1 Define your problem statement

how to create opportunites for growth in market insights

Market rearch analysis is the uses of data analysis technique to gather, process, and interpret market data to gain a better undestanding for customers

2 Brainstorm

1) market trends
2) consumer behaviour
3) pricing
4) sales strategies
5) informed decisions

market trends
consumer behaviour
pricing
sales strategies
informed decisions

product development

marketing compaign planning

market trend analysis

Identifying market trends

improving customer relationships

3 Group ideas

GROUP 1
the insights gained from this data can help business identity
what their customers want and
tailors their products and marketing strategies accordingly

GROUP 2
market research analysis provides valuable insights into
customer behaviour and preferences that can be used to
inform the planning and execution
of marketing campaigns

GROUP 3
finally, market research analysis
can also be used to improve customer relationship by understanding customer need
and leading to increased customer satisfaction and loyalty.

4 Prioritize

GROUP 1
Market research analysis can be
used to measure customer satisfaction with a company products, services, or overall customer experience. this information can then be used to
identity areas for improvement and needs .

GROUP 2
the role of market identifying market trends. by analysing market data, business
can gain a deeper understanding of the
current market landscape, including the
size and growth rate of the market, and any
emerging trends or informed decisions about product,

GROUP 3
market research analysis enables business to segment their customer base into different groups based on demographic, psychographic, and behavioural characteristics.
services
that better meet the needs of specific
customer segments.