Data Analytics Process

Buying Shoes Online.

We use data analytics pretty much for everything in the day to day life. Data analytics is not only done on large data, using machines or computation power, it is the way to analyze something from various perspective and finding the best way from it.

Let's see how we use data analytics in daily life.

1) **Plan:** We first decide what we want to get. Out of many things let's consider you want to buy sports shoes for the upcoming sports event which is in next week.

2) **Prepare:** Collect the information about various shoe brands available online. Now among various ecommerce sites choose any 2-3 websites and compare the rates, ratings.

3) **Process:** The gathered data will be used to choose a specific site. Compare the prices, reviews, pictures etc.

4) **Analyze:**
Nike men's Basketball Shoes

Parameters	Amazon	Ajio	Nike Official Site
Shoe Size	UK 7	UK 7	UK 7
Cost	INR 4,000.00	INR 3,873.00	INR 5,695.00
Delivery Time	One Day	5-6 Days	3-4 Days
COD charges	INR 00.00	INR 00.00	INR 100.00
Reviews	4.5/5	4.7/5	4/5
Total Cost	INR 4,000.00	INR 3,873.00	INR 5,695.00

From above data we can have following outcomes:

a) Amazon & Ajio are the best to purchase the shoes as they have great ratings and prices.
b) If we want the asap then proceed with the Amazon seller.
c) If we can wait then we can proceed with the Ajio as the reviews are more positive compared to the Amazon.

5) **Share:** In this step we share our analysis with the friends or discuss with anyone. This helps us to understand their perspective also. If they also know any other site to buy such quality shoe for the best price they can share. This is critical step as it can save us from any future trouble.

6) **Act:** So finally, we came to the decision of going with the Ajio, as it has the lowest rate, most positive reviews and moderate amount of delivery time. We finally added the product to the shopping cart, filled the address and made the payment online.