

# UNVEILING MARKET INSIGHTS ANALYSING SPENDING BEHAVIOR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

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## INTRODUCTION

### OVERVIEW

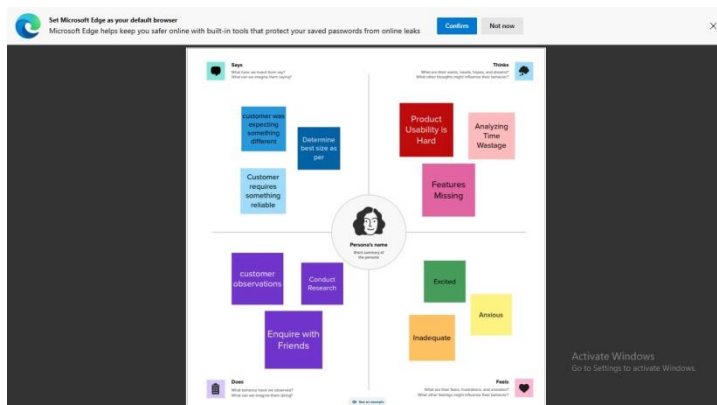
The wholesaling sale of goods commercial, institutional or other professional businessman to other wholesaler's and related subordinated service.

Wholesaling is buying goods in bulk quantity usually directly from the manufacture or source at the discounted rate. The retailer then sells the goods to their consumer at a higher price making a profit.

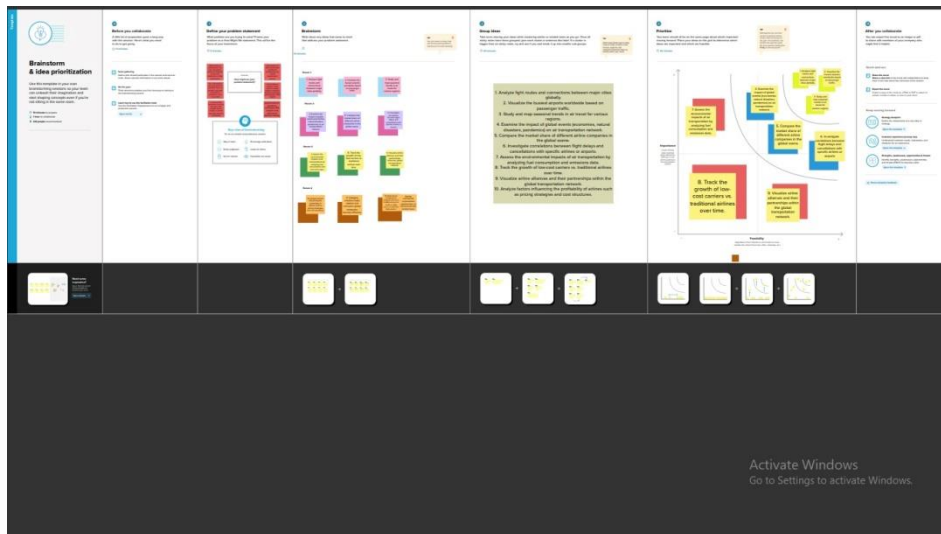
### PURPOSE

In the fast paced business landscape, knowledge is power, and market research is the key to unlocking the power. By conducting throughout market research, you gain valuable insights that will shape your business trajectory, set you apart from the competition, and ultimately paved the way for success. So let's unveil the secrets to success the art of market research.

### EMPATHY MAP



## BRAIN STORMING MAP



## ADVANTAGE

Market research analyses place where crucial role in helping businesses make informed decisions, identified opportunities and mediate risk. By extracting valuable insights from data, businesses can develop effective trajectories refined the products or services, and ultimately drive growth.

## DISADVANTAGES

One of the most common issues in marketing analytic 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 times to sort so there might be delays in result.

## RESULT



The regionwise detergent paper product, milk product, frozen product and grocery product are compared.

## CONCLUSION

Conducting market research is an essential part of any business trajectory. By identifying opportunities and customer needs, companies can stay ahead of the competition and improve their products and services. To conduct effective market research, it is important to define your objectives, choose the right methodology, collect the right data, analyse the data objectively, and draw meaningfully conclusions.