

1 INTRODUCTION

1.1 Overview

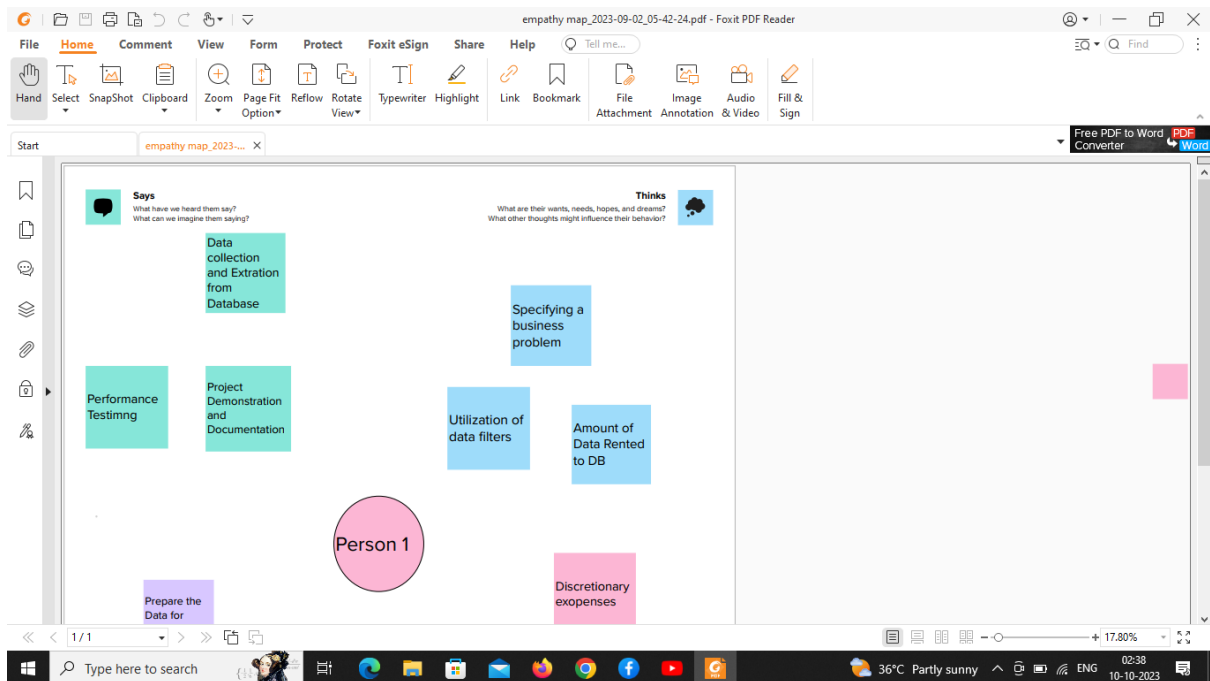
This project aims to analyse customer spending behaviour and identify opportunities for growth by leveraging data analytics and data – driven decision making.

1.2 Purpose

By using the project they are able to find the customer spending and identifying the growth.

2 PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstroming Map

The screenshot displays a Foxit PDF Reader window with the file 'tamil_2023-09-02_06-36-02.pdf' open. The interface includes a top menu bar with options like File, Home, Comment, View, Form, Protect, Foxit eSign, Share, and Help. Below the menu is a toolbar with various editing tools. The main content area shows a brainstorming map with several panels. The central panel is a yellow box with the following text:

Data collection and extration from database Performance textng Project Demansration and Documentation Utilization of Data filters Define problem Understanding Prepare the data for vizulizations Collect the dataset No of vizulizations graphics No of Calculation Fileds

Surrounding this central box are several other panels, including one titled 'Brainstorm & Idea prioritization' and another with a graph showing 'Performance' vs 'Time'. The bottom of the window shows a Windows taskbar with various application icons and a system clock indicating 02:39 on 10-10-2023.

Dashboard 1.pdf

file:///C:/Users/KUMAR/Pictures/Naan%20Muthalvan/Dashboard%201.pdf

Expense Breakdown: Insights into Diverse Business..

Annual Pay Roll

Month	Year
January	2009
February	2009
March	2009
April	2009
May	2009
June	2009
July	2009
August	2009
September	2009
October	2010
November	2011
December	2012

Advertisement Cost

Month	Year
January	2009
February	2009
March	2009
April	2009
May	2009
June	2009
July	2009
August	2009
September	2009
October	2009
November	2009
December	2009

Contract Labour Vs Employees

Month	Contract Labour (Units Sold)	Employees (Sale Price)
January	~2K	~5K
February	~2K	~5K
March	~2K	~5K
April	~2K	~5K
May	~2K	~5K
June	~2K	~5K
July	~2K	~5K
August	~2K	~5K
September	~2K	~5K
October	~2K	~5K
November	~2K	~5K
December	~2K	~5K

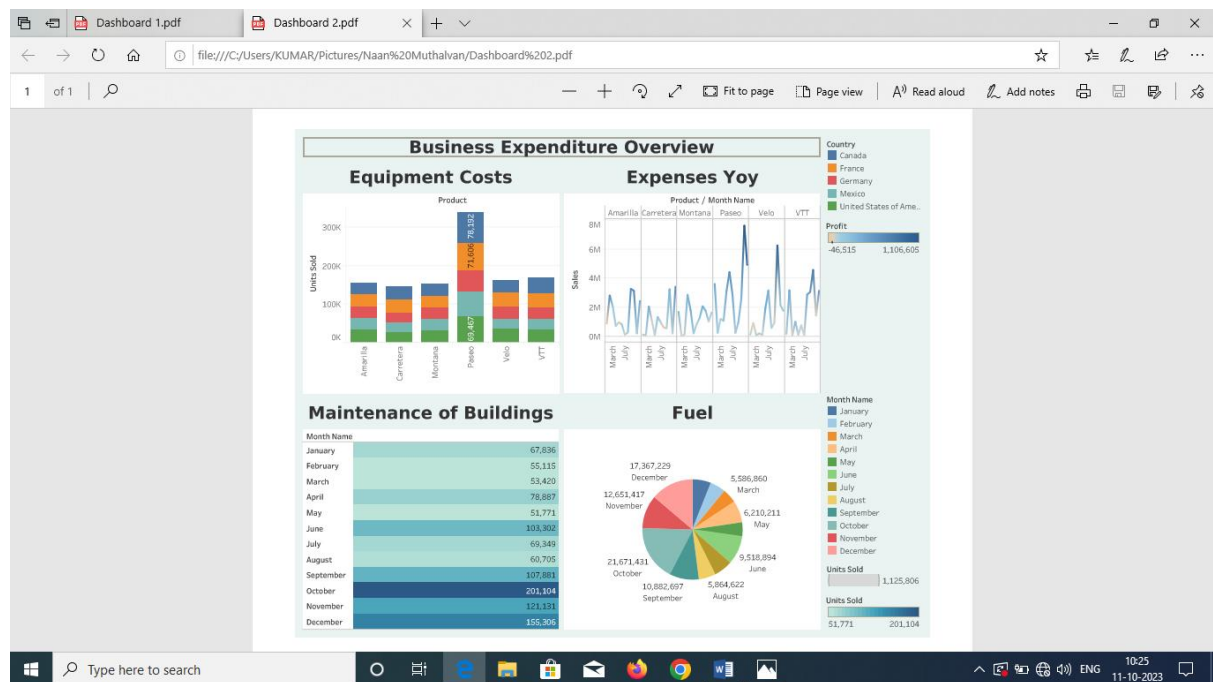
Employee Cost (Insurance Vs Pension)

Month	Insurance (Units Sold)	Pension (Units Sold)
January	~20K	~20K
February	~20K	~20K
March	~20K	~20K
April	~20K	~20K
May	~20K	~20K
June	~20K	~20K
July	~20K	~20K
August	~20K	~20K
September	~20K	~20K
October	~20K	~20K
November	~20K	~20K
December	~20K	~20K

Sales: 5,586,860 21,671,431

Profit: -46,515 1,106,605

Gross Sales: 6,124,026 23,142,112



4 ADVANTAGES

By extracting valuable insights from data, business that can develop effective strategies refine their products that are services and ultimately drive growth.

DISADVANTAGES

Times consuming and expensive compared to secondary requires resources for survey design, data collection and analysis. A limited sample size may not represent the entire target market.

5 APPLICATIONS

Dashboard and Story are the two applications where the solution can be found.

6 CONCLUSION

Conclusion of the project is gathering and collecting the information from the consumer and it plays a major role in the project.

7 FUTURE SCOPE

From this project we can collect the information very fast and very easy and to get the information in the same place. And also we can save the time.

8 APPENDIX

A source code

Dashboard and Story