# UNVEILING MARKET INSIGHTS

## Analyzing Spending Behavior and Identifying Opportunities for Growth
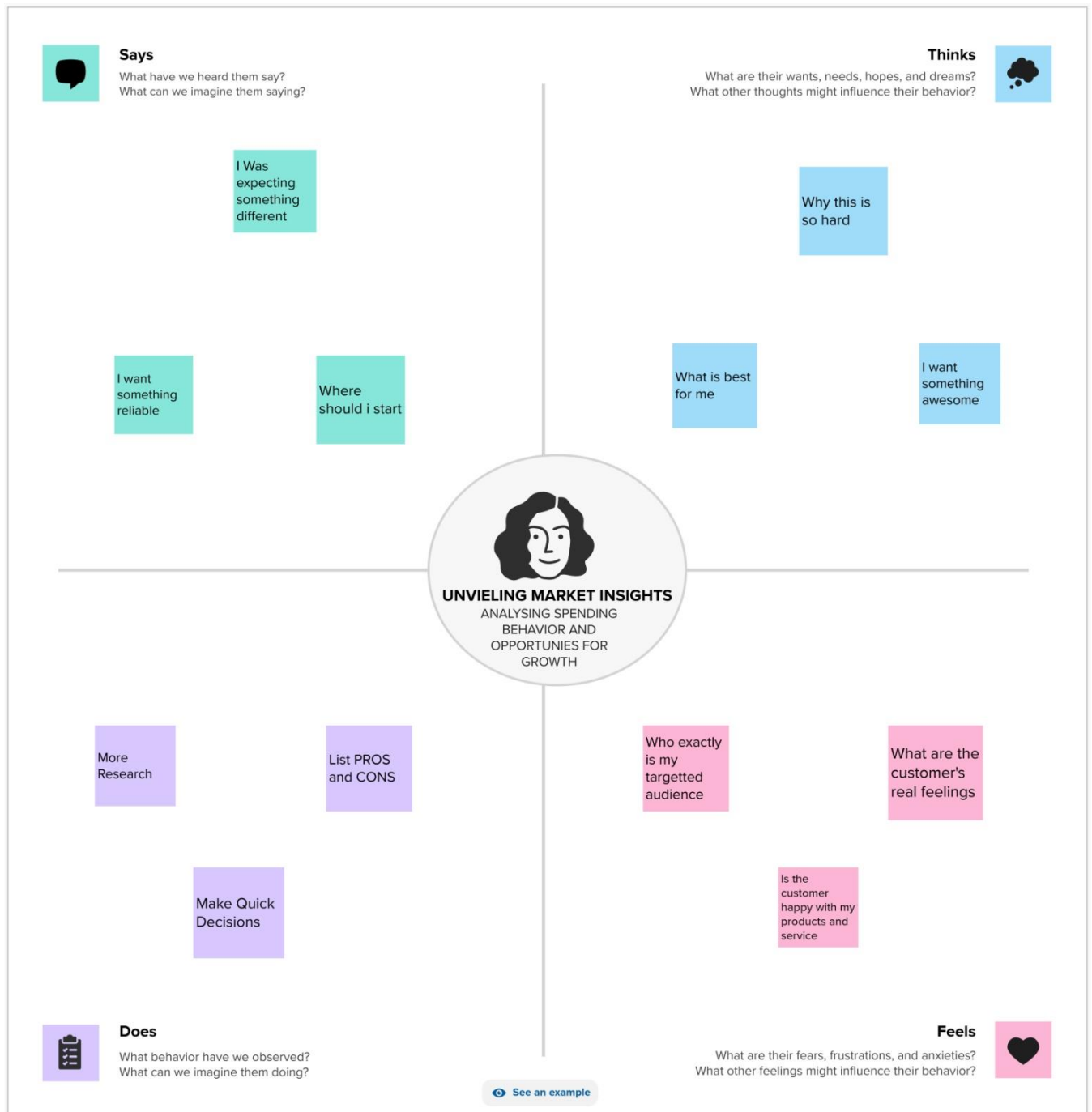
## 1.INDRODUCTION

### 1.1 OVERVIEW

This project is about the data analysis on wholesale customer data in different region and different channel.

### 1.2 PURPOSE

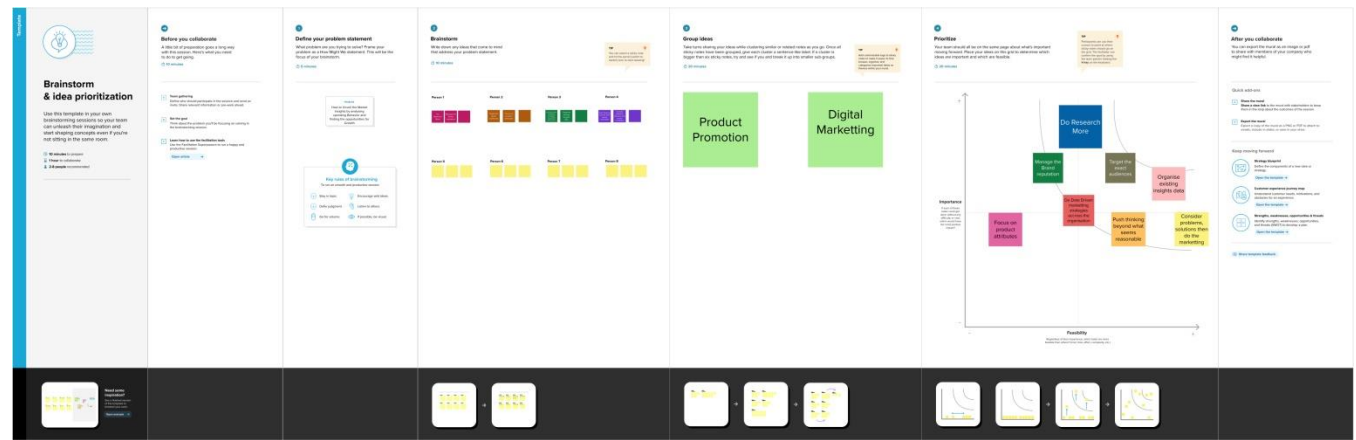To provide valid analyzed data which help people to buy quality products.

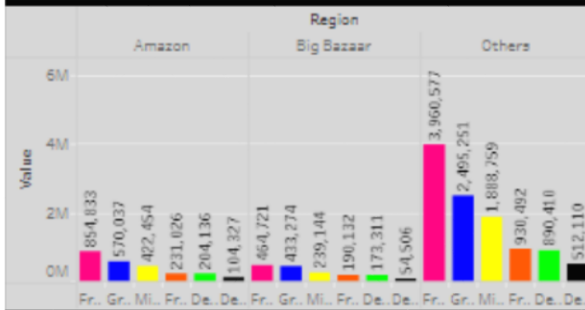## 2. DEFENATION & DESIGN THINKING

### 2.1 EMPATHY MAP

**Says**

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

I Was expecting something different

I want something reliable

Where should i start

**Thinks**

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

Why this is so hard

What is best for me

I want something awesome

**UNVIELING MARKET INSIGHTS**
ANALYSING SPENDING
BEHAVIOR AND
OPPORTUNIES FOR
GROWTH

More Research

List PROS and CONS

Make Quick Decisions

Who exactly is my targetted audience

What are the customer's real feelings

Is the customer happy with my products and service

**Does**

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

**Feels**

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

See an example

## 2.2 IDEATION & BRAINSTORMING MAP

# 3. RESULT

# DASHBOARD OF WHOLESALE CUSTOMER DATA

## REGION WISE PRODUCTS SALES

Region

Amazon | Big Bazaar | Others

Value: 6M, 4M, 2M, 0M

854,833 | 570,037 | 422,454 | 231,026 | 204,136 | 104,327 | 464,721 | 433,274 | 239,144 | 190,132 | 173,311 | 54,506 | 3,960,577 | 2,495,251 | 1,888,759 | 930,492 | 890,410 | 512,110

Fr.. Gr.. Mi.. Fr.. De.. De.. Fr.. Gr.. Mi.. Fr.. De.. De.. Fr.. Gr.. Mi.. Fr.. De.. De..

## REGION WISE GROCERY AND MILK

Region

| | Fresh | Zero | Milk |
|---|---|---|---|
| Others | | | 1,888,759 |
| Amazon | | | 422,454 |
| Big Bazaar | | | 239,144 |

4M 3M 2M 1M | 0 | 1M 2M 3M
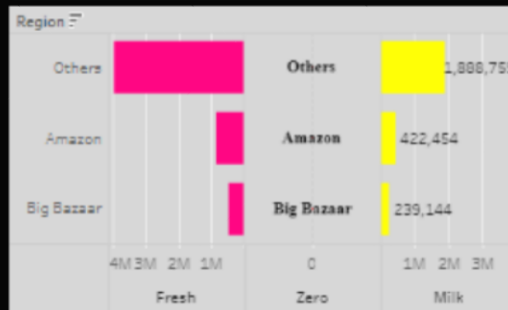
Measure Names
- Fresh
- Grocery
- Milk
- Frozen
- Detergents Paper
  Delicassen

Region
- Amazon
- Big Bazaar
- Others

Measure Values
54,506 — 464,721
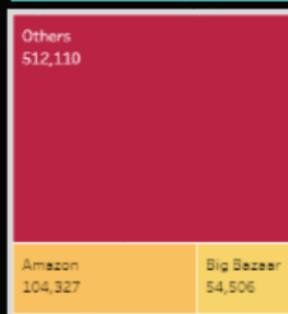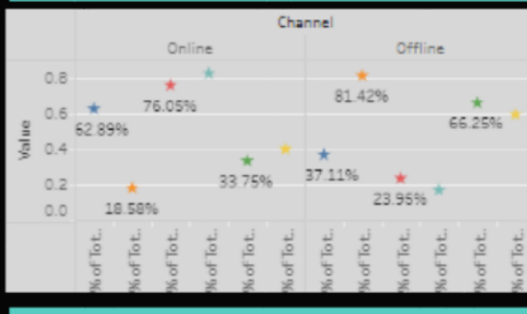
## MOST CONSUMED MILK

Amazon 16.56%
Big Bazaar 9.38%
Others 74.06%

## REGION WISE DELICASSEN

Others 512,110
Amazon 104,327
Big Bazaar 54,506
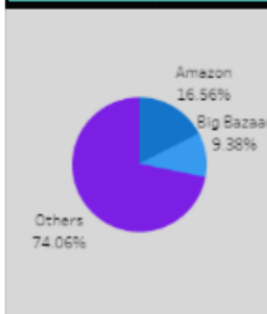
## CHANNEL WISE PRODUCT SALES PERECENTAGE

Channel

Online | Offline

Value: 0.8, 0.6, 0.4, 0.2, 0.0

76.05% | 81.42%
62.89% | 66.25%
33.75% | 37.11%
18.58% | 23.95%

% of Tot.. (repeated)

Measure Values
- 54,506
- 200,000
- 300,000
- 400,000
- 464,721

Region
- Amazon
- Big Bazaar
- Others

% of Total Count of Milk
100.00%

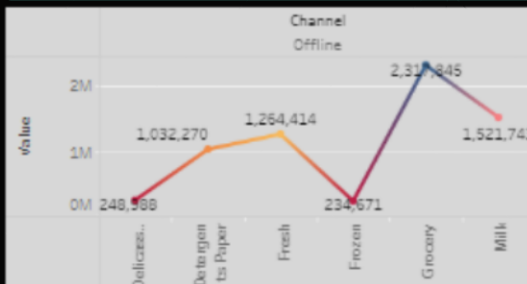Delicassen
54,506 — 512,110

## BIG BAZAAR WISE MOST SALE PRODUCTS

Region
Big Bazaar

Value: 400K, 200K, 0K

464,721 | 433,274
54,506 | 173,311 | 190,132 | 239,144

Delicas.. | Deterge nts Pap er | Fresh | Frozen | Grocery | Milk
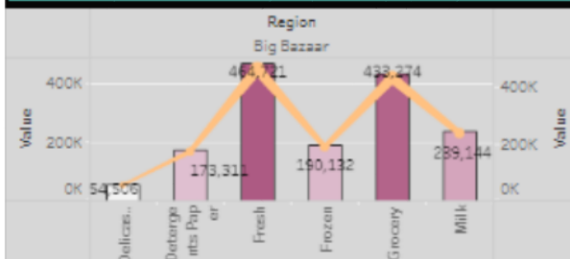
## MOST SALE TOP 3 PRODUCTS IN OFFLINE

Channel
Offline

Value: 2M, 1M, 0M

2,311,845
1,032,270 | 1,264,414 | 1,521,743
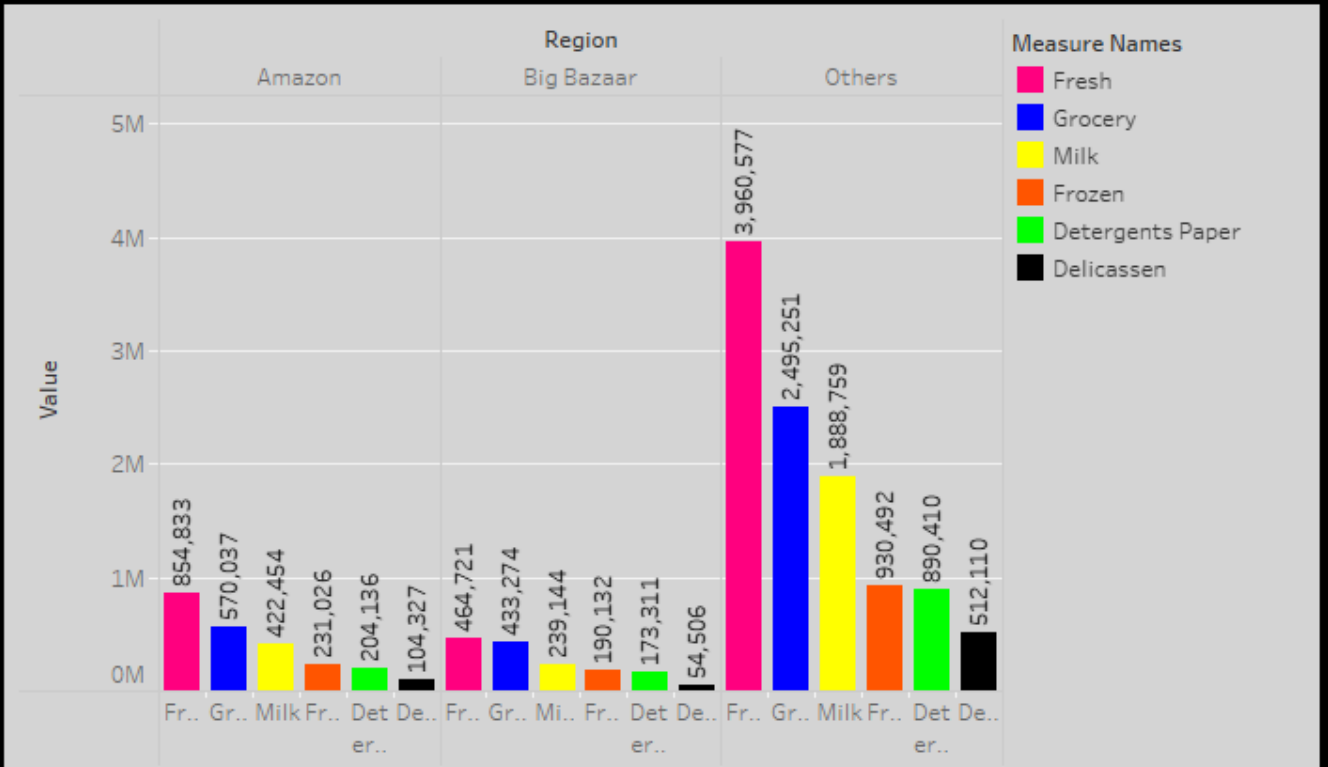248,588 | 234,671

Delicas.. | De terge n ts Paper | Fresh | Frozen | Grocery | Milk

# Story 1

Among the 3 regions the milk has highest sale values.The delicassen is lowest sale values.

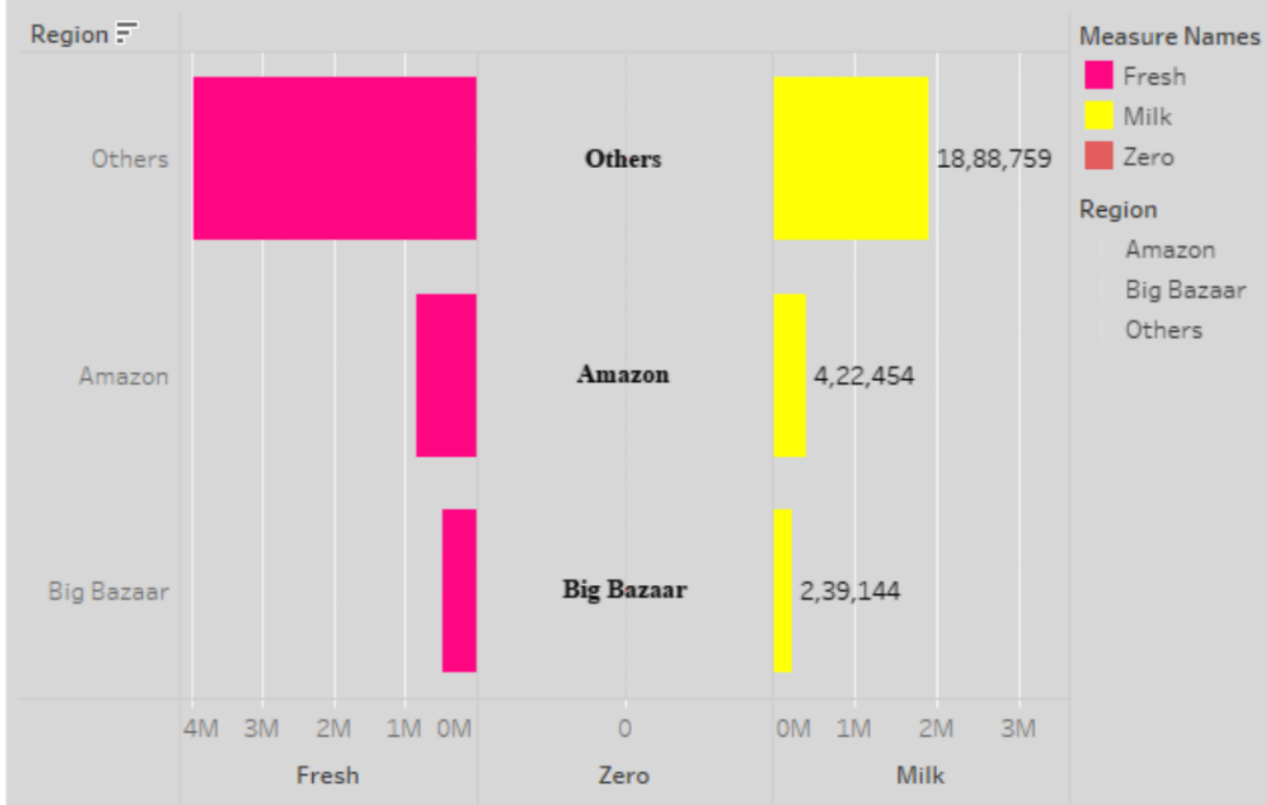The maximum sales are fresh items when campare with milk products.

# Story 1

3 regions the milk has highest sale delicassen is lowest sale values.

The maximum sales are fresh items when campare with milk products.

Here w buying buving

Region

**Measure Names**
- Fresh
- Milk
- Zero

**Region**
- Amazon
- Big Bazaar
- Others

| | Fresh | Zero | Milk | |
|---|---|---|---|---|
| Others | | Others | | 18,88,759 |
| Amazon | | Amazon | | 4,22,454 |
| Big Bazaar | | Big Bazaar | | 2,39,144 |

Fresh: 4M 3M 2M 1M 0M

Zero: 0

Milk: 0M 1M 2M 3M

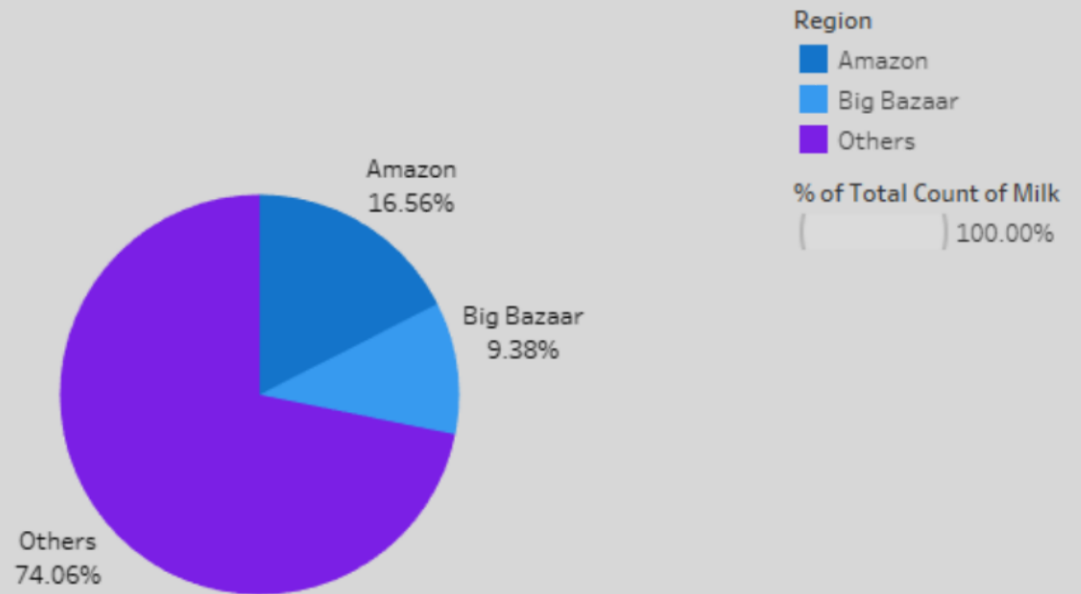...um sales are fresh items when campare ...oducts.

Here we understand ,The people are not intrested to buying milk products in Big bazaar.intrested to buying in others .

The ma... compa... second...

Region
- Amazon
- Big Bazaar
- Others

% of Total Count of Milk

[          ] 100.00%
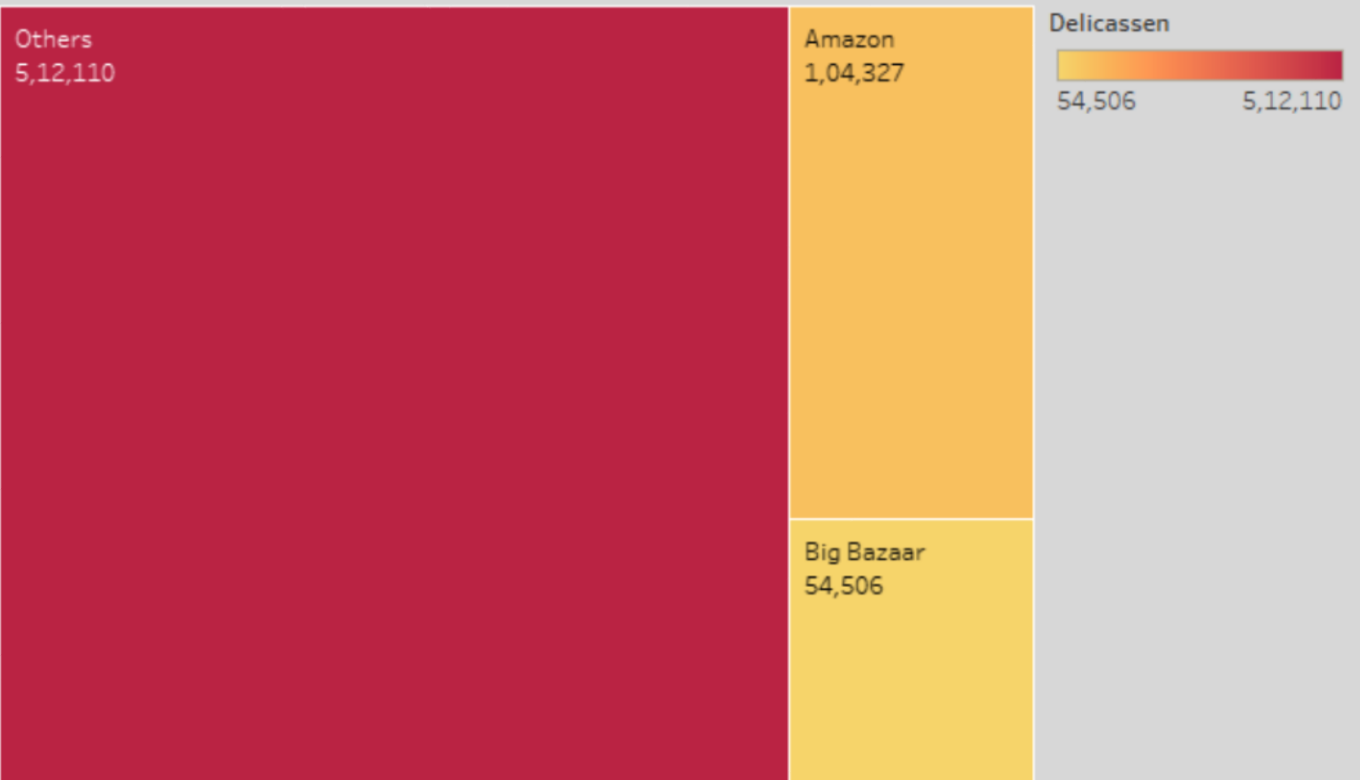
Amazon
16.56%

Big Bazaar
9.38%

Others
74.06%

# Story 1

derstand ,The people are not intrested to
: products in  Big bazaar.intrested to
thers .

The maximum  sales are Delicassen in others, when
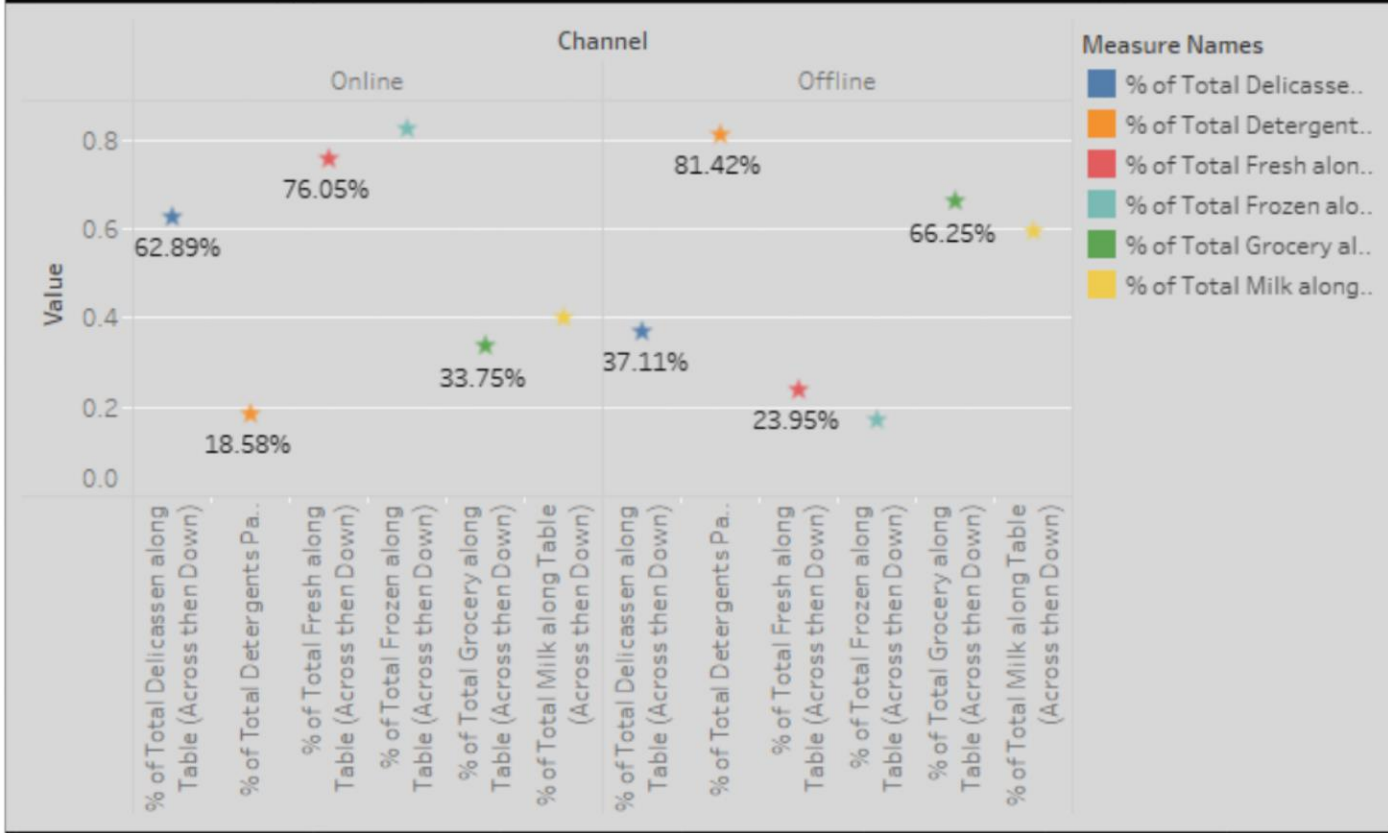compare with amazon and big bazzar.Amazon are
secondarv.

The cu
in onlir
mode

Others
5,12,110

Amazon
1,04,327

Delicassen

54,506      5,12,110

Big Bazaar
54,506

# Story 1

um sales are Delicassen in others, when
th amazon and big bazzar.Amazon are

The customers has intrest to purchase frozen products
in online mode and detergent paper purchase in offline
mode

The Big
offline
sale is

## Channel

**Online**    **Offline**

**Measure Names**
- ■ % of Total Delicasse..
- ■ % of Total Detergent..
- ■ % of Total Fresh alon..
- ■ % of Total Frozen alo..
- ■ % of Total Grocery al..
- ■ % of Total Milk along..

Value

0.8

0.6

0.4

0.2

0.0

62.89%

76.05%

33.75%

18.58%

81.42%

66.25%

37.11%

23.95%

- % of Total Delicassen along Table (Across then Down)
- % of Total Detergents Pa..
- % of Total Fresh along Table (Across then Down)
- % of Total Frozen along Table (Across then Down)
- % of Total Grocery along Table (Across then Down)
- % of Total Milk along Table (Across then Down)
- % of Total Delicassen along Table (Across then Down)
- % of Total Detergents Pa..
- % of Total Fresh along Table (Across then Down)
- % of Total Frozen along Table (Across then Down)
- % of Total Grocery along Table (Across then Down)
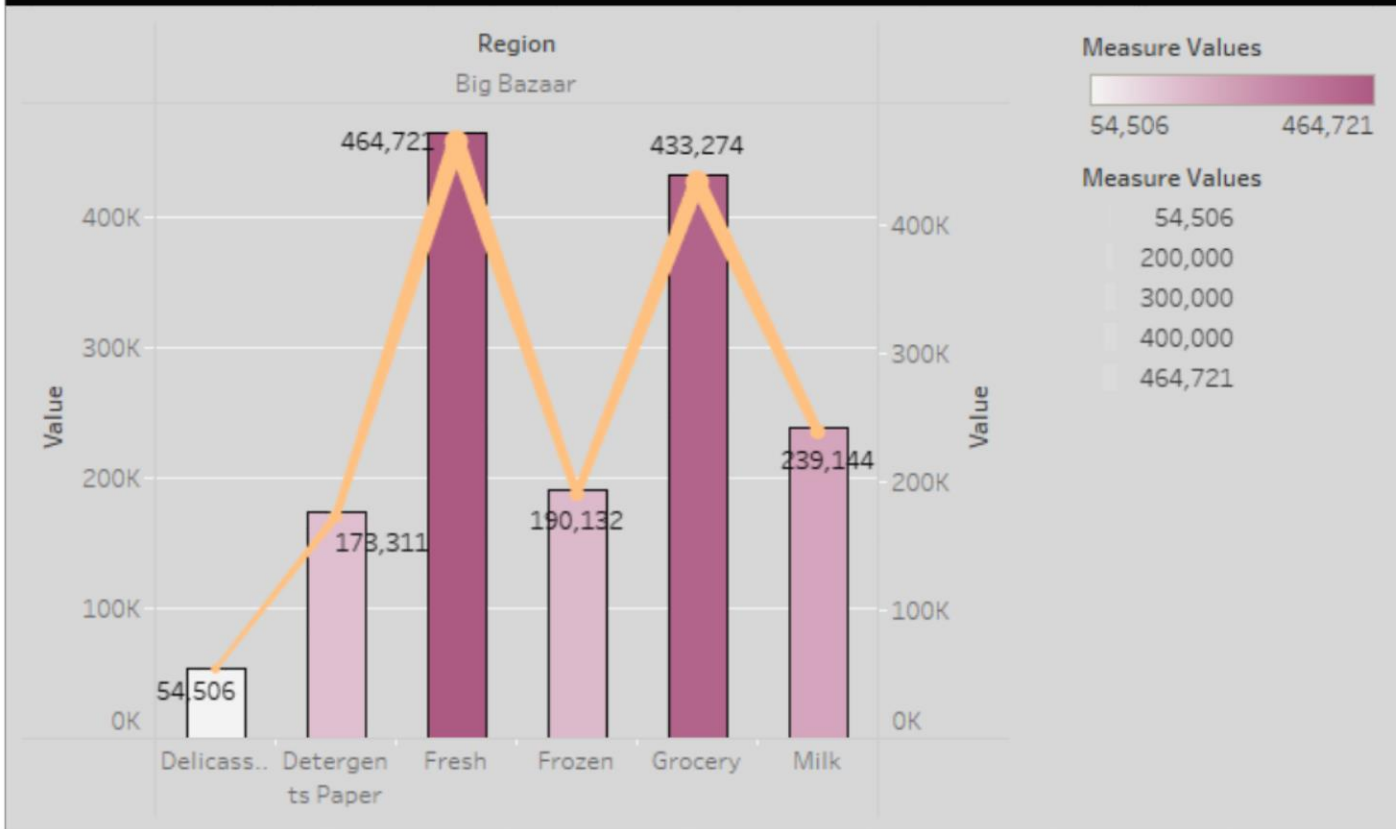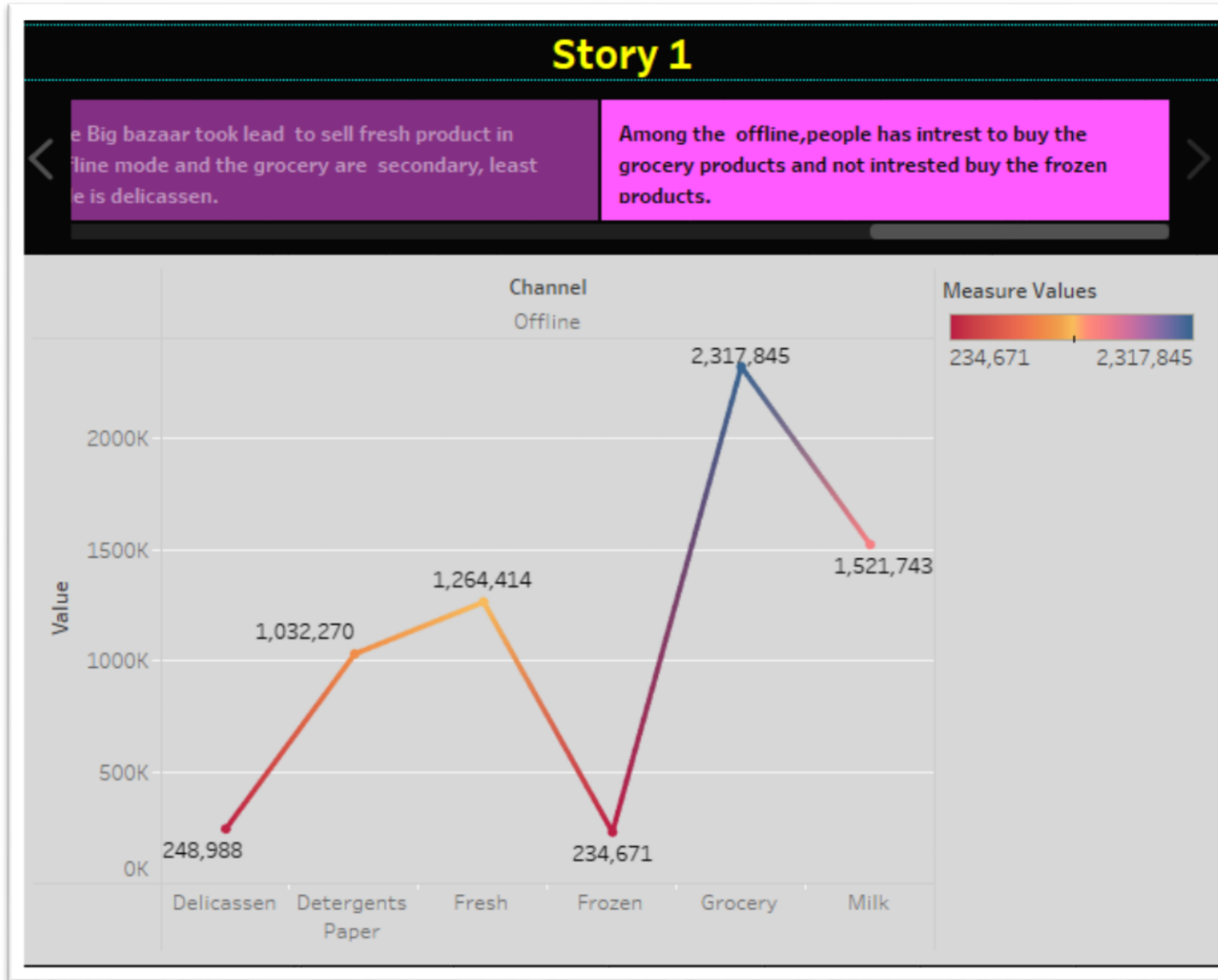- % of Total Milk along Table (Across then Down)

# Story 1

ers has intrest to purchase frozen products ode and detergent paper purchase in offline

The Big bazaar took lead to sell fresh product in offline mode and the grocery are secondary, least sale is delicassen.

Among grocer produc

## Region
### Big Bazaar

**Measure Values**

| | |
|---|---|
| 54,506 | 464,721 |

**Measure Values**
- 54,506
- 200,000
- 300,000
- 400,000
- 464,721

464,721

433,274

239,144

190,132

173,311

54,506

| Delicass.. | Detergents Paper | Fresh | Frozen | Grocery | Milk |
|---|---|---|---|---|---|

Value

**Story 1**

e Big bazaar took lead to sell fresh product in line mode and the grocery are secondary, least e is delicassen.

Among the offline,people has intrest to buy the grocery products and not intrested buy the frozen products.

Channel
Offline

Measure Values
234,671      2,317,845

2,317,845

2000K

1500K                    1,521,743

1,264,414

1,032,270

Value

1000K

500K

248,988                    234,671

0K

Delicassen   Detergents   Fresh   Frozen   Grocery   Milk
              Paper

## 4. MERITS & DEMERIT

### MERITS:

1. When buying the products in online mode, the travel has been reduced for customers and the products have been delivered to customer's home on time.

2. We can choose the products based on discount rates.

## DEMERITS:

1. We can expect product damage while purchasing through online.

## 5. APPLICATION

1. From this analysis people can purchase more products with quality for lowest price from online shops.

## 6. CONCLUSION

From this analysis we can conclude,

- ❖ Among the 3 regions the milk has highest sale values. The delicatessen is lowest sale values.
- ❖ The maximum sales are fresh items when compare with milk products.
- ❖ Here we understand, the people are not interested to buying milk products in big bazaar. Interested to buying in others.
- ❖ The maximum sales are delicatessen in others, when compare with Amazon and big bazaar. Amazon is secondary.
- ❖ The customers are interest to purchase frozen products in online mode and detergent paper purchase in offline mode.
- ❖ The Big bazaar took lead to sell fresh product in offline mode and the grocery are secondary, least sale is delicatessen.
- ❖ Among the offline, people has interest to buy the grocery products and not interested buy the frozen products.

## 7. FUTURE SCOPE

- ❖ This analysis will provide valuable data for consumers to buy quality products so in future the probability of need of analysis of spending behavior is high.