



Says

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



Thinks

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

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

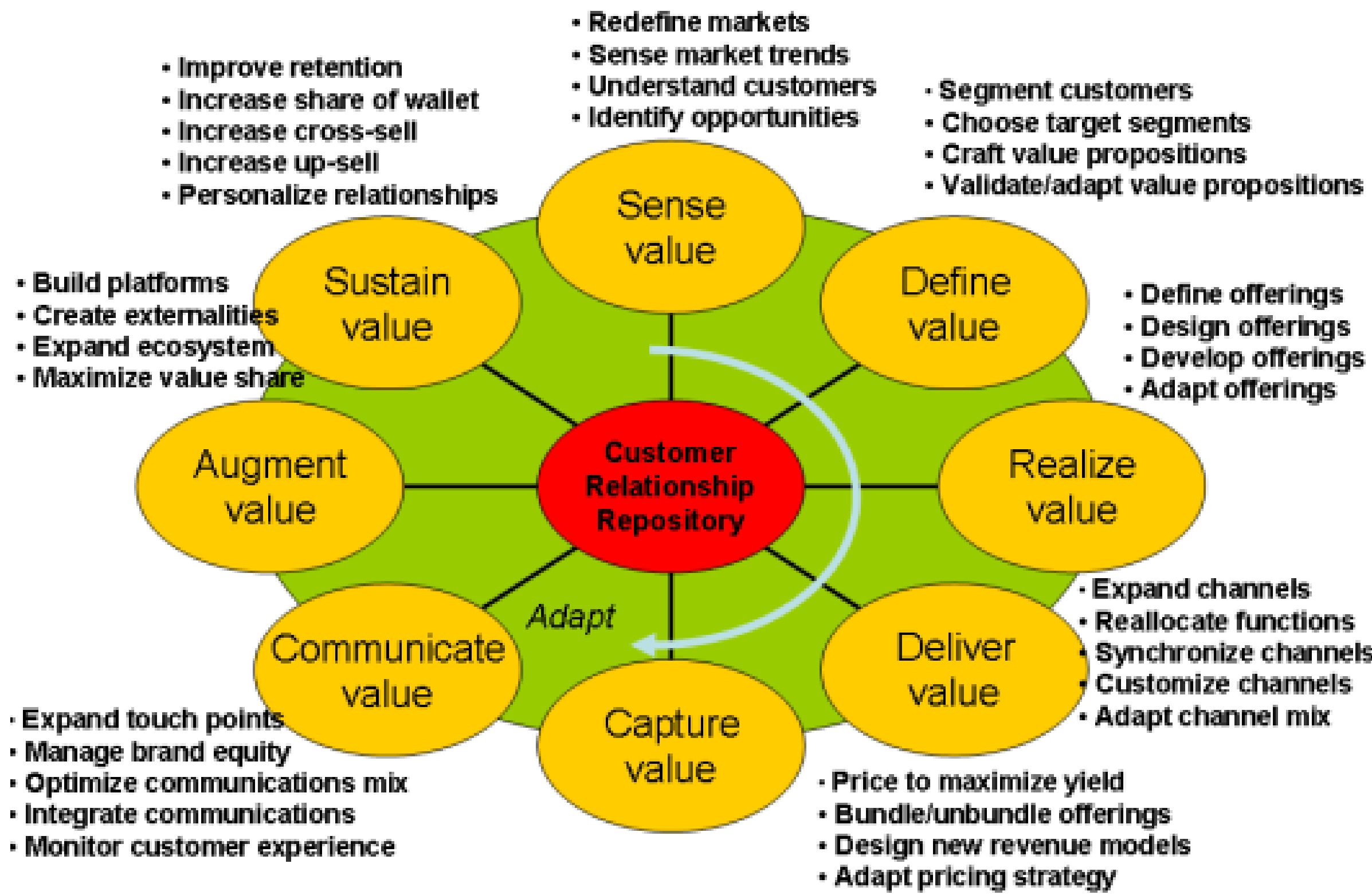
understanding what features are most important to customers, a business can prioritize product development designs and features.

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

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



Insight Driven Marketing

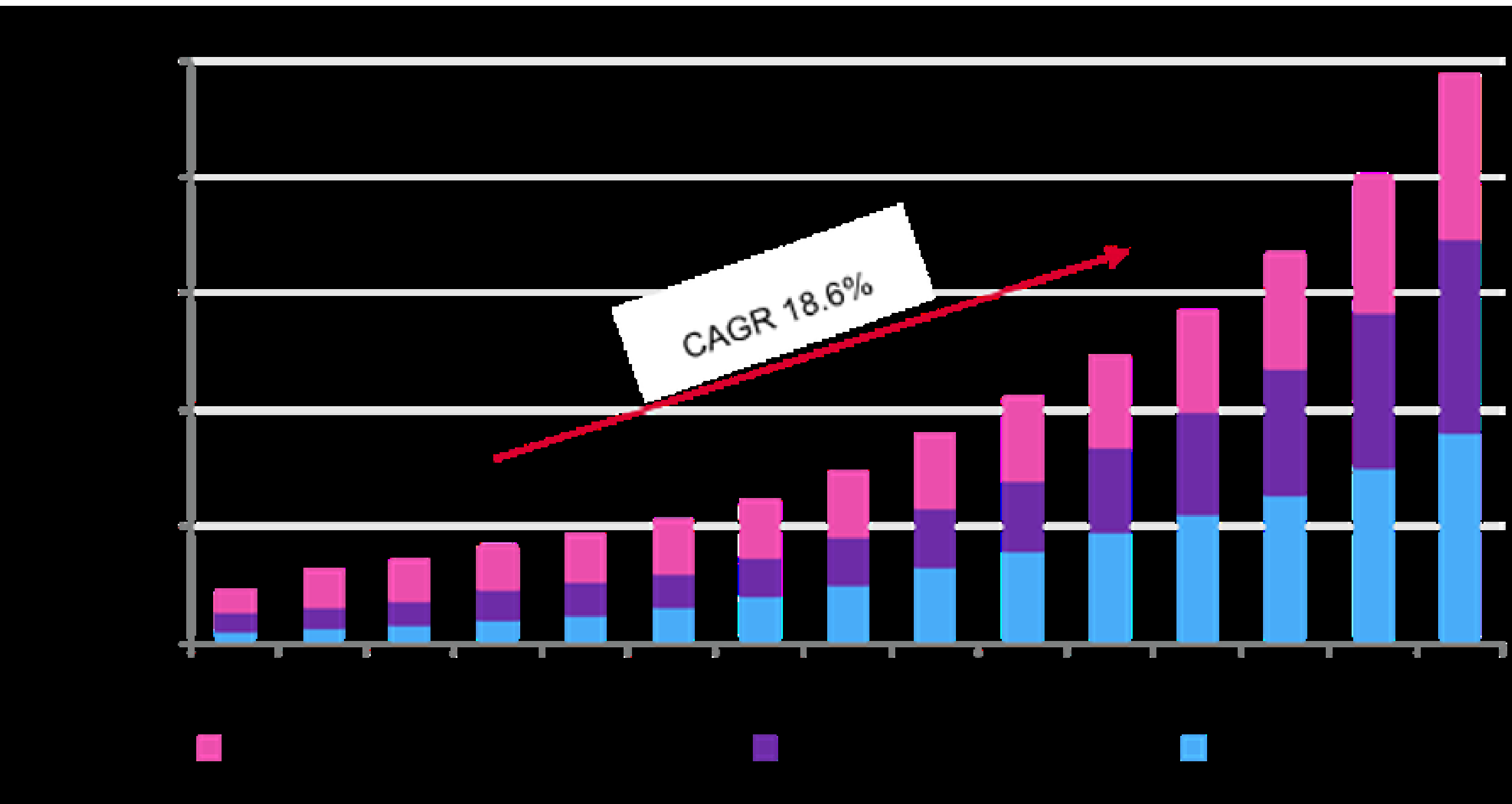


unveining market insights

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

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



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



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?