

PROJECT REPORT

INTRODUCTION:

Overview

- ❖ Marketing insight integrates personal and professional experience with precisely gathered and analyzed data.
- ❖ When we say “marketing insight we mean the process gaining a comprehensive understanding of consumers, customers, competitors and the entire industry.

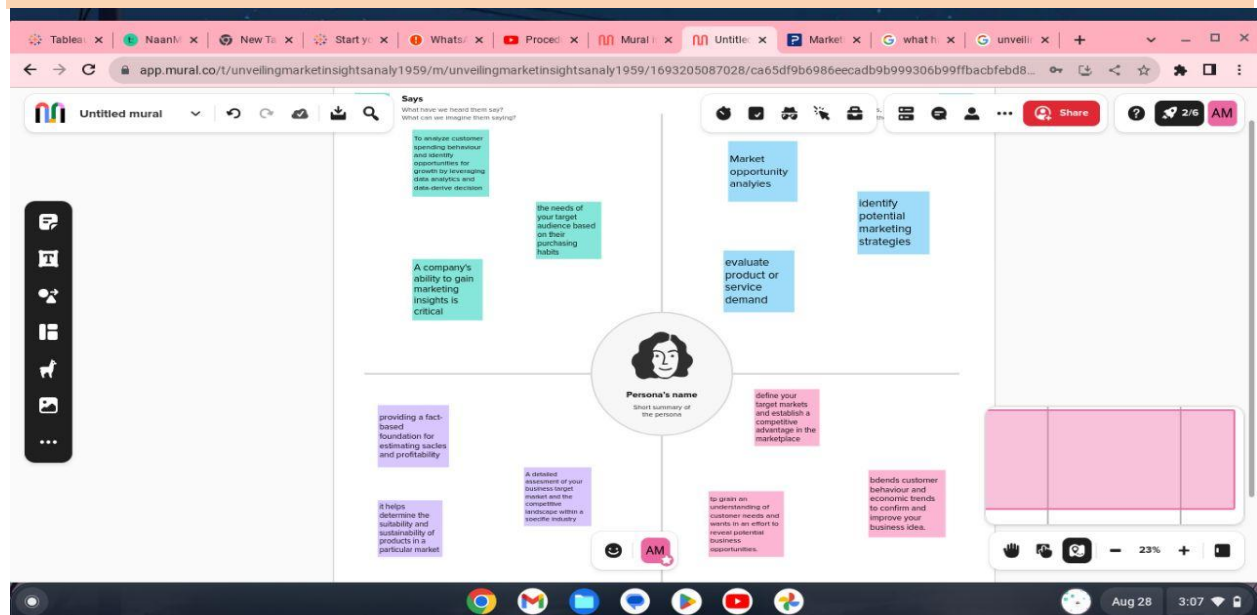
PURPOSE:

- ❖ Utilizing market insights is crucial because it aids in predicting potential changes in the market or industry. Such as spending patterns or levels of content engagement, can be done very effectively by analyzing data.
- ❖ This project aims to analyze customers spending behavior and identifying

opportunities for growth by leveraging data and analytics and data-driven decision-making.

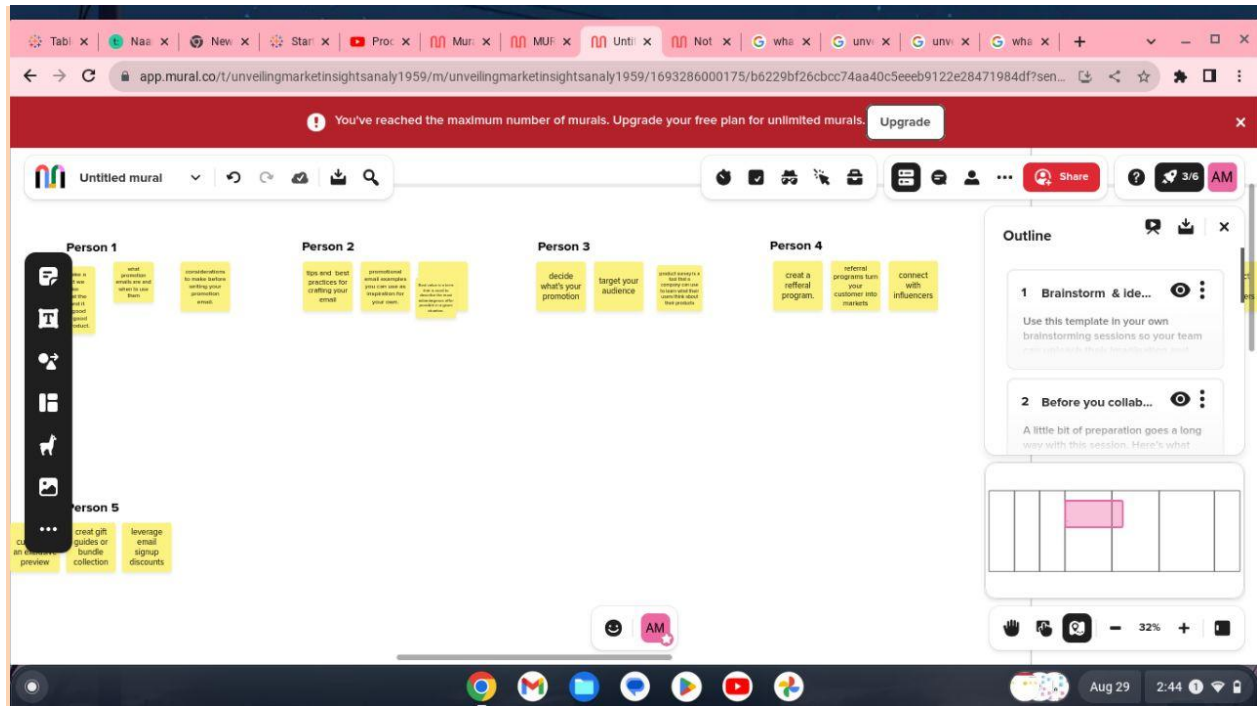
PROBLEM DEFINITION & DESIGN THINKING:

EMPATHY MAP:



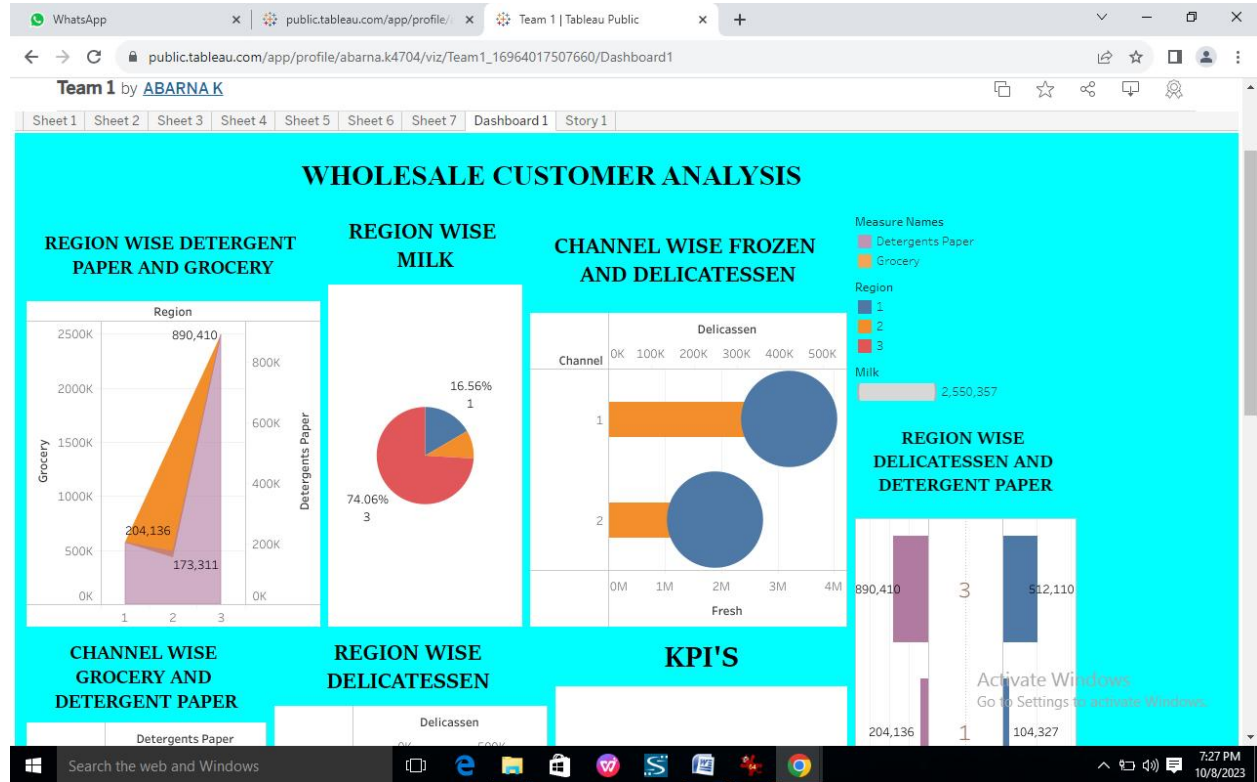
IDEATION & BRAINSTORM

MAP:

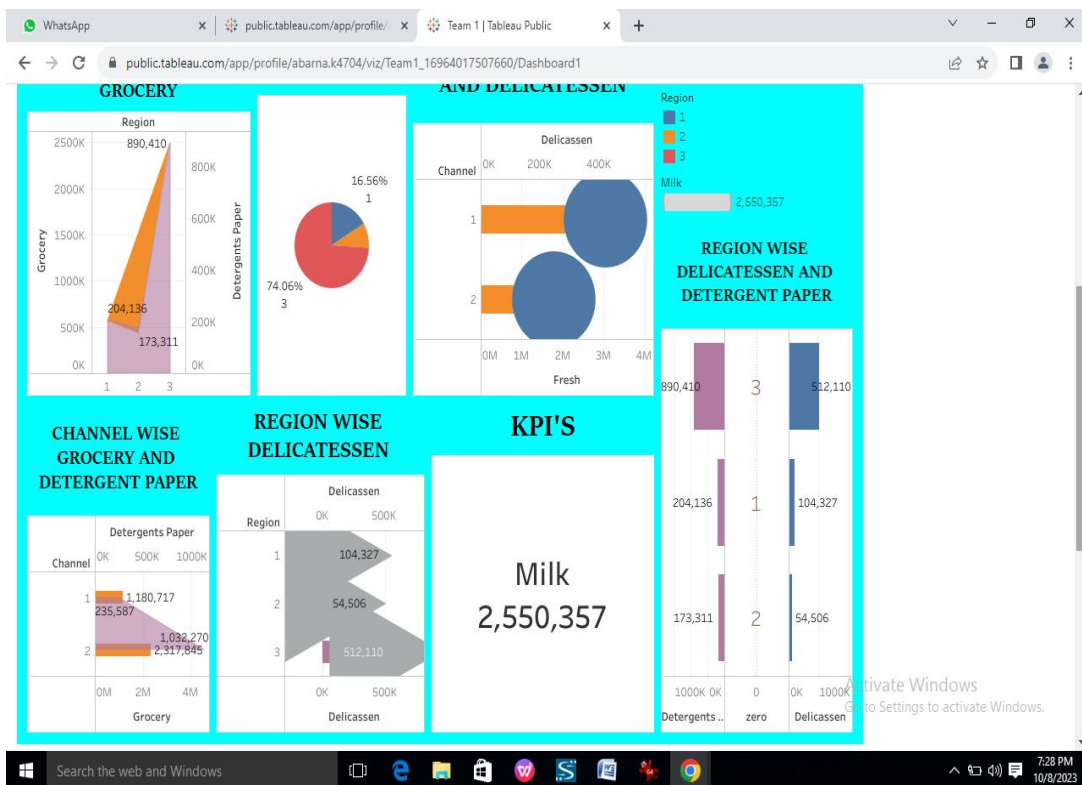
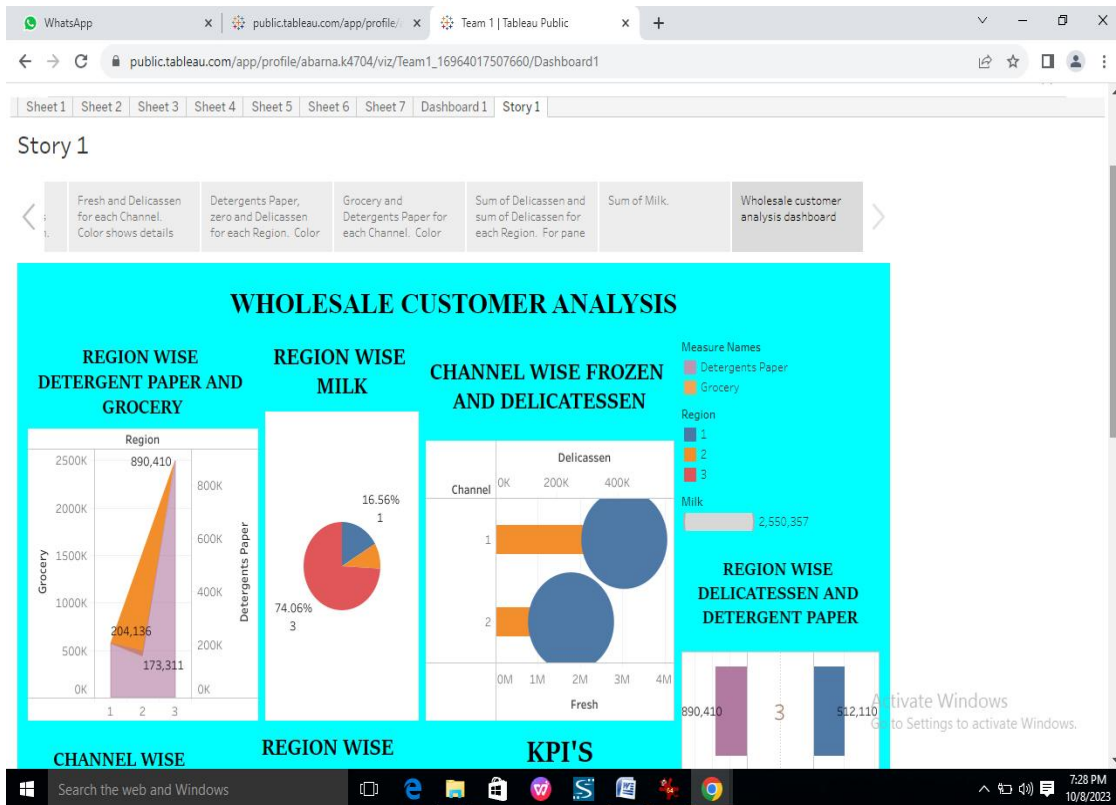


RESULTS:

DASHBOARD:



STORY:



ADVANTAGE :

- Wholesale refers to the process of buying goods or products in bulk from manufactures, products, or distribution and selling them in smaller quantities to retailer or end consumers.
- Wholesale offers several merits that make it an advantageous business model.
- Wholesale allows business to benefit from economic of scale.

DISADVANTAGE:

- One of the most common issues in marketing analysis is a surplus of incoming data. This forces you to spend a lot of time and effort to identify which information is most relevant.
- More data means more time to sort so there might be delays in results. There is a lot of competition.

- **Working overtime is sometimes necessary.**

APPLICATIONS:

- ❖ **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. Customers satisfied with the features and benefits are more likely to purchase the products.**
- ❖ **The strategic areas,marketing research application would be demand forecasting, sales for casting, segmentation studies, identification of target markets for a given product and positioning strategies identification.**

CONCLUSION:

- ❖ **In the above discussion, we have tried to give you the details about**

marketing insights and its important. One of the most important benefits to marketing insights we learned is that it will strengthen the relationship between marketers and customers by providing the details needed to solves marketing problem and the assist with marketing policy.

- ❖ Understanding customers behavior and attitudes are essential to development effective marketing strategies.**

FUTURE SCOPE:

- ❖ Scope of marketing research refers to the areas covered or the aspects studied under marketing research. In other words, it implies where or on which areas marketing research can be applied.**

❖ **In fact, marketing research
concerns with almost each and every
activity of marketing management.**