

PROJECT REPORT

Unveiling Market Insights: Analysing Spending Behaviour And
Identifying Opportunities For Growth

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October 2023

1. INTRODUCTION

1.1 Overview

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

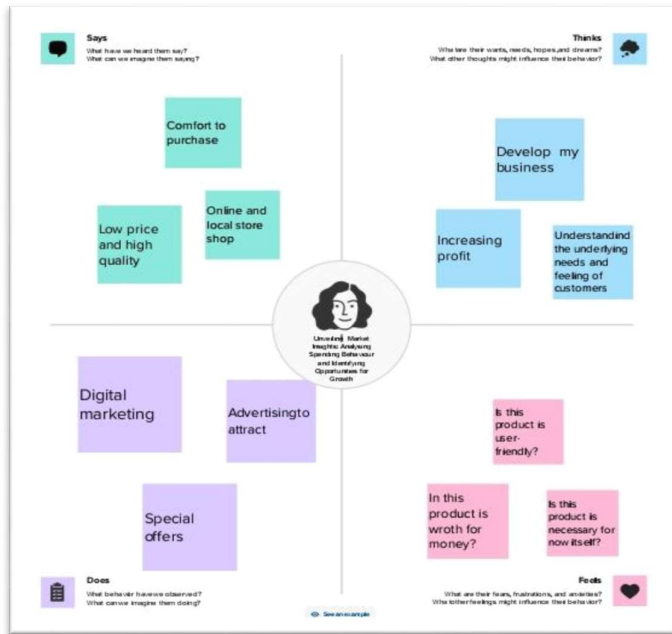
Marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting. This is especially true when marketing a previously unused or unknown innovation. In other words, the best market insights help those selling the invention and the companies needing it.

Product, price, promotion, place, and people are a framework that helps guide marketing strategies and keep marketers focused on the right things. Let's take a deep dive into their importance for your brand.

2. PROBLEM DEFINITION & DESIGN THINKING

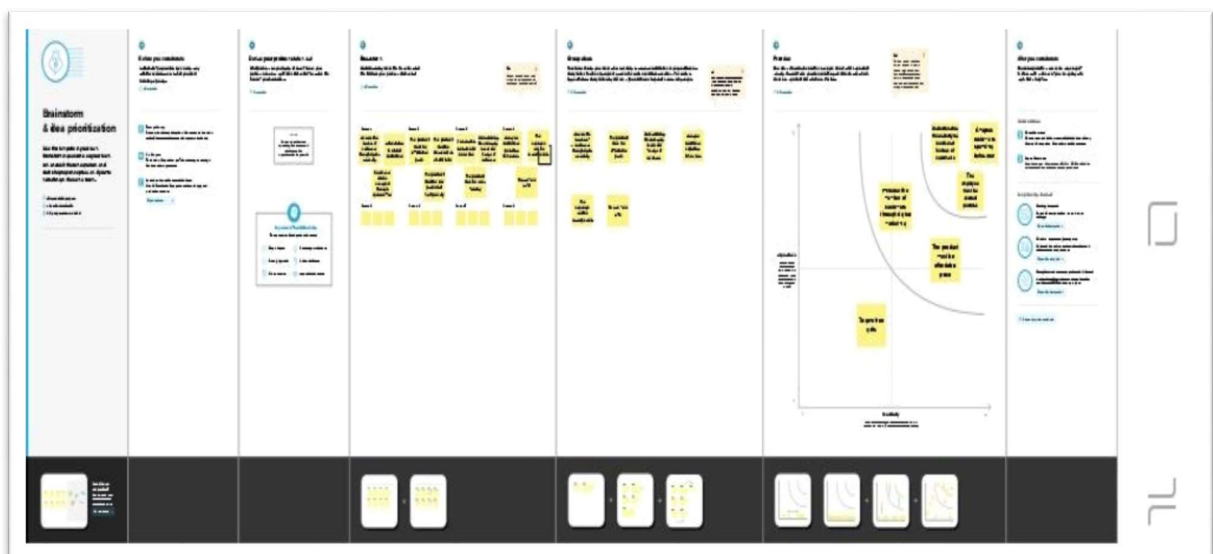
2.1 Empathy Map

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to 1) create a shared understanding of user needs, and 2) aid in decision making. It is a useful tool to help teams better understand their users. Empathy mapping is a simple workshop activity that can be done with stakeholders, marketing and sales, product development, or creative teams to build empathy for end users.



2.2 Ideation & Brainstorming Map

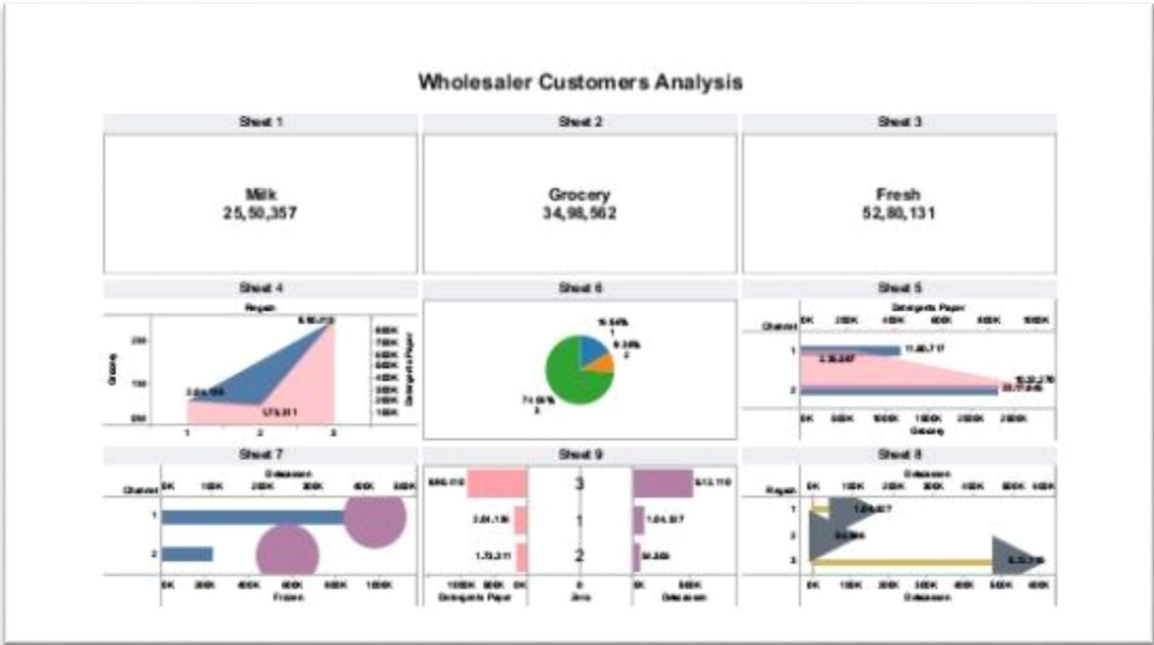
Ideation is often closely related to the practice of brainstorming, a specific technique that is utilized to generate new ideas. A principal difference between ideation and brainstorming is that ideation is commonly more thought of as being an individual pursuit, while brainstorming is almost always a group activity.



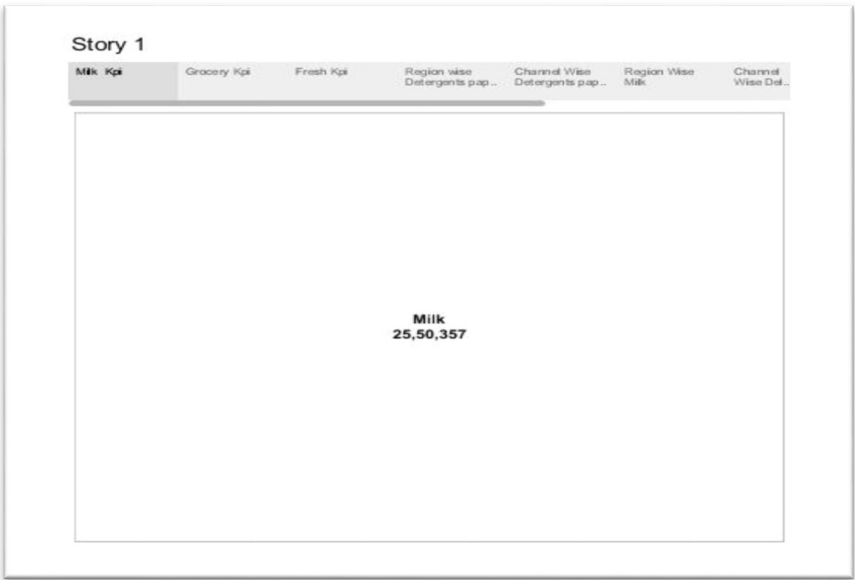
3. RESULT

We created the data visualization such as dashboard and story using the data set provided.

Dashboard:



Story:



4. ADVANTAGES AND DISADVANTAGES

Advantages:

Choosing the appropriate magazine or newspaper to advertise and market your business allows you to appeal to a specific audience and demographic. Targeting your adverts at the right audience to maximise its effectiveness.

Often an advantage of marketing via print media is the flexibility. The size, placement and type of advert can be adopted and changed according to your needs.

Another advantage marketing this way is the repeated display of your advert over time. Multiple appearances in various issues of the paper or magazine will improve chances of your brand sticking with the customers and also the results you will see in terms of sales leads.

Disadvantages:

Cost can be prohibitive. The bigger the advert the more the cost. Magazines and newspapers with a wider audience generally cost more to advertise in and marketing over time in this manner may be too expensive for some businesses.

Competition in the marketing space may be another disadvantage. You want your advert to stand out, but unless you can afford to pay for a full page spread you will be competing with the other businesses scrambling for attention.

Magazines are often released on a monthly basis, meaning it can take longer for your advert to take hold in a potential customers mind.

5. APPLICATIONS

Many companies use market research to test new products or get information from consumers about what kinds of products or services they need and don't currently have. For example, a company that's considering starting a business might conduct market research to test the viability of its product or service.

As such, marketing is applied when communicating the value of a company's product to potential customers. This value communication seeks to justify the price of the product. Customer satisfied with the features and benefits are more likely to purchase the product.

6. CONCLUSION

- Define problem / problem understanding.
- Specify the business problem.
- Business requirements.
- Literature survey.
- Social or business impact. Data collection & Extraction collect the dataset.
- Connect dataset with tableau. Data preparation prepare the data for visualization.

- Data visualization
- No of unique visualizations. Dashboard responsive and design of dashboard. Story no of scenes of story. Performance testing utilization of filters.
- No of visualizations / graphs. Project demonstration & documentation record an explanation video for the project end to end solution.

7. FUTURE SCOPES

The future of marketing is digital. Traditional marketing techniques are no longer as effective as they used to be, and marketing is now primarily based in the digital sphere. Digital marketing provides some of the most powerful marketing techniques, where traditional modes of marketing fail.

Digital marketing is a powerful tool that can help industrialists optimize and empower their start-ups. The future of digital marketing is looking more promising than ever in 2023. With its ever growing scope, there is no denying that digital marketing is here to stay and will only become more encompassing in the years to come.

Digital marketing is effective from of marketing in the modern world. With so many people online, it's the perfect way to reach your target audience and promote your product or service.

