I present an illustration of how Zomato, a food delivery and restaurant discovery platform, might use data analytics to create a new strategy:

Ask / Plan: Zomato wants to increase its newly launched Zomato Gold subscribers base and generate more revenues. By implementing a new subscription plan, Zomato hopes to boost its market share and customer loyalty.

Prepare: Through surveys and its mobile app; I will gather information on the demographics of Zomato's customers, their purchasing patterns, and their feedback. I will also gather information about its rivals and the market for food delivery.

Process: The collected data is cleaned to eliminate duplicate or missing values and to standardize the format.

Analyze: From the collected data; I will look for patterns and connections between various variables in the data. Using graphs and charts to visualize the data and statistical techniques to find correlations and other relationships between the data collected.

Using the knowledge gained from data exploration, I will create predictive models to calculate the chances that customers will sign up for the new plan and continue using it. Utilizing statistical techniques, these models will be examined and verified.

Share: Zomato uses the outcomes of the predictive models to suggest features and charges for the new subscription plan. For Example, the business might offer discounts on well-liked menu items while focusing on promotions of specific customer segments.

Act: I will put into practice a beta version of the new subscription plan and assesses its effectiveness based on metrics like revenue, customer satisfaction, and subscription rate. If required, I may modify the strategy and carry out the data analytics procedure again based on the evaluation.

And finally, launch it through the app or website for customers.