

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

1.Introduction:

1.1Overview:

Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise. 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. The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas.

1.2 Purpose:

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

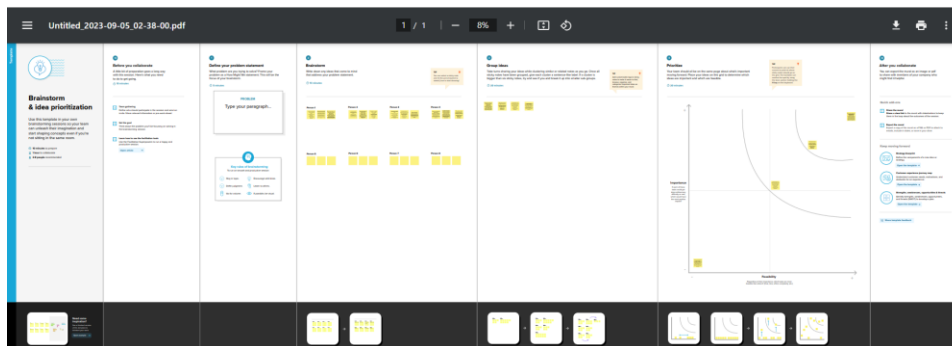
The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions.. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue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

2.Problem statement and design thinking:

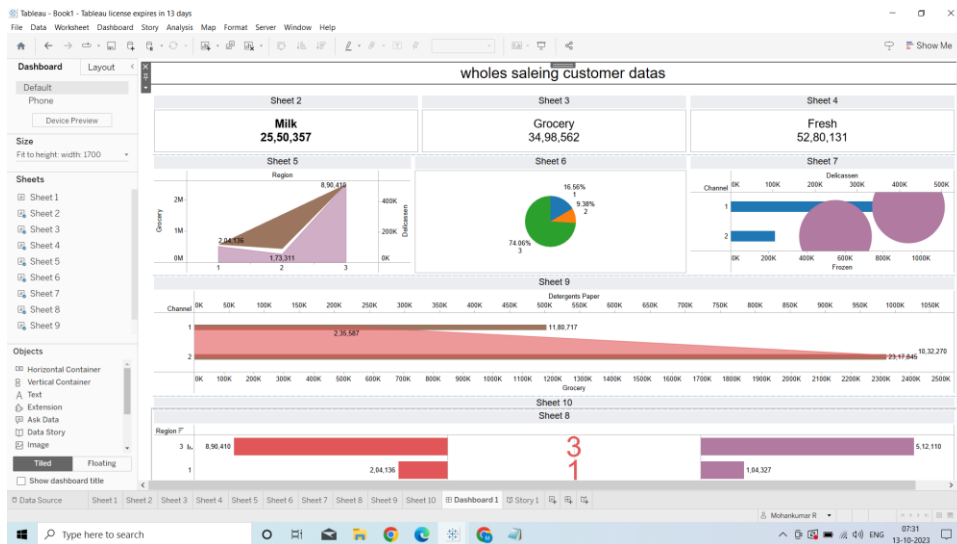
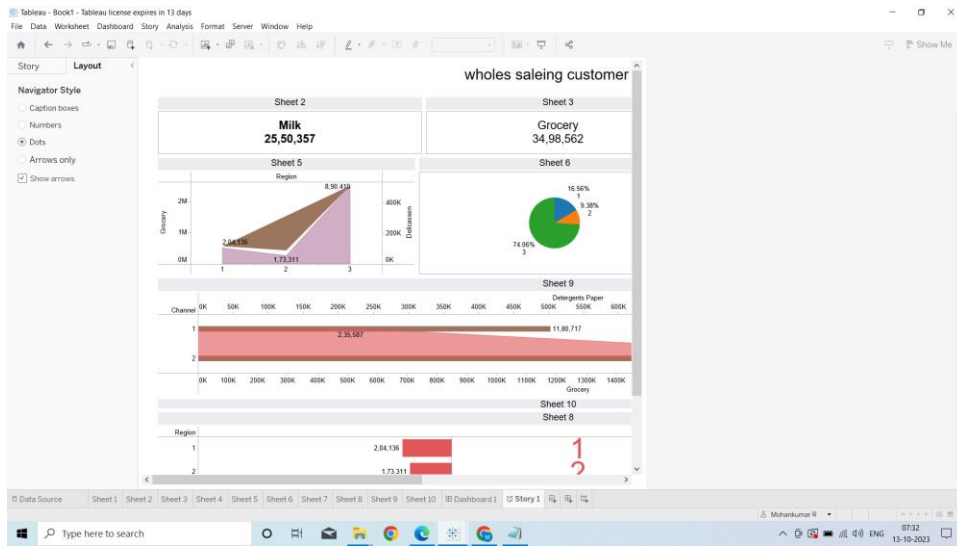
2.1 Empathy map:



2.2 Ideation and brainstorming Map:



3.Result:



4.Advantges and disadvantages:

***Market research provides critical information about your market and your business landscape. It can tell you how your company is perceived by the target customers and clients you want to reach.**

What are the advantages and disadvantages of marketing?

- Advantage: Promotes Your Business to a Target Audience. ...
- Advantage: Helps You Understand Your Customers. ...
- Advantage: Helps Brand Your Business. ...
- Disadvantage: Costs of Marketing. ...

- Disadvantage: Time and Effort May Not Yield a Return.

5.APPLICATIONS:

A literature survey is a method of researching existing literature and studies related to a specific topic. In the context of Measuring Success in Talent Management, a literature survey would involve reviewing studies and articles that have been published on the topic of Wholesaler a customer. The literature survey would include sources such as academic journals, industry reports, and online articles. It would aim to identify key performance indicators (KPIs) and metrics that are commonly used to measure wholesaler customers.

6.CONCLUSION:

Trend analysis can improve your business by helping you identify areas with your organisation that are doing well, as well as areas that are not doing well. In this way it provides valuable evidence to help inform better decision making around your longer-term strategy as well as ways to futureproof your business.

Your spending behavior is how you regularly, almost automatically use your money. Of course, inherent in one's spending behavior are the times when one does not spend, i.e., saving behavior.

Consider one or more of the following: Look at your checking account and credit card history for the last several months. Consider signing up for a personal financial management tool to help track your spending, if you don't currently use one.

7.Future scope:

- Verify Market Size. Volume – total number of potential customers. ...
 - Market Growth: Short term and long-term forecasts. Track financial trends in similar businesses a few years back. ...
 - Competition. ...
 - Analyzing Potential Customer Base. ...
 - Profitability.
1. Consumer segmentation. ...
 2. Purchase situation analysis. ...
 3. Direct competitor analysis. ...
 4. Indirect competitor analysis. ...
 5. Complementary product and service analysis. ...

6. Diversification analysis. ...
7. Foreign market analysis. ...
8. Environmental analysis.

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