

# Case Study

## Introduction

In our everyday lives, we often engage in activities that involve implicit data analytics processes. Two such common scenarios are grocery shopping and online travel booking. Let's delve into a case study that highlights the various stages of the data analytics process.

## Scenario 1: Grocery Shopping

### 1. Plan:

Imagine a scenario where a person, let's call her Shivani, needs to do her weekly grocery shopping. Before heading to the supermarket, Shivani plans her shopping list. She considers various factors such as dietary preferences, upcoming events, and household necessities. She decides on items like fruits, vegetables, dairy products, and other essentials.

### 2. Prepare:

Now that Shivani has her list, she must prepare for the shopping trip. She checks her budget and available funds, deciding how much she is willing to spend. Additionally, she looks at any available discounts, loyalty points, or coupons that might help her save money during the shopping process.

### 3. Process:

As Shivani walks through the supermarket's aisles, she processes the available data. For each item on her list, she assesses different brands, prices, and nutritional information. For instance, if she's buying yogurt, she might analyze the fat content, expiry date, and brand reputation before making a decision.

### 4. Analyze:

While selecting items, Shivani subconsciously analyzes various factors. She avoids products that are out of date or don't meet her quality standards. She might also consider nutritional

information, comparing different products to make healthier choices. Shivani analyzes the available options to ensure her purchases align with her preferences and values.

5. Share:

Shivani, in this case, shares her decision with the cashier. She communicates her choices, and if applicable, hands over any coupons or loyalty cards to optimize her shopping expenses. This step involves exchanging information between Shivani and the store, making the shopping process more efficient.

6. Act:

Finally, Shivani acts on her decisions by completing the purchase. She buys the selected items and leaves the store. The entire process, from planning her shopping list to making the purchase, represents a holistic data analytics approach where information is gathered, processed, analyzed, and acted upon to achieve a specific goal—efficient and effective grocery shopping.

## **Scenario 2: Online Travel Booking**

1. Plan:

Raghu is planning a vacation and decides to book his travel arrangements online. he first plans his trip by selecting the destination, travel dates, and preferred airline. he also considers factors like layovers, departure times, and accommodation options.

2. Prepare:

After deciding on his travel details, Raghu prepares for the trip by checking his budget and available funds. he explores various online travel platforms, looking for the best deals and discounts. he also reviews customer feedback to ensure a pleasant travel experience.

3. Process:

As Raghu navigates through the online travel platform, he processes a vast amount of data. This includes comparing flight prices, checking hotel reviews, and assessing transportation

options at the destination. The platform utilizes algorithms to display relevant information, making it easier for Raghu to make informed decisions.

#### 4. Analyze:

Raghu analyzes the available options based on his preferences. he considers factors such as flight duration, hotel ratings, and proximity to tourist attractions. The data analytics process aids him in making choices aligned with his travel preferences, ensuring a memorable and enjoyable trip.

#### 5. Share:

Raghu shares his travel plans with the online platform by confirming his bookings. The platform, in turn, may use this shared information to provide personalized recommendations for activities and services at the destination, creating a more tailored travel experience.

#### 6. Act:

Finally, Raghu acts on his decisions by confirming and paying for his bookings. The online platform processes his transactions, and he receives a confirmation email with all the relevant details. The entire travel booking process demonstrates a seamless integration of data analytics, from planning to the final booking.