

## **SITUATION 1: Joining a gym**

Let's explore the process of joining a gym and how data analytics can be involved at each step:

- 1. Plan:** I first decide the motive to join gym. Is it building strength, losing weight, or increasing endurance. According to the motive, planning phase involves considering factors such as facilities, equipment, classes offered, and membership costs. Data analytics can help me gather information about different gyms, compare their offerings, and make an informed decision based on my preferences and budget.
- 2. Prepare:** After narrowing down my options, I assess my budget and determine how much I am willing to spend on a gym membership. This preparation phase might involve analyzing my monthly expenses, financial goals, and available funds. By analyzing my financial data, I can ensure that the chosen gym fits within my budget and aligns with my financial planning.
- 3. Process:** Once I have selected a few potential gyms, I begin to gather more information about each one. This might include looking at their websites, reading online reviews, and talking to current or former members. Data analytics plays a role here as I process and evaluate the data available to me to make an informed decision. I may consider factors such as gym amenities, equipment variety, class schedules, cleanliness, and overall reputation. Like if I am joining gym to lose weight, is the gym providing amenities and equipment which will help me in losing weight.

4. **Analyze:** During the analysis phase, I compare and analyze the data I have collected about each gym. This analysis might involve considering the proximity of the gym to my home or workplace, the availability of classes that align with my schedule, the qualifications of the trainers, and the overall atmosphere of the gym. By analyzing this data, I can make an informed choice that best suits my needs and preferences.
5. **Share:** After narrowing down my options to one or two gyms, I may decide to visit them in person or reach out to the gym staff to gather additional information. This communication allows me to share my specific fitness goals, ask questions about facilities or classes, and gain insights from their expertise. The information shared during these interactions contributes to my overall analysis and decision-making process.
6. **Act:** Based on the information gathered and analyzed, I make a final decision and join the chosen gym. This step reflects the culmination of the data analytics process, as I take action based on the insights gained from comparing and evaluating various data points.

## **SITUATION 2: Selecting a location for birthday party**

Let's explore the process of selecting a location for birthday party and how data analytics can be involved at each step:

- 1. Plan:** I first decide which type of location I want for my birthday party. Is it restaurant, open lawn or club. Then I start planning by considering factors such as the number of guests, theme preferences, and budget constraints. Data analytics can come into play by researching past party experiences, gathering feedback from friends or family who have organized similar events, and analyzing data from party planning resources to get ideas and insights for my own celebration.
- 2. Prepare:** Once I have an idea of the type of party I want to host, I prepare a budget and determine how much I am willing to spend on the venue. This preparation phase involves considering factors such as rental costs, additional services or amenities provided by the venue, and any potential discounts or promotions. Analyzing pricing data and comparing options can help me make an informed decision about the affordability of different venues.
- 3. Process:** I start searching for suitable venues that can accommodate my expected number of guests, fit the chosen theme, and provide the desired ambiance for the party. This processing phase involves gathering information about different venues, such as their capacity, location, availability on the desired date, and any specific amenities they offer. Data analytics can assist me in organizing and processing this information, allowing me to compare and evaluate various venue options.
- 4. Analyze:** During the analysis phase, I compare the gathered data about each venue. This analysis might involve considering factors such as the proximity of the venue to my location or my guests' residences, the ambiance and decor of the venue, any restrictions or requirements imposed by the venue, and reviews from previous party organizers. By analyzing this data, I can make an informed choice that aligns with my vision for the party.

5. **Share:** After narrowing down my options to a few venues, I may visit them in person or communicate with venue representatives to gather additional information. This sharing of information allows me to share specific requirements for your party, ask questions about available facilities or services, and gain insights into the suitability of each venue for my needs. The information shared during these interactions contributes to our overall analysis and decision-making process.
6. **Act:** Based on the information gathered and analyzed, I make a final decision and select the venue for my birthday party. This step reflects the culmination of the data analytics process, as I take action based on the insights gained from comparing and evaluating various data points.