# UNVEILING MARKET   INSIGHTS

## SUBMITTED BY
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# UNVEILING MARKET INSIGHTS

## 1.INTRODUCTION

### 1.1 OVERVIEW

The consumption and production of marketed food are 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.

### 1.2 PURPOSE

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.

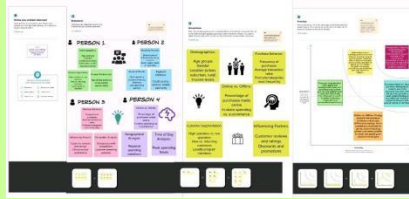## 2.Problem Definition & Design Thinking

### 2.1 EMPATHY MAP

An empathy map in your market.  insights project helps understand customer emotions, needs, and behaviors.
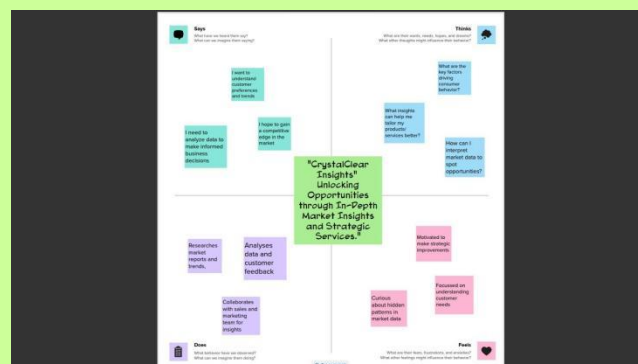


### 2.2 Ideation & Brainstorming Map

In your "Unveiling Market Insights" project, a brainstorming map is a visual tool that fosters creative idea generation.
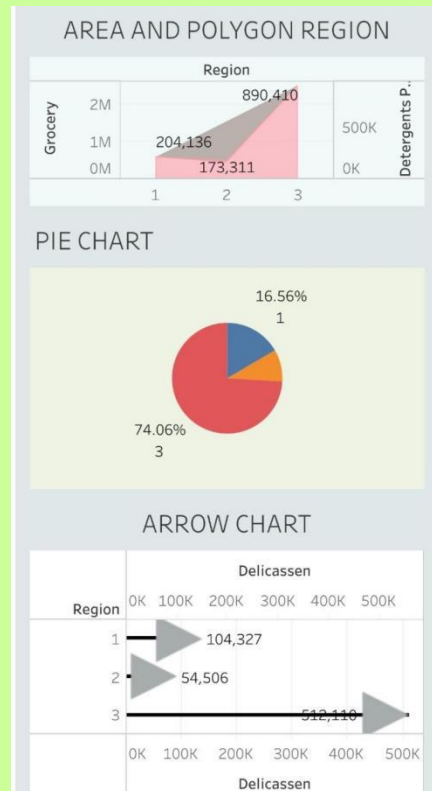
## 3. RESULT

The project 'Unveiling Market Insights' culminated in comprehensive consumer behavior analysis, enabling data-driven marketing strategies and informed decision-making for targeted market penetration.

KPIs for milk ,grocery, frozen track sales, customer satisfaction, efficiency, and profitability.



WHOLESALE CUSTOMER ANALYSIS

KPL

Milk
2,550,357

KPL

Grocery
3,498,562

KPL

Frozen
1,351,650
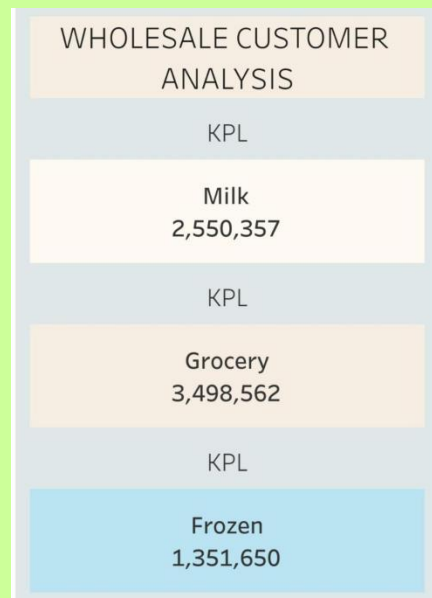
A polygon chart for regionwise grocery and detergent shows sales data variations by area. A pie chart for region-wise milk displays the distribution of milk sales or production across different areas, providing a visual overview.

Arrow chart for regionwise delicatessen shows sales trends over time.

## AREA AND POLYGON REGION

Region

Grocery

| 2M | | 890,410 |
| 1M | 204,136 | |
| 0M | | 173,311 |

1    2    3

Detergents P.

500K

0K

## PIE CHART

16.56%
1

74.06%
3

## ARROW CHART

Delicassen

| Region | 0K | 100K | 200K | 300K | 400K | 500K |

1 — 104,327

2 • 54,506

3 512,110

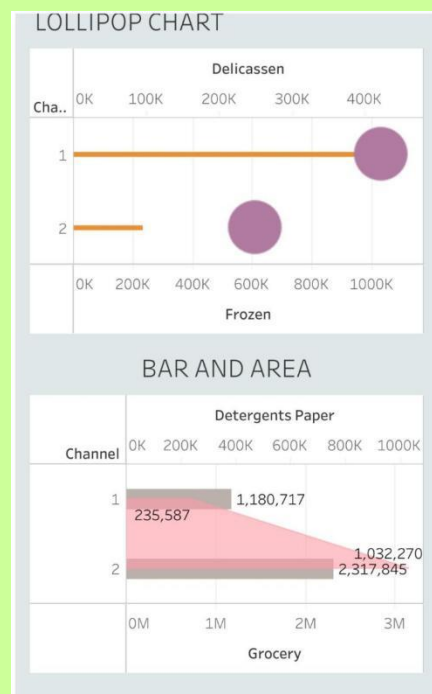0K  100K  200K  300K  400K  500K

Delicassen

A butterfly chart for regionwise detergent, paper, and delicatessen shows sales or distribution data across regions, enabling a quick visual comparison of product preferences and market trends in different areas

A lollipop chart for channelwise frozen and delicatessen products shows sales or distribution data across different channels, highlighting variations in product preferences and market demand.

**BUTTERFLY CHART**

| | | |
|---|---|---|
| 890,410 | **3** | 512,110 |
| 204,136 | **1** | 104,327 |
| 173,311 | **2** | 54,506 |

| 1000K | 0K | 0 | 0K | 1000K |
|---|---|---|---|---|
| Detergents Paper | | zero | | Delicassen |

**LOLLIPOP CHART**

Delicassen

| Cha.. | 0K | 100K | 200K | 300K | 400K |
|---|---|---|---|---|---|

1

2

| 0K | 200K | 400K | 600K | 800K | 1000K |
|---|---|---|---|---|---|

Frozen

A bar and area graph for channelwise grocery and detergent paper depicts sales or distribution data across various channels.



**LOLLIPOP CHART**

Delicassen

| Cha.. | 0K | 100K | 200K | 300K | 400K |
|---|---|---|---|---|---|

1

2

| 0K | 200K | 400K | 600K | 800K | 1000K |
|---|---|---|---|---|---|

Frozen

**BAR AND AREA**

Detergents Paper

| Channel | 0K | 200K | 400K | 600K | 800K | 1000K |
|---|---|---|---|---|---|---|

1     1,180,717
    235,587

       1,032,270
2        2,317,845

| 0M | 1M | 2M | 3M |
|---|---|---|---|

Grocery

The dashboard, combining various graph types, provides a visual overview of diverse data sets.

The story derived from these graphs offers a comprehensive view of sales trends, product preferences, and regional performance.
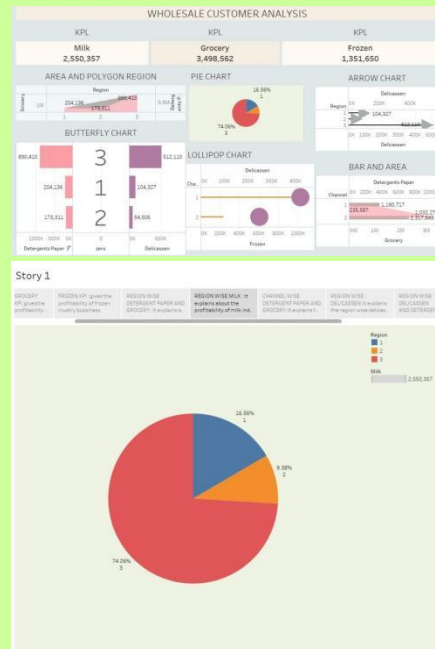
## 4.ADVANTAGES AND DISADVANTAGES

**Advantages:**

Informed Decision Making:
  - Provides insights for strategic decision-making, enhancing business choices.

Competitive Edge:
  - Offers understanding of market trends, giving a competitive advantage.

Targeted Marketing:
  - Enables tailored marketing campaigns based on consumer behavior, improving effectiveness.

Product Enhancement:
  - Guides product development by identifying features aligned with consumer demands.

Increased ROI:
  - Optimizes marketing spending, ensuring a higher return on investment.

Disadvantages:
Data Accuracy:
  - Relies on accurate data; inaccuracies can lead to flawed conclusions.

Time-Consuming
  - Conducting thorough research is time-intensive and may delay strategy implementation.

Cost
  - Market research can be expensive, particularly with extensive data collection methods.

Changing Consumer Behavior
  - Consumer preferences can change rapidly, making some research data quickly outdated.

Interpretation Bias
  - Data interpretation bias can lead to misinformed strategic decisions if not conducted objectively.

## 5.APPLICATIONS

    The insights can be applied to:

Marketing: Tailoring strategies for better impact.
Product Development:Meeting consumer needs effectively.
Customer Experience:Enhancing service and satisfaction.
Sales:Optimizing techniques for higher conversions.
Market Expansion:Identifying new opportunities.
Competitive Analysis: Gaining a competitive edge.
Supply Chain:Efficient inventory and production planning.
Digital Presence:Enhancing online engagement.
Brand Perception:Shaping effective branding strategies.
Risk Management:Proactively mitigating market risks.

## 6. CONCLUSION

 Key Findings:
- Consumer behavior insights
- Market trends and competitor analysis
- Product preferences and pricing sensitivity
- Effective marketing channels and brand perception

Implications:
- Informed strategic decisions
- Targeted marketing and product innovation
- Competitive advantage and customer retention

- Risk mitigation and resource optimization

Significance in Market Research:
This project's insights empower businesses to make informed decisions, optimize strategies, gain a competitive edge, and foster long-term customer relationships, ensuring sustainable growth in the dynamic market.

## 7.FUTURE SCOPE

Predictive Analytics:Enhance trend forecasting with advanced algorithms.
AI-driven Interaction:Improve customer insights through AI-powered chatbots.
Real-time IoT Data: Utilize IoT devices for instant consumer behavior feedback.
NLP for Insights:Gain nuanced customer sentiments from reviews and social media using NLP.
AR Engagement: Analyze customer interactions through augmented reality experiences.
Blockchain Security:Ensure data integrity with blockchain technology.
Cross-Platform Research:Study diverse platforms for comprehensive consumer behavior analysis.
Global Expansion:Explore international markets for cultural trend analysis and business growth.
Multimedia Analysis:Utilize voice and image recognition for deeper multimedia content insights.

## 8.APPENDIX
 Skills Required:
   Tableau,Data Literacy,Data Analysis, Data Preparation,Business Intelligence,Data Visualization