PROJECT REPORT TEMPLATE

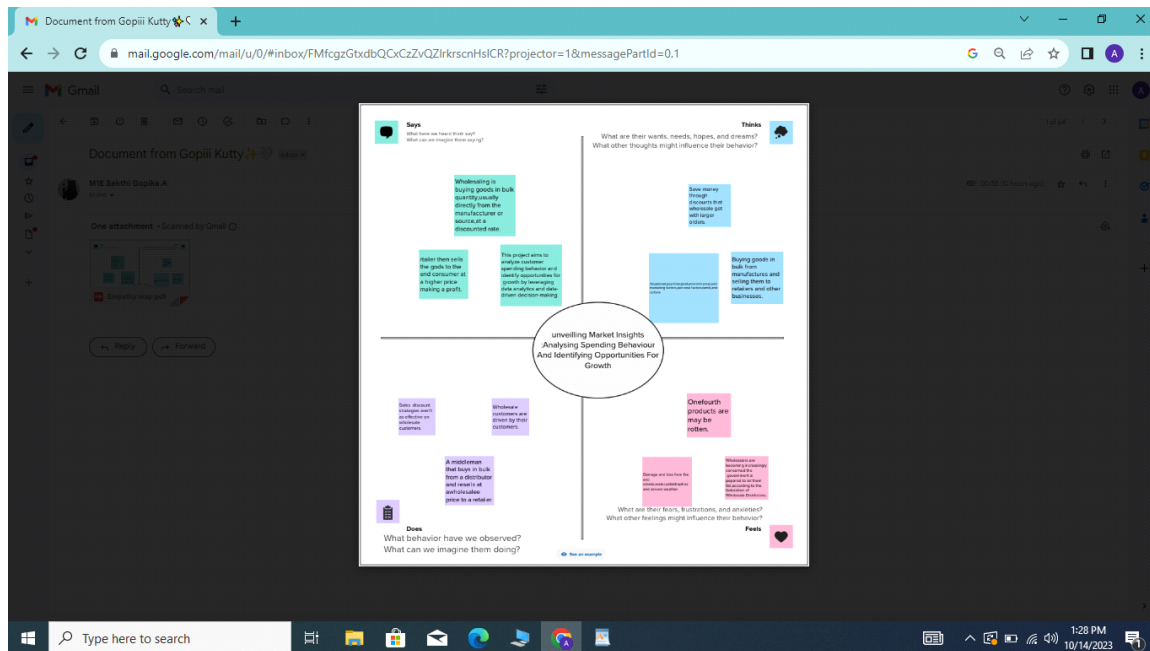## 1. INTRODUCTION

1.1 OVER VIEW

The market ananlysis section of your plan provides evidence that there is a niche in the market that your company can exploit.
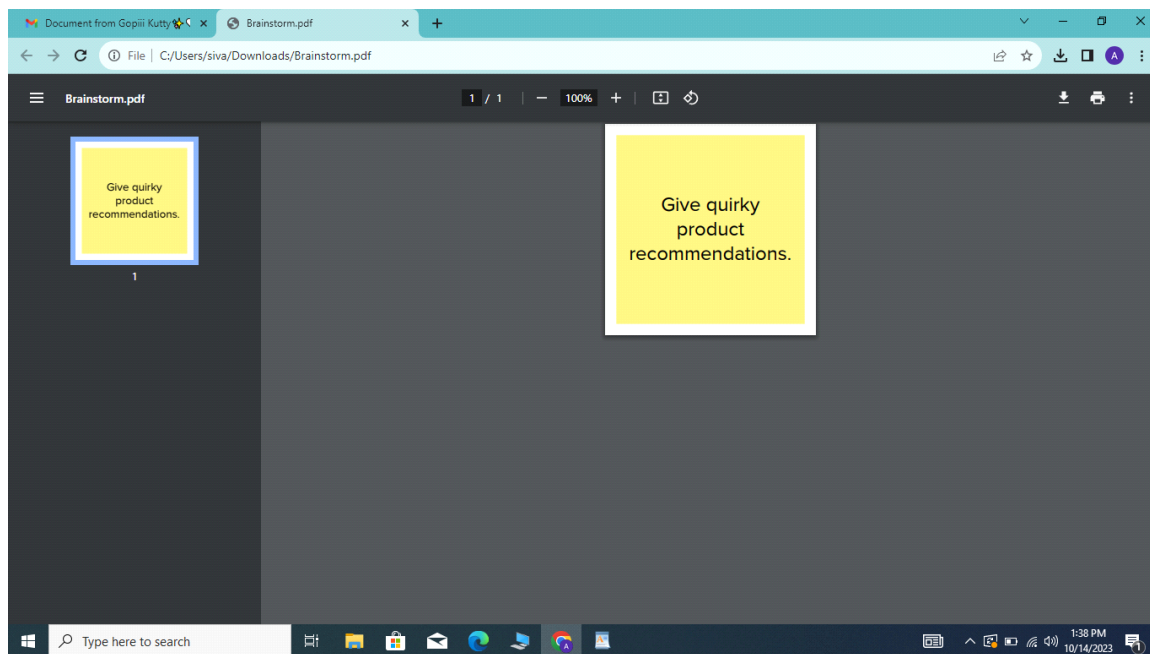
1.2 PURPOSE

The goal of the field of market insights is to learn about and analyse the market .

2.PROBLEM DEFINITION @DESIGN THINKING
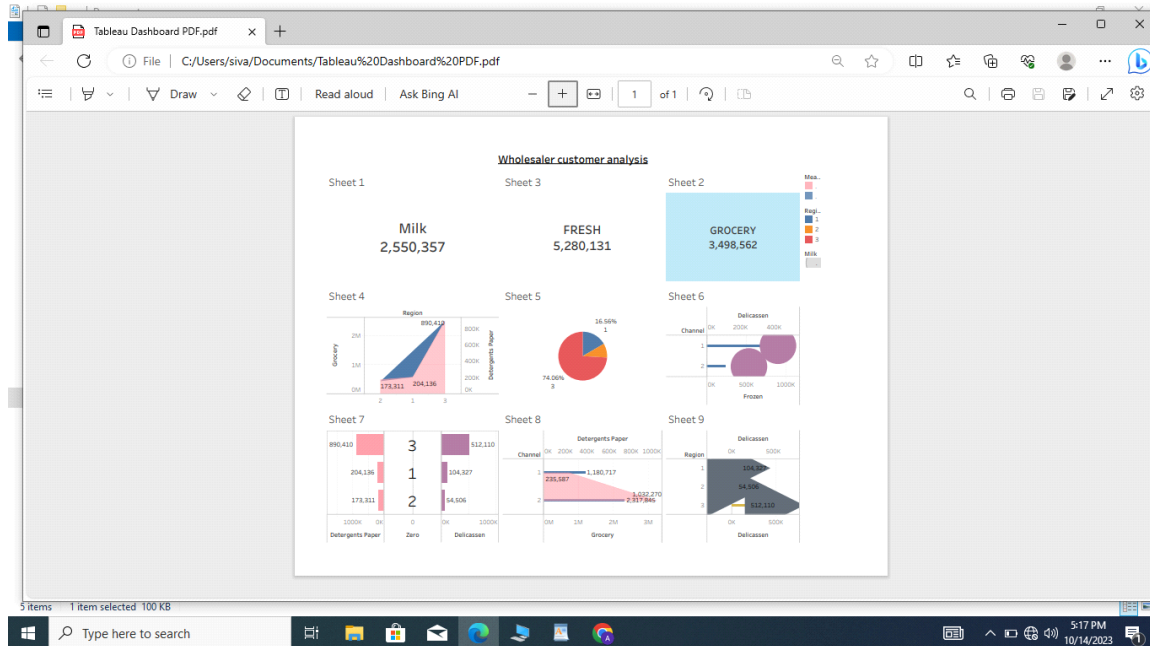
2.1 EMPATHY MAP

2.2

3. RESULT
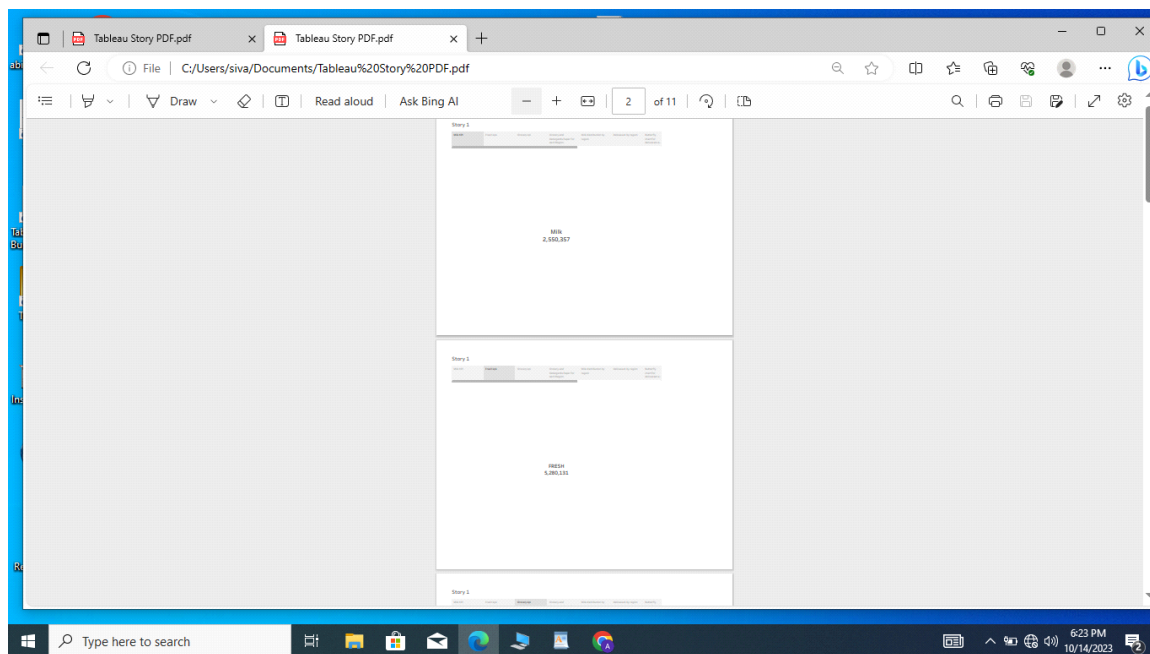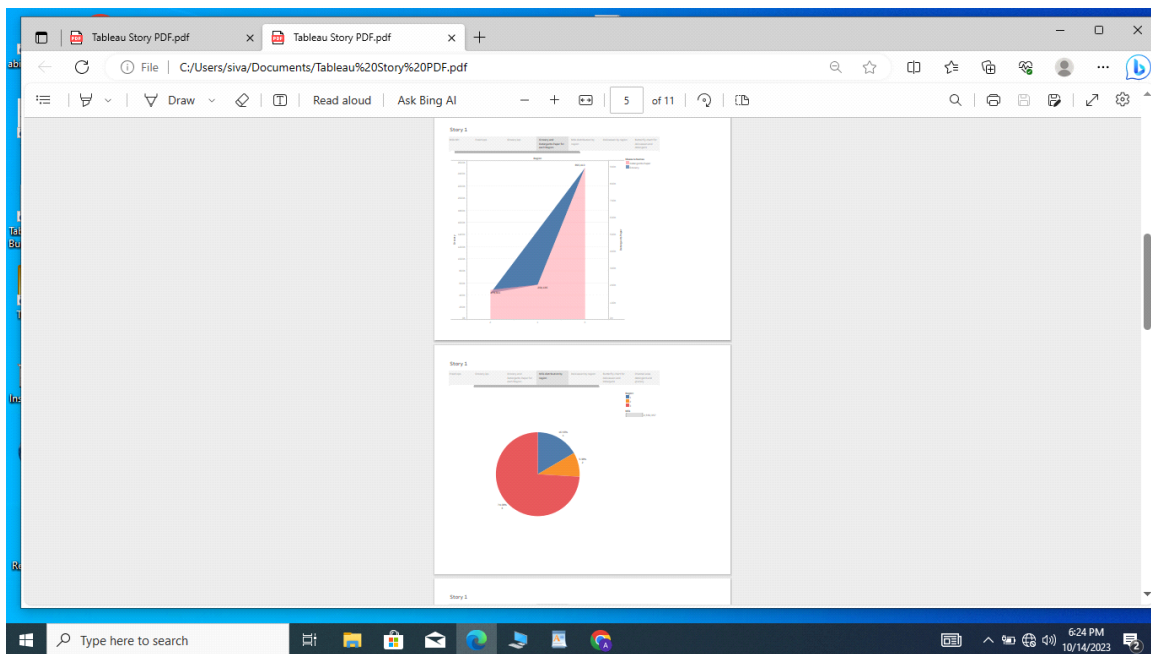
TABLEAU DASHBOART

TABLEAU STORY

Story 1

Milk
2,550,357

Story 1

FRESH
5,280,131

Story 1

Story 1

Story 1

Story 1

Story 1

Story 1

Story 1
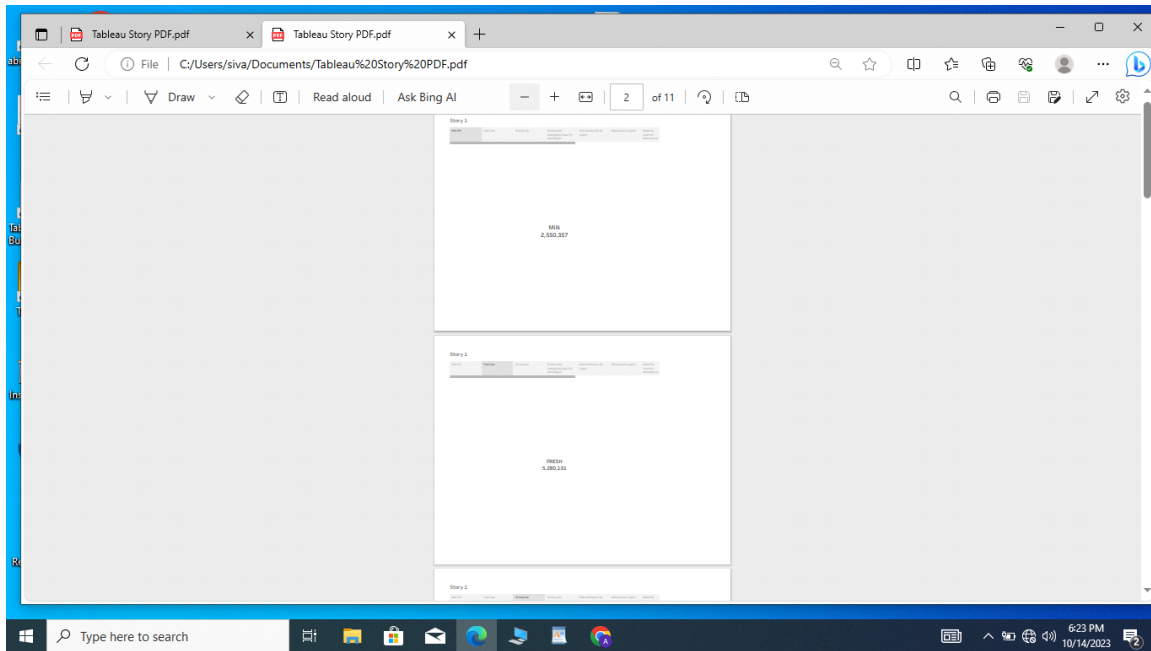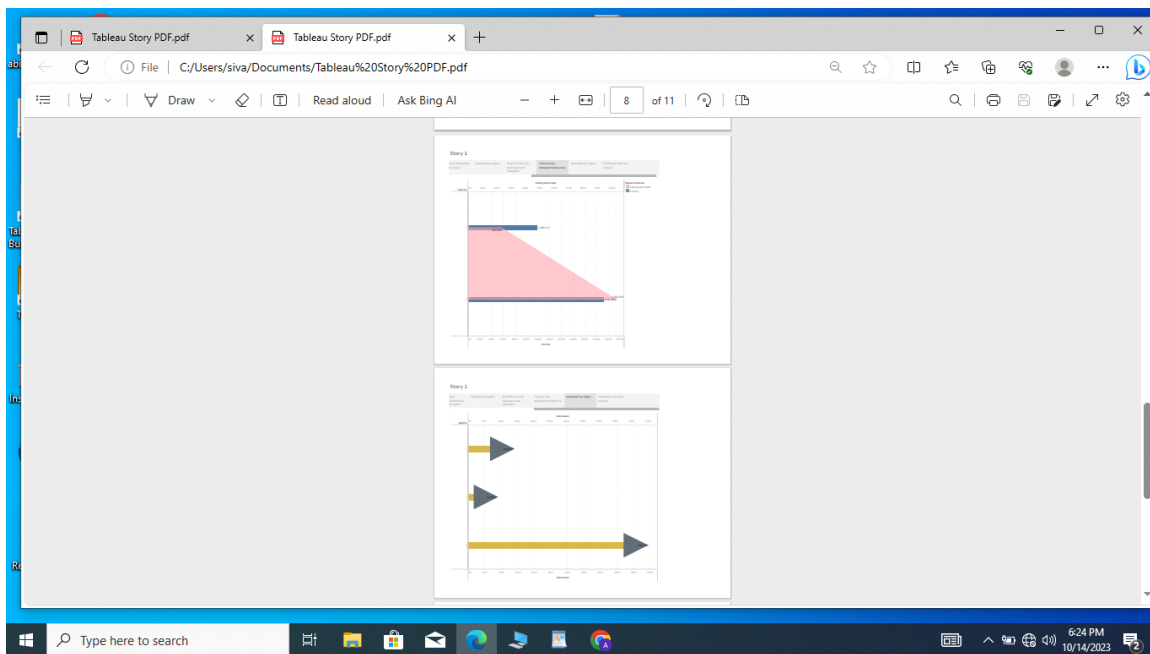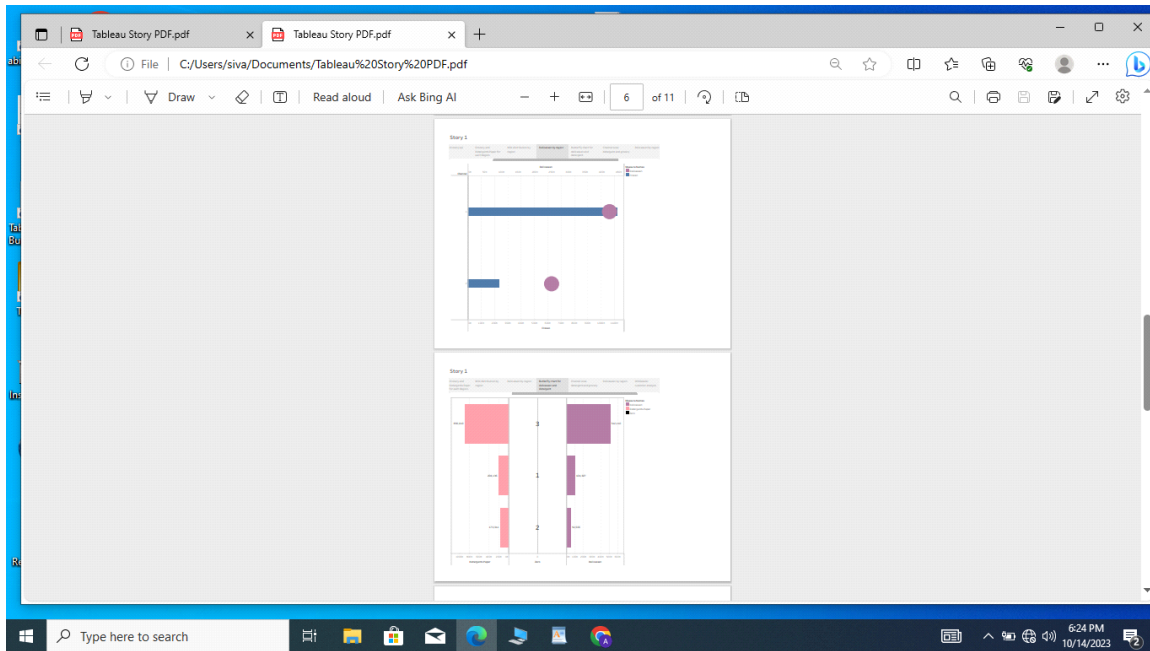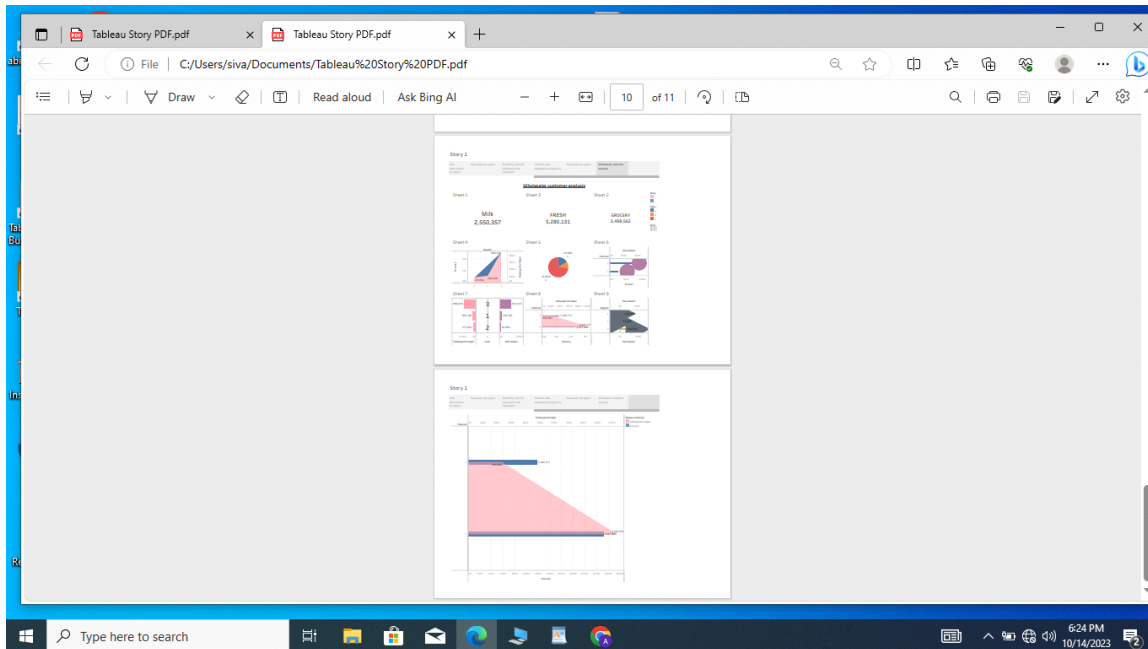
Story 1

4 ADVANTAGES & DISADVANTAGES

i)Advantages

*Helps you refine your product

*Audience and competition

*Results do not represent the whole population.

ii)Disadvantages

*Marketing that is property researched and targeted will bring new and returning customers.

*Raising brand awareness.

*Allows for a more personal relationship between the business and the customer.

*Increased market share.

5.APPLICATIONS

*Measure perfirmance of marketing campaigns.

*Find opportunities in marketing performance.

*understand your customers.

*understand your competition.

6.CONCLUSION

*complete my course videos

⭕Then, I built my empathy map and brainstorming map according to

my topic. I uploaded this files in github.

⭕ I attended the every week class.

⭕ Then I found my data set through the NAAN MUDHALVAN login.

- By using link, I download it.

- I downloaded the app "tableau" then I tried it to activate for 14 days.

- I connected it in the given data.

- The data source uploaded in the tableau. I built my 6 types of

activities.

- Then collect the activities in the dashboard 1,2,3,4.

Then prepared the story the collection of data and published it in the google chrome.

I took my screen recording with my voice.

- That video also explained about the project that I do.

- Finally, I uploaded all the data, activities, dashboard, stories etc. in

github.

7.FUTURE SCOPE

○ It given very good scope in future.

8.APPENDIX

○ Alias, data, ICAO, Callsign,