



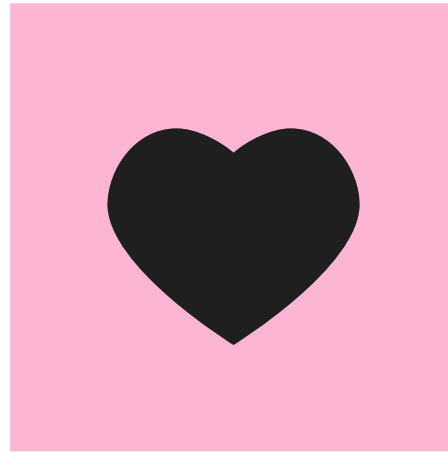
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)



Unveiling Marketing
Insights: Analysing
Spending Behaviour
And Identifying

The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas

This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow

Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate

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.

The retailer then sells the goods to the end consumer at a higher price making a profit.

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

You can't accomplish anything worthwhile if you don't know what you should do with the data you already have.

A company's ability to gain marketing insights is critical.

Companies can directly interact with their customers and find out what content, goods, or services they want, and they can meet those demands with marketing insight.

When we say "marketing insight," we mean the process of gaining a comprehensive understanding of consumers, customers, competitors, and the entire industry.