What other thoughts might influence their behavior?



unveiling market insights: market rearch analysis the use of the data analysis technique to gather, process and interpret market data

understanding what features are most important to customers, a business can prioritize product development designs



market trend analysis: market research analysis allows business to analyse market trends and customer behaviour to identify opportunities for growth and innovation

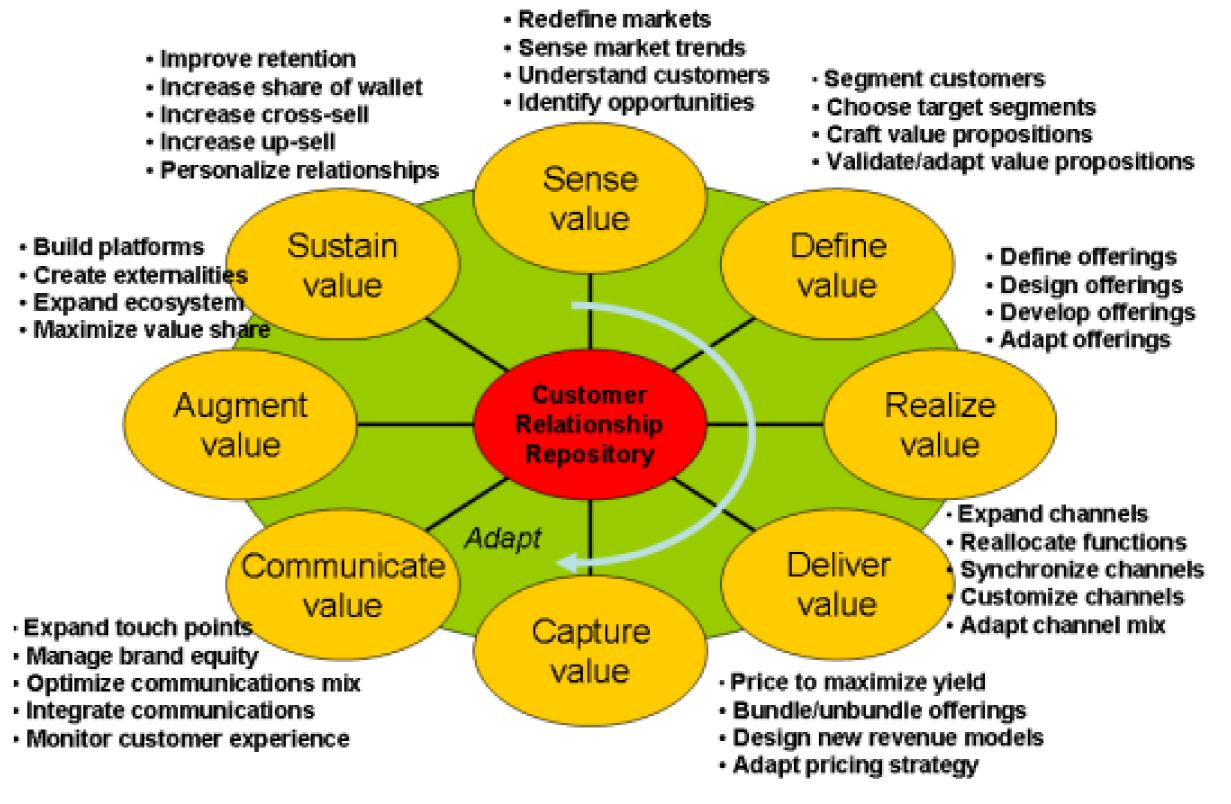
and features.

unveining market V.AJITH KUMAR

expression:consumer behaviour, market trends, demants, crucial tools, informed decisions about product development.

market research behaviour and preference that can be used to compaigns.

Insight Driven Marketing



market research analysis enables business to segment their customer base into different groups

market research analysis enables business to segment their customer base into different groups

it is based on demographic, psychographic, and behaviour characteristics.

Does

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



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



