

Unveiling Market Insights

Analysing Spending Behaviour and Identifying

Introduction:

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth. Creating Dashboard, Story using Tableau and analysing spending Behaviour and Identifying opportunities for Growth.

Advantages:

- Maintain a customer-centric Approach.
- Connect with your audience more effectively.
- Identifying opportunities for Growth.
- Reduce risks by Testing Concepts.
- Make more Informed Decisions.
- Compete more Effectively.
- Stay on Top of Trends.

Disadvantages:

- Marketing can be expensive and drain profits especially for smaller business.
- It's difficult to accurately asses the cost benefit of a marketing campaign.
- Not all campaigns are successful because they were not carefully researched and planned.
- Requires significant time investment.
- May only target a small population.
- Need personal to conduct research.