your shopping experience, as you discover products that align with your style without having to extensively search through the vast product catalogs.





We can use data analytics to solve any real-life scenario

THANK YOU

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