

PROJECT REPORT

UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

I-INTRODUCTION

1.1 OVERVIEW

Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.

spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas. In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow. This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions.. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth

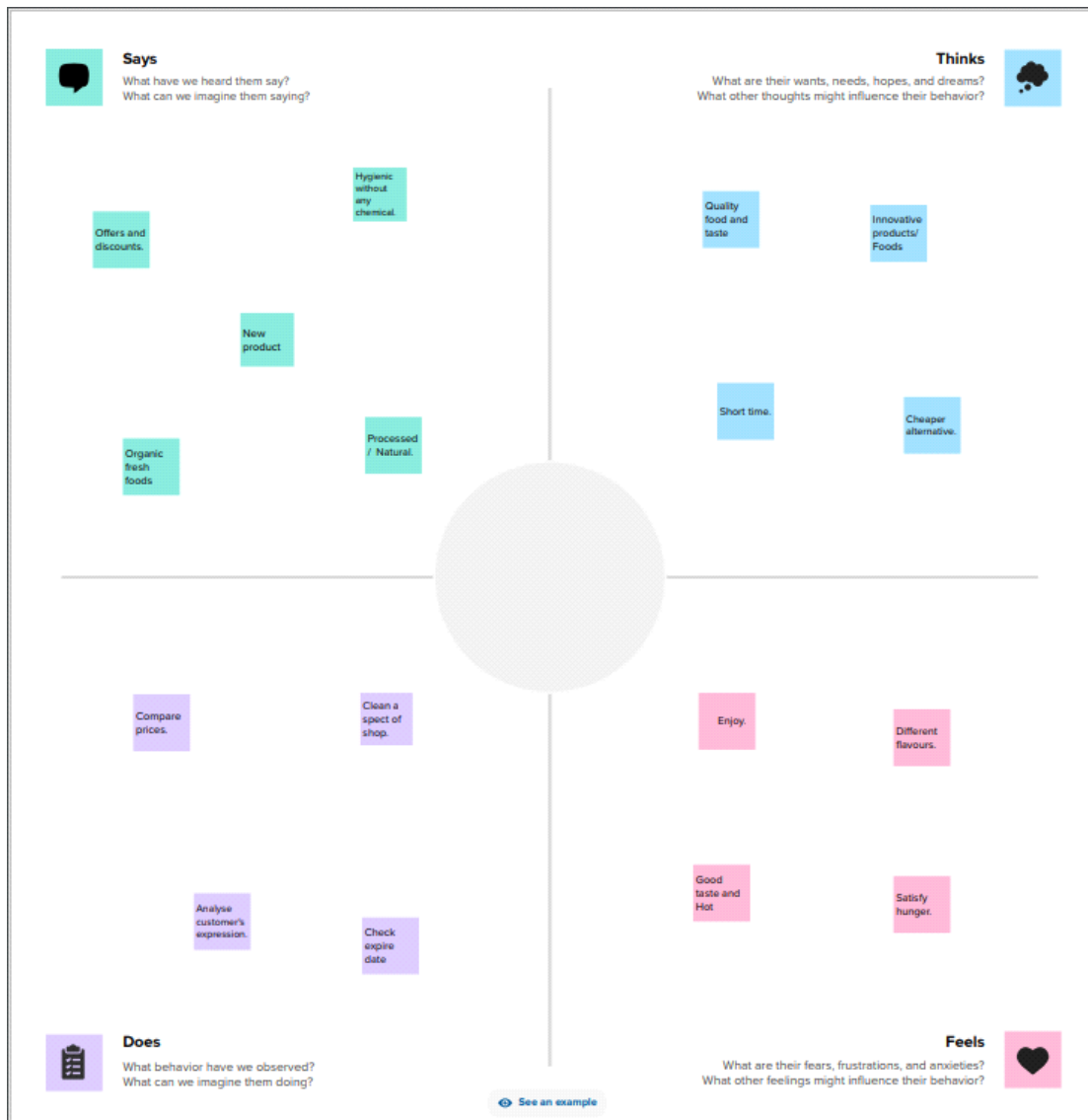
1.2 PURPOSE

Market analysis refer to the monitoring and evaluating of prevalent trends, consumer preferences, products, and the overall economic environment.

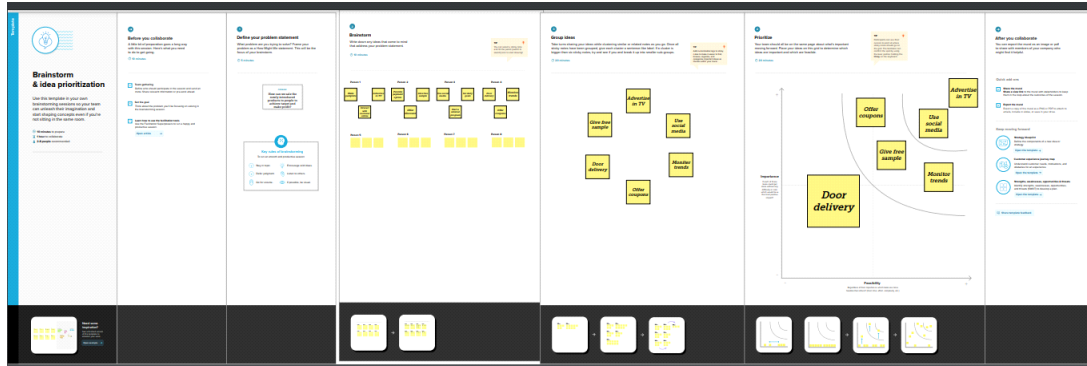
It helps determine the suitability and sustainability of products in a particular market. Market analysis provides businesses comprehensive information regarding the existing competition and consumer buying parttens. Businesses can also use market mapping tools to understand their position within a market.

II-PROBLEM DEFINITION & DESING THINKING

2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING MAP



III- RESULT

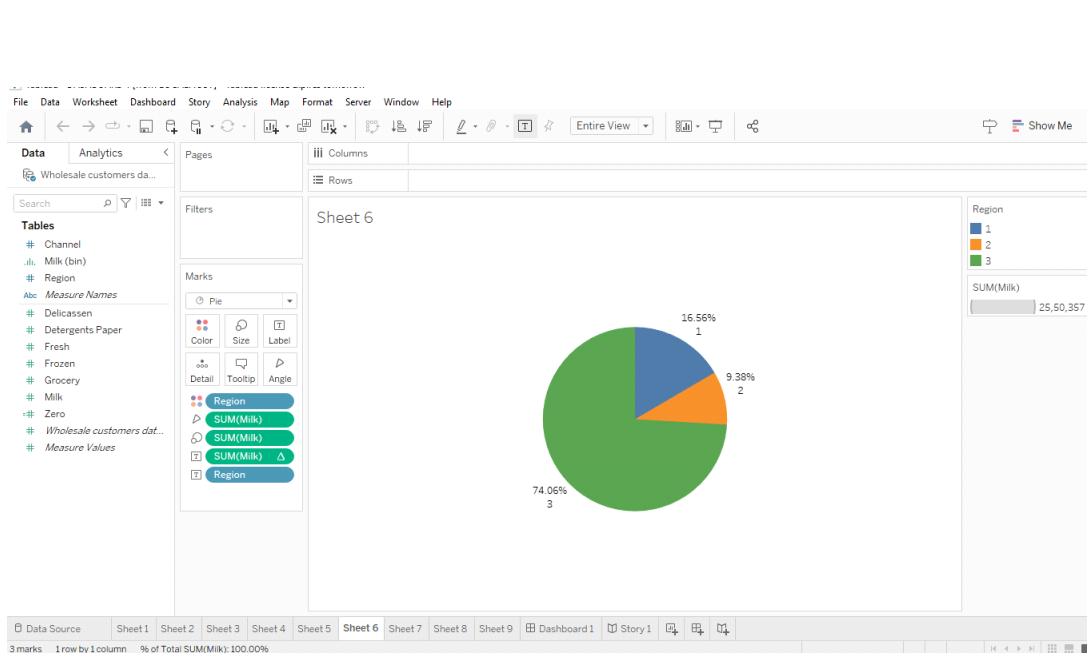
3.1 SOCIAL IMPACT

Social impact marketing is a strategy where businesses play an active role in the community, above and beyond their core mission as a business. In social impact marketing, a company/brand actively advocates for change, or to advance a specific cause

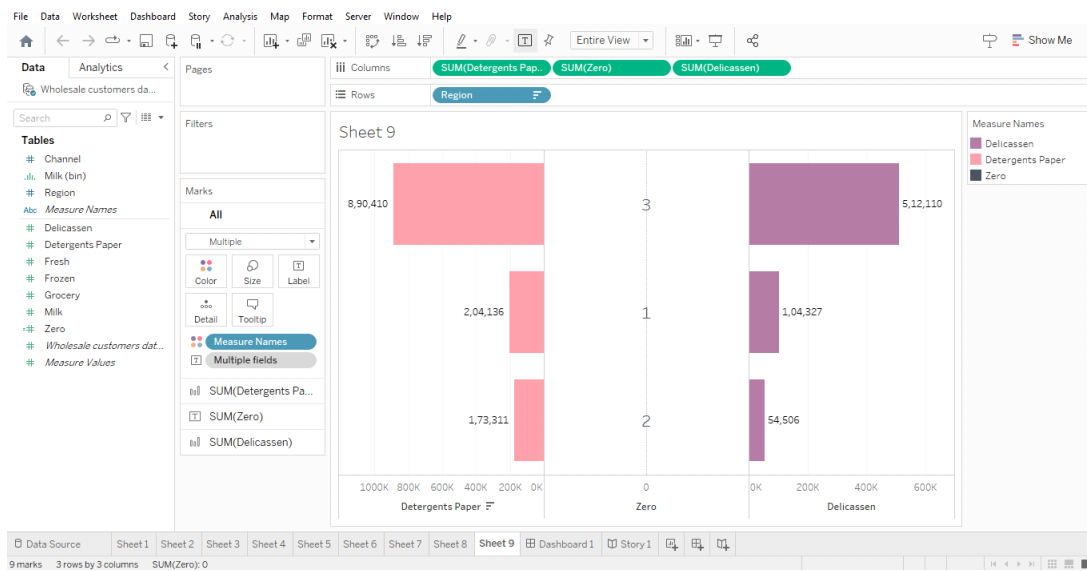
Social impact marketing is included as part of a larger relationship marketing strategy and focuses on nurturing and communicating strong relationships between businesses, their customers, and the community.

3.2 ACTIVITY & SCREENSHORT

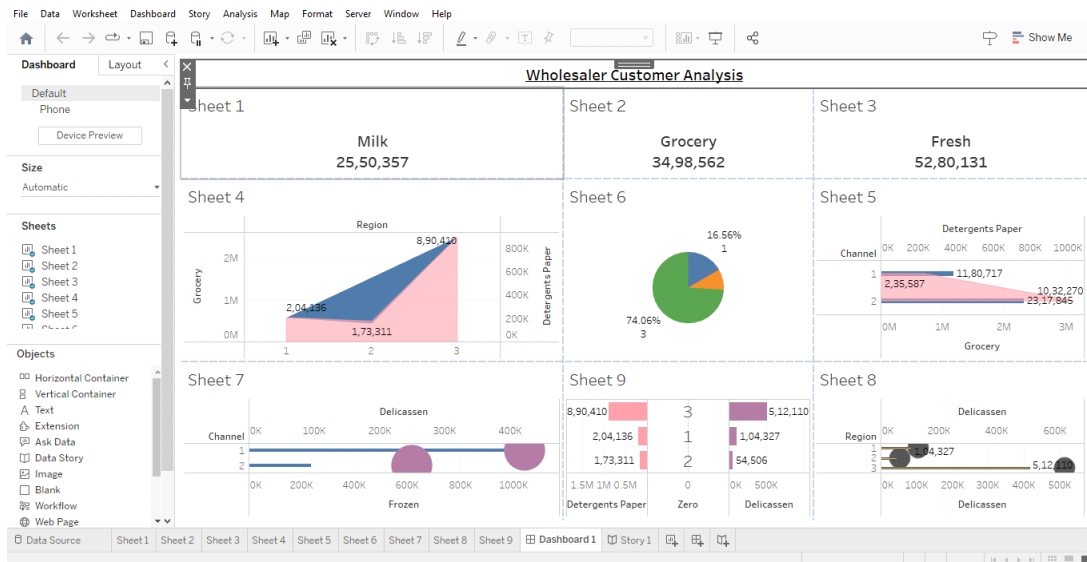
SHEET 6



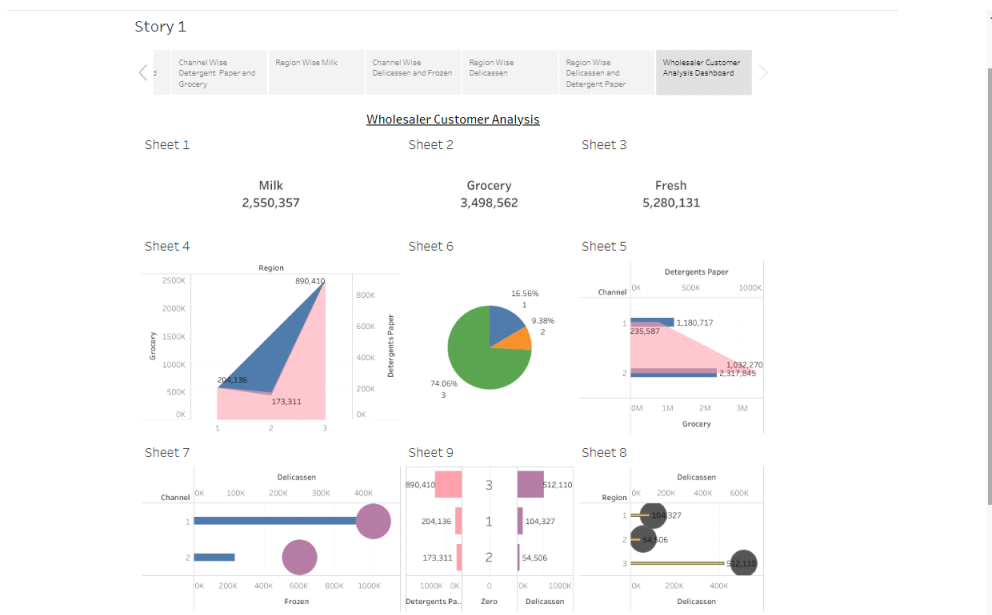
SHEET 9



DASHBOARD-1



STORY



4 TEAM DETAILS

Team lead-L. Sivadharshini

Team Member-P. Hemalatha

Team Member-S. Sifana Barvin

Team Member-M. Ayyandevi

5 ADVANTAGES & DISADVANTAGES

ADVANTAGES

- Market Expansion
- Increases Revenue
- Increases Competition
- Build consumer trust
- Build salesmanship

DISADVANTAGE

- Never Guarantees Sales
- Increases the cost of Marketing
- Can lead to negative publicity
- Creates Monopoly
- Distortion of facts

6 APPLICATION

- Demand forecasting
- Sales forecasting
- Segmentation studies
- Identification of target markets for a given product
- Positioning strategies identification

CONCLUSION

In conclusion, marketing is not simply about advertising and selling. Marketing is about identifying a need and fulfilling that need.

8. FUTURESCOPE

Moreover, marketing is not limited to just goods or services anymore. Today, marketing also includes marketing events, persons, experiences, properties, places, organizations, information, and ideas. The list is ever-increasing.

APPENDIX

SOURCE CODE- DASHBOARD

https://public.tableau.com/views/DASHBOARD1_16960548218380/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link

SOURCE CODE- STORY

https://public.tableau.com/views/STORY1_16960548586600/Story1?:language=en-US&:display_count=n&:origin=viz_share_link