UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

PROJECT SUBMITTED BY

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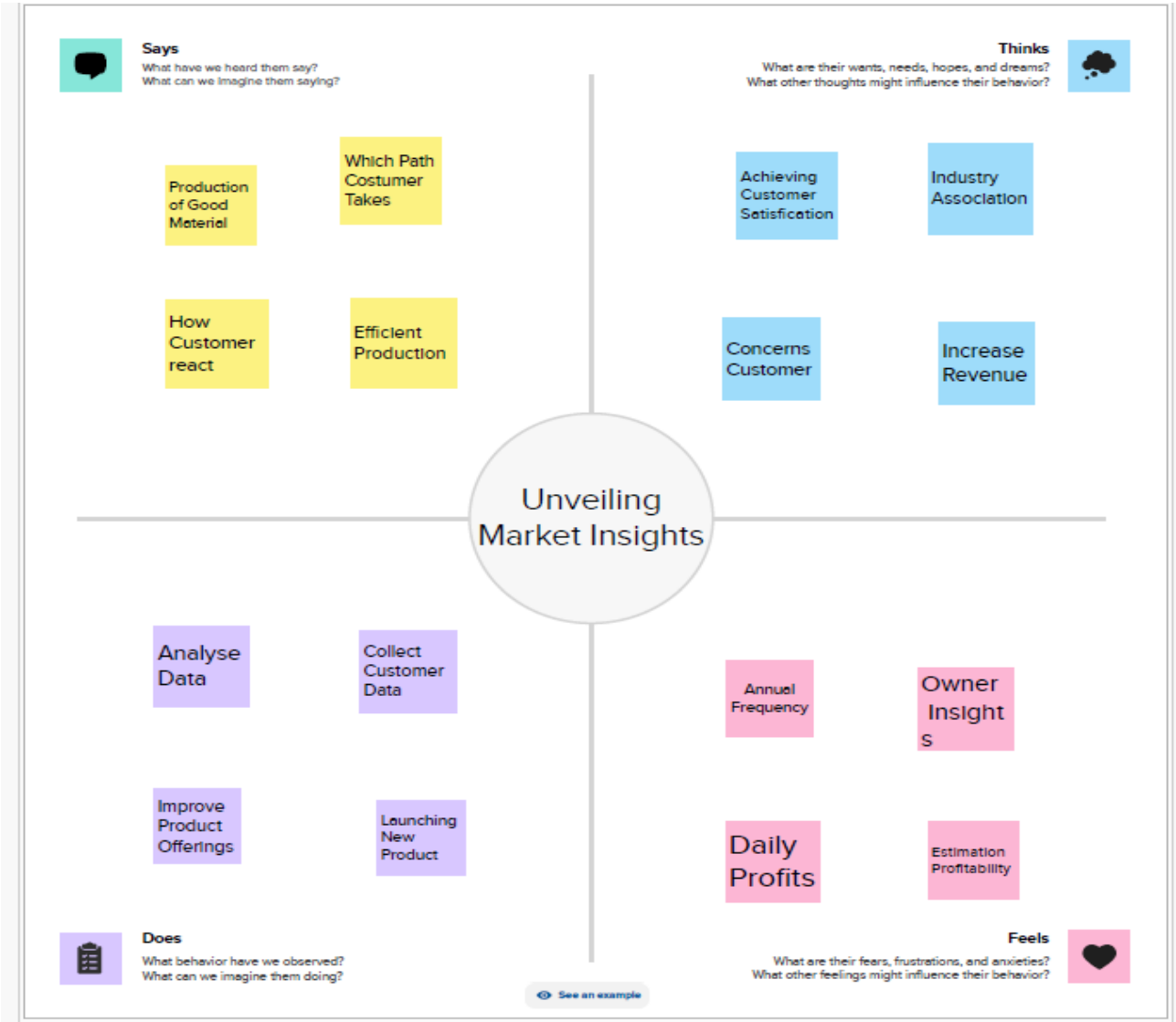
INDRODUCTION:

- Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional business to other wholesalers and related subordinated services.
- Business buyer behaviour is intent and behaviour shown by companies and employees into making purchases for the organisation.
- Business buying behaviour the concept of understanding the needs and wants of a business and making appropriate purchases, which ultimately to get profit.
- In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise .
- Wholesaling is buying goods in bulk quantity, usually directed from the manufacturer or source, at a discounted rate.
- The retailer then sells the goods to the end consumer at higher price making a profit.
- The consumption and production of marketed foods are spatially separated .
- Production is primarily in rural areas while consumption is mainly in urban areas.

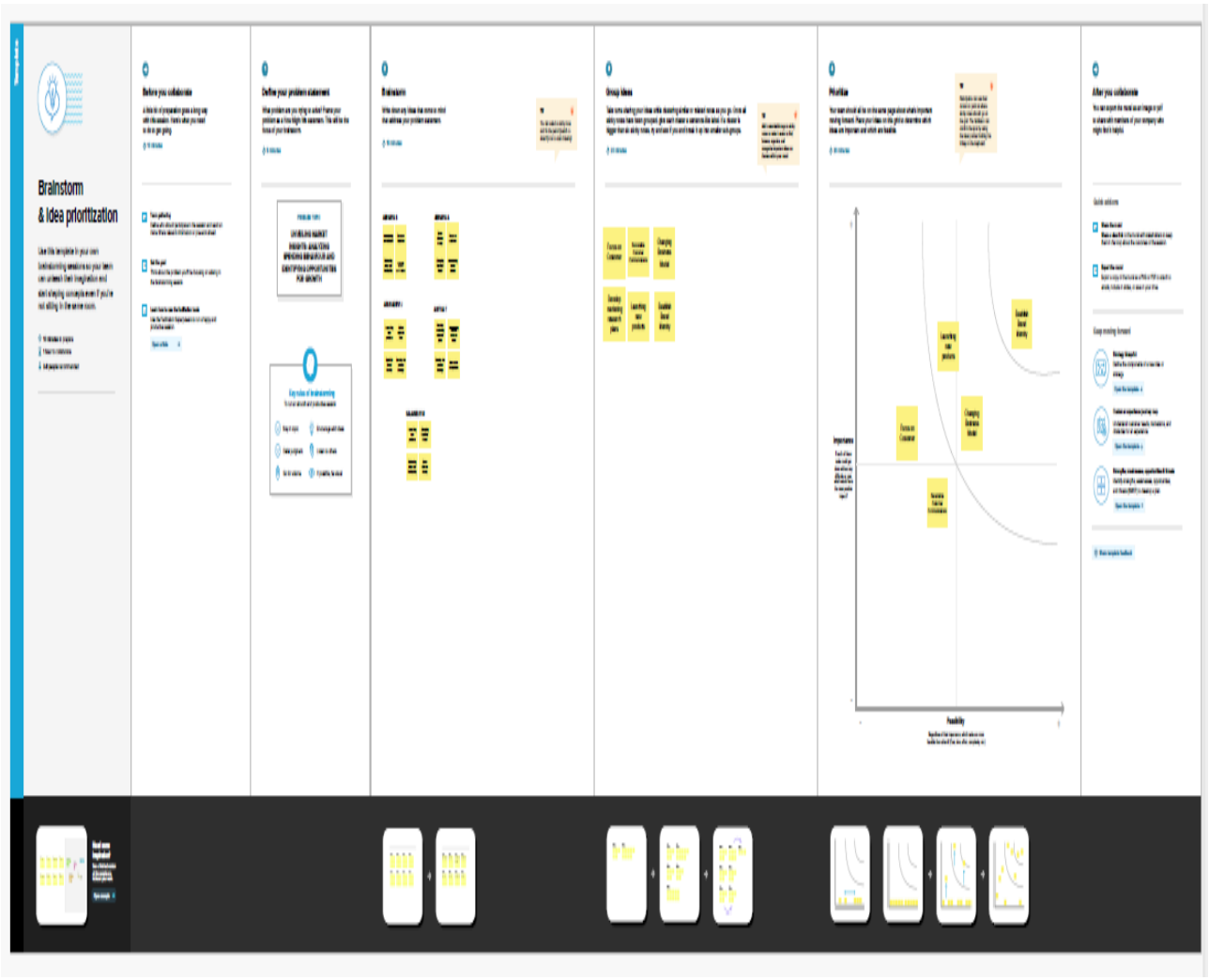
MILESTONE 1: Define Problem /Problem Understanding

- Specify the business problem
- Business requirements
- Literature Survey
- Business Impact

Empathy Map

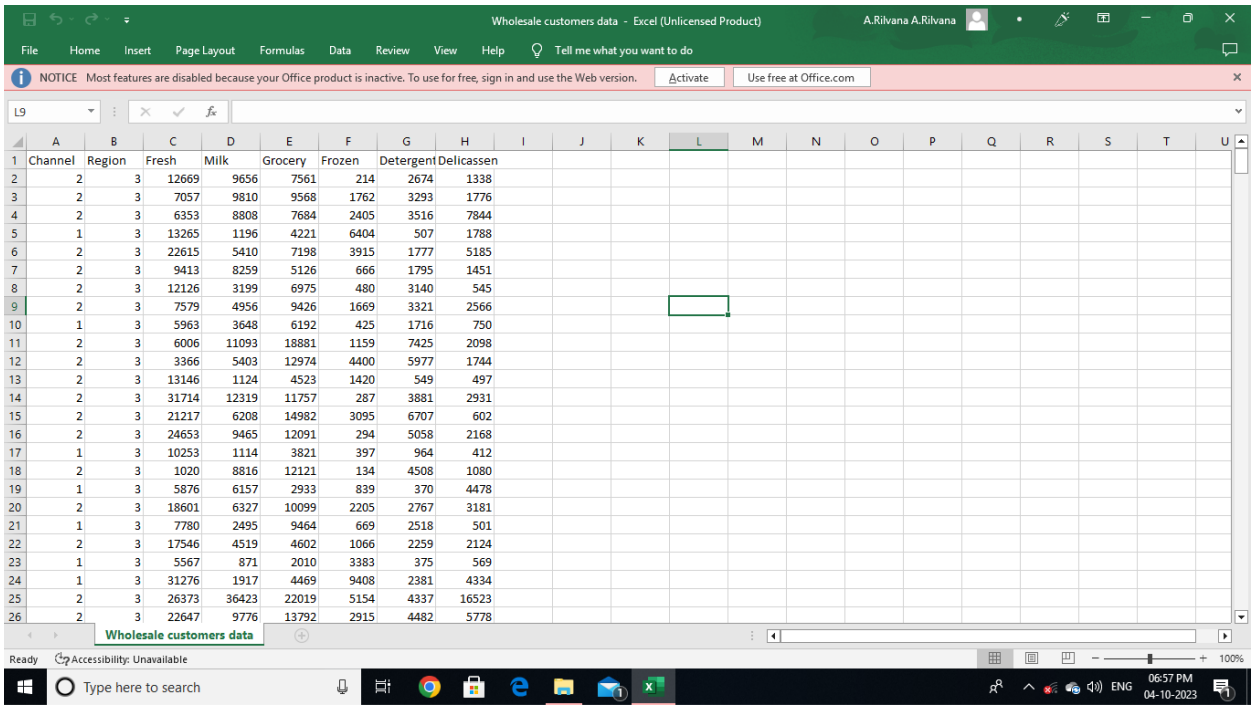


Brainstorming Map



MILESTONE 2: Data Collection

Activity 1: Collect the Dataset



Wholesale customers data - Excel (Unlicensed Product) — A.Rilvana A.Rilvana

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	A	B	C	D	E	F	G	H
1	Channel	Region	Fresh	Milk	Grocery	Frozen	Detergent	Delicassen
2	2	3	12669	9656	7561	214	2674	1338
3	2	3	7057	9810	9568	1762	3293	1776
4	2	3	6353	8808	7684	2405	3516	7844
5	1	3	13265	1196	4221	6404	507	1788
6	2	3	22615	5410	7198	3915	1777	5185
7	2	3	9413	8259	5126	666	1795	1451
8	2	3	12126	3199	6975	480	3140	545
9	2	3	7579	4956	9426	1669	3321	2566
10	1	3	5963	3648	6192	425	1716	750
11	2	3	6006	11093	18881	1159	7425	2098
12	2	3	3366	5403	12974	4400	5977	1744
13	2	3	13146	1124	4523	1420	549	497
14	2	3	31714	12319	11757	287	3881	2931
15	2	3	21217	6208	14982	3095	6707	602
16	2	3	24653	9465	12091	294	5058	2168
17	1	3	10253	1114	3821	397	964	412
18	2	3	1020	8816	12121	134	4508	1080
19	1	3	5876	6157	2933	839	370	4478
20	2	3	18601	6327	10099	2205	2767	3181
21	1	3	7780	2495	9464	669	2518	501
22	2	3	17546	4519	4602	1066	2259	2124
23	1	3	5567	871	2010	3383	375	569
24	1	3	31276	1917	4469	9408	2381	4334
25	2	3	26373	36423	22019	5154	4337	16523
26	2	3	22647	9776	13792	2915	4482	5778

Wholesale customers data

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Activity 1.1 :Understand the data

Data contains all the meta information regarding the columns described in the CSV file. We have provided csv file:

Wholesaler Customer Data.Csv

Column Description

Region: It is dimension Data in wholesaler data.

Channel: It is also a Dimension data.

Fresh: It is a product in data and it measures the selling quantity of fresh.

Milk: It is measured and shows the quantity of selling milk.

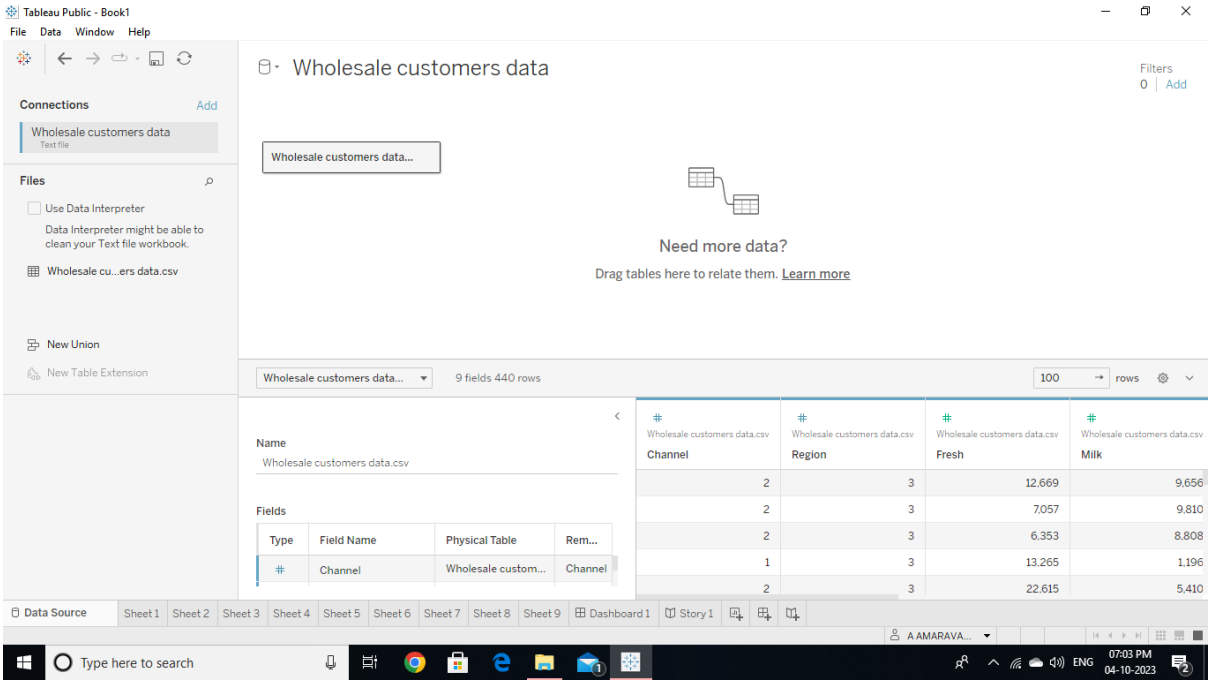
Grocery: Combination of products used to prepare food comes from under measured.

Frozen:food that has been subjected to rapid freezing and it is measured.

Detergent Paper:It is also measure in the wholesaler customer data.

Delicassen: It is also one of the products sold by the wholesaler.

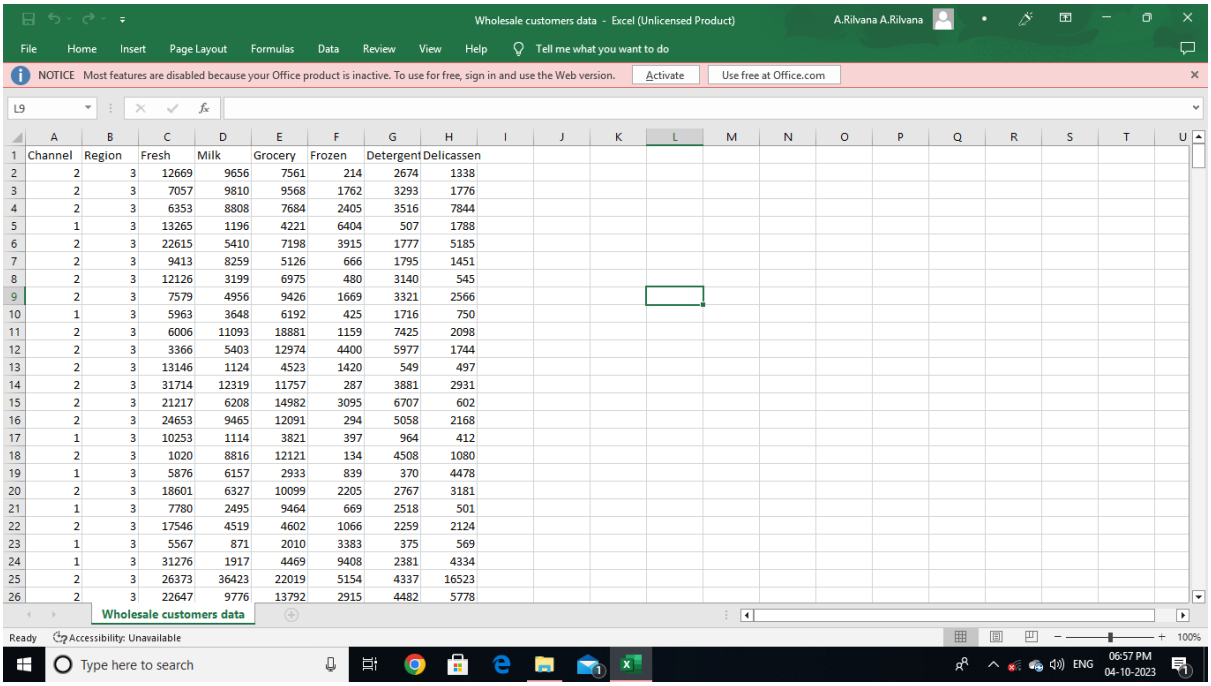
Activity 2:Connecting Dataset to Tableau



MILESTONE 3: Data preparation

Activity 1:Prepare the Data for Visualization

Data modules are containers that describes data and rules for combining and shaping data to prepare it for analysis and visualization in tableau. Data module source.Data modulus can be based on data servers,packages,uploaded files ,data sets,and other data modules.



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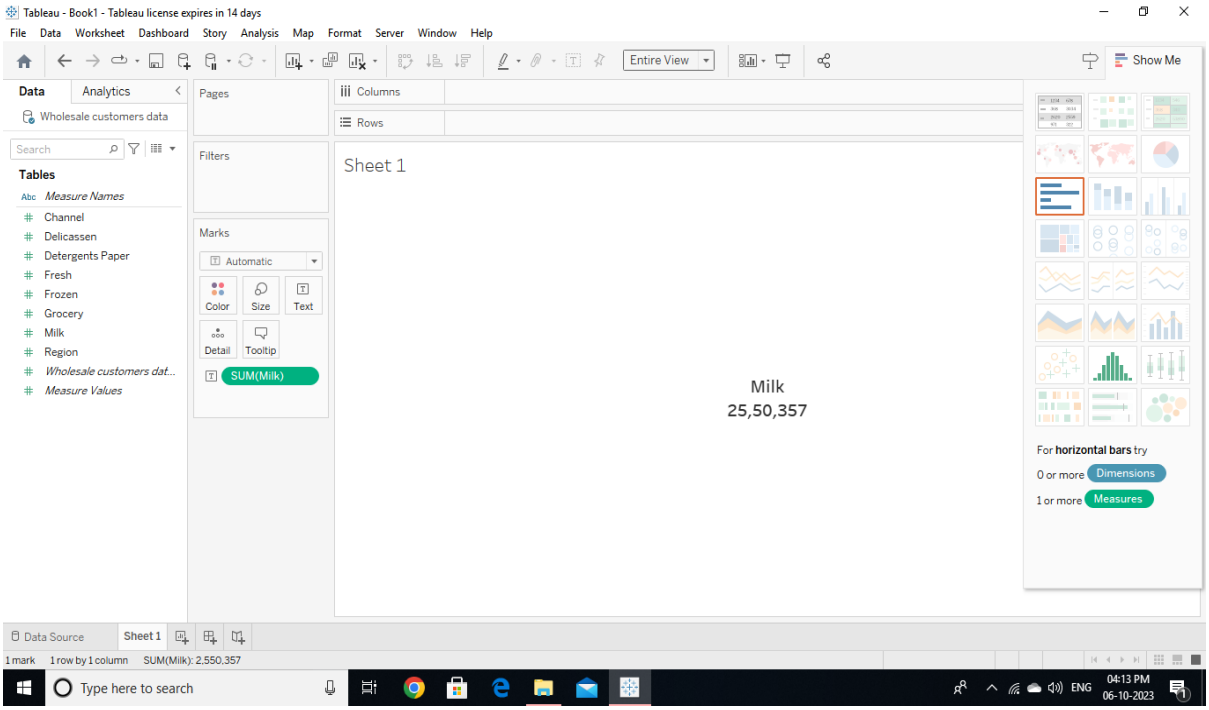
MILESTONE 4: Data Visualization

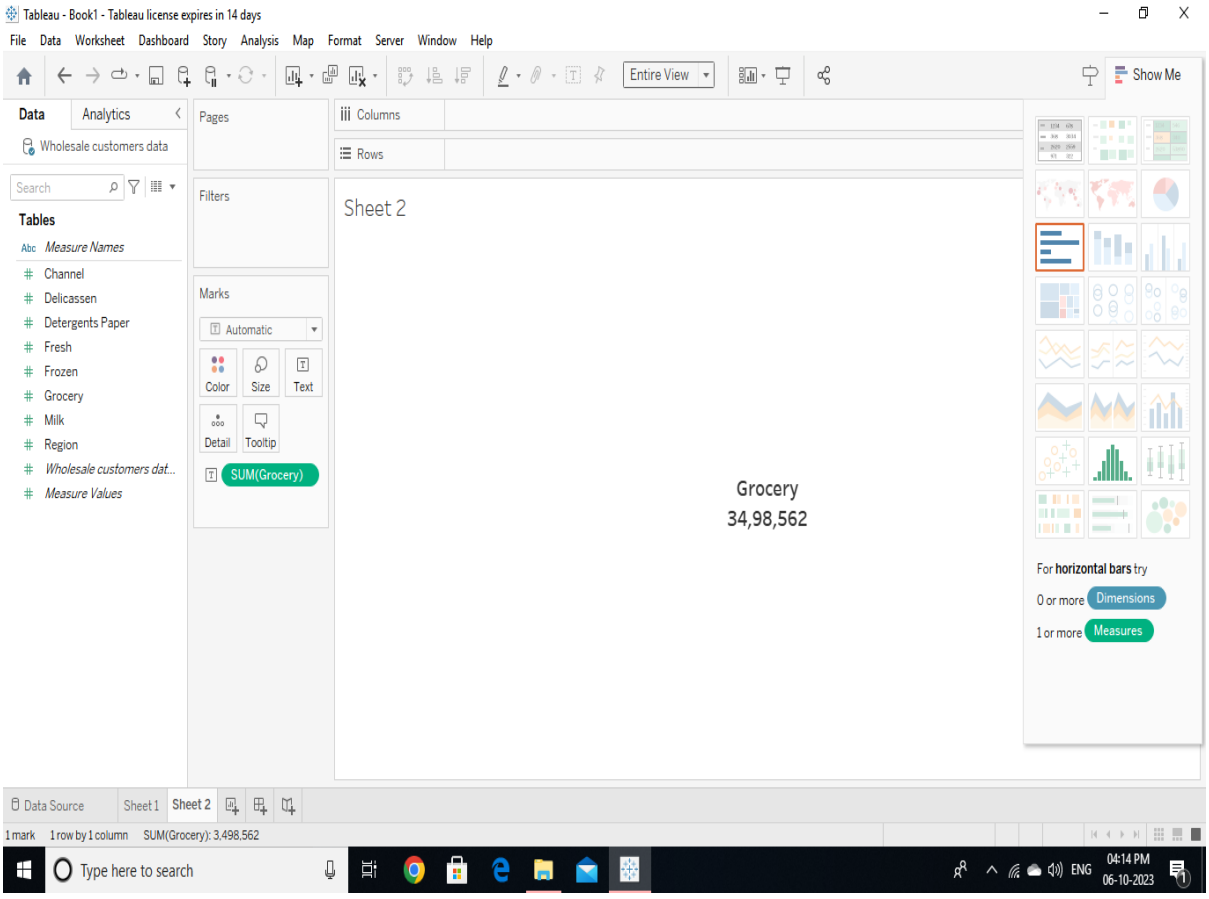
Data visualization is the process of creating graphical representations of data in order to help people understand and explore the imformation.

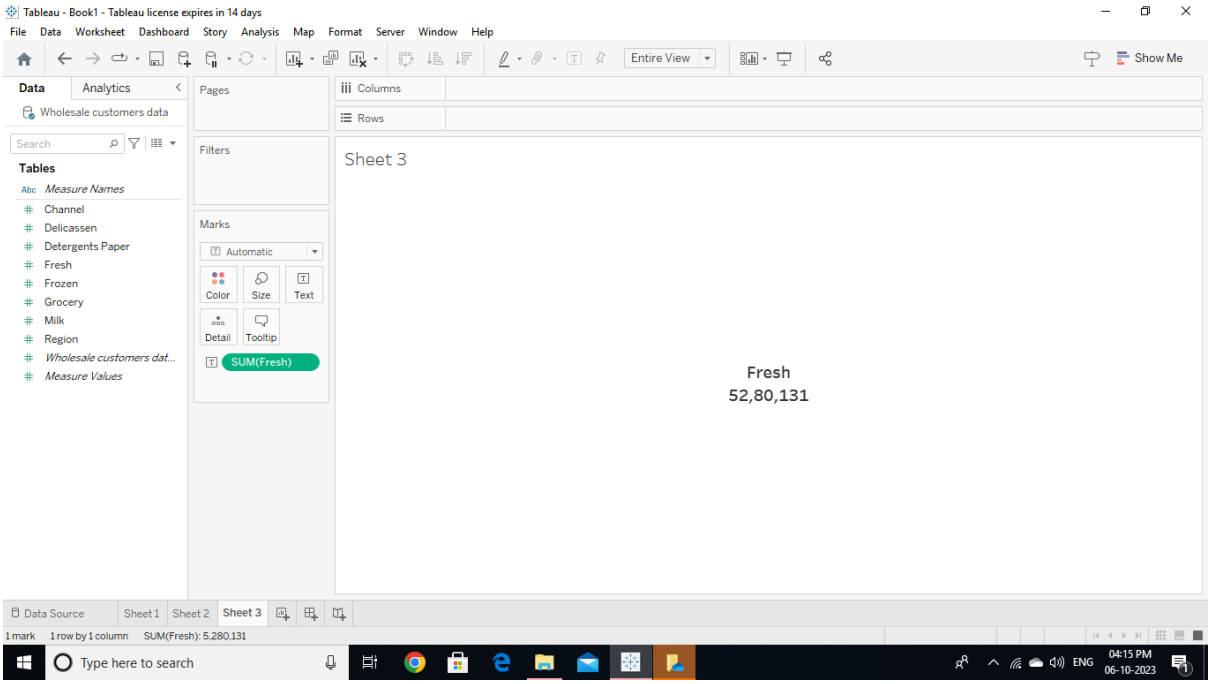
Activity 1: Number of Unique Visualization

The number of unique visualizations that can be created with a given dataset.These visualization can be used to compare performance , track changes over time ,show distribution ,and relationship between variables.

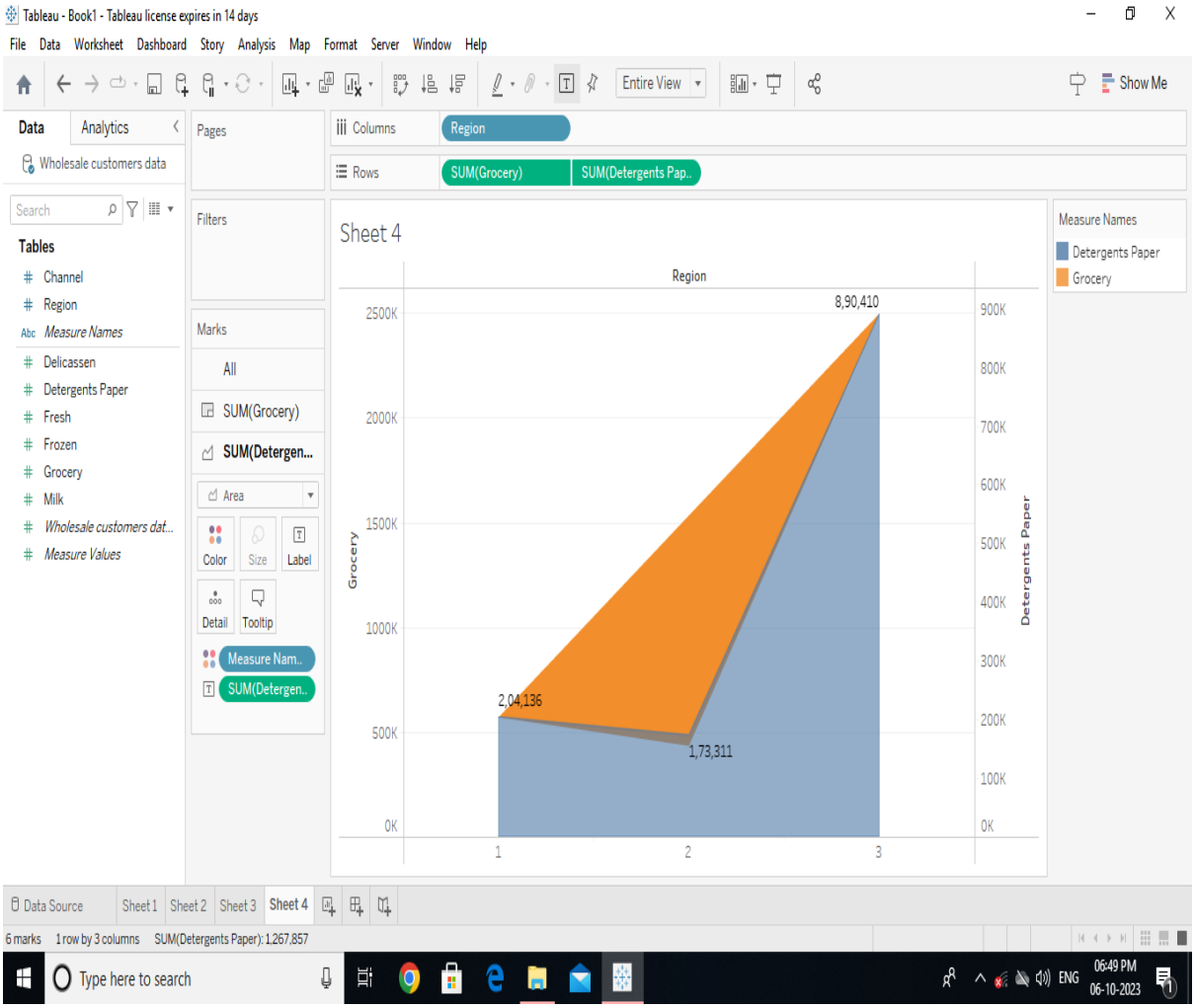
Activity1.1: KPI's



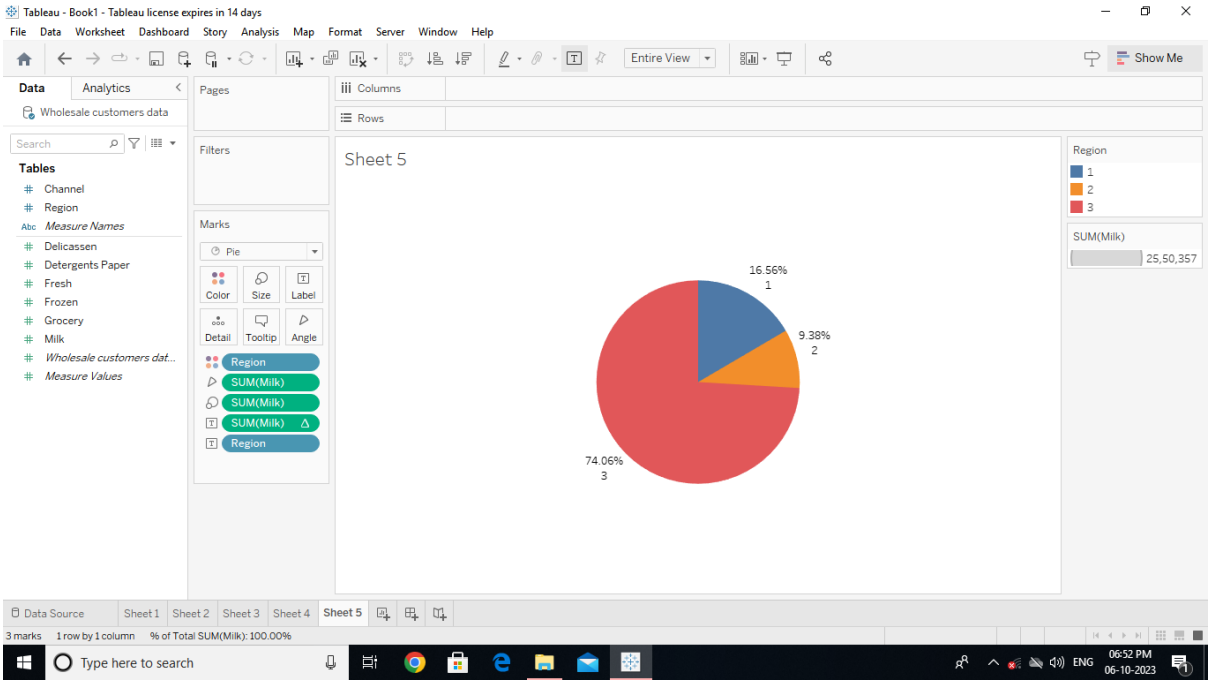




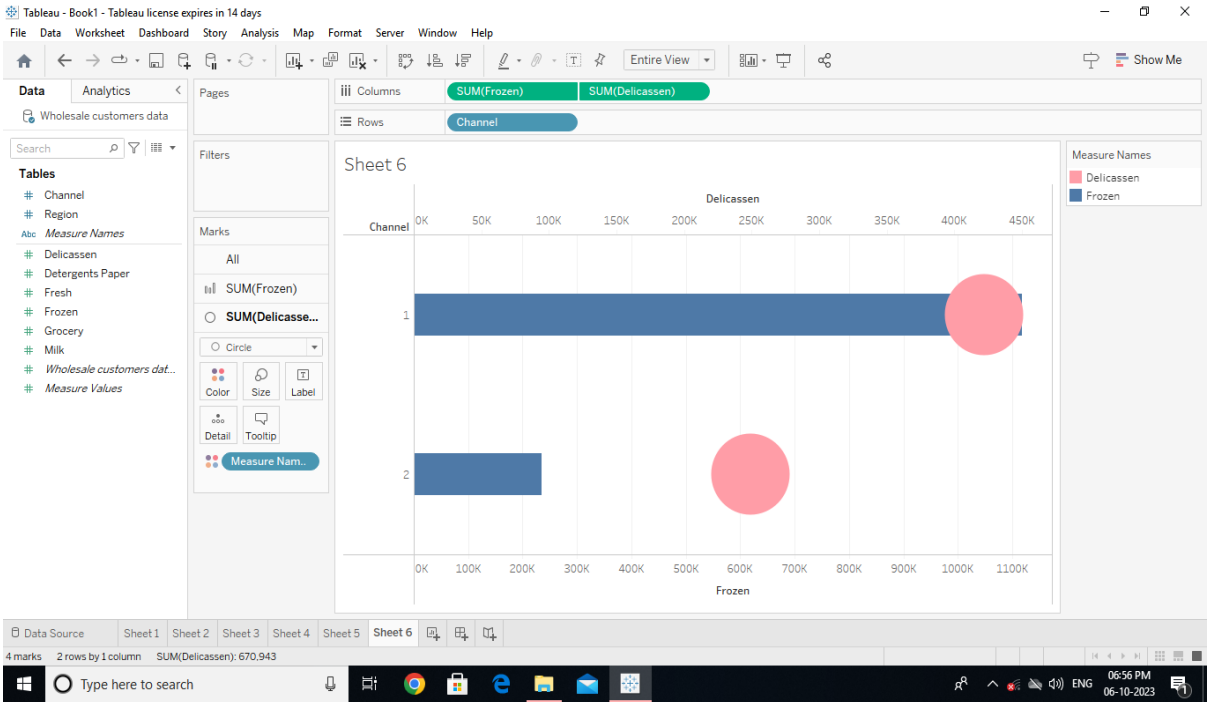
Activity1.2:Region Wise Detergent paper And Grocery



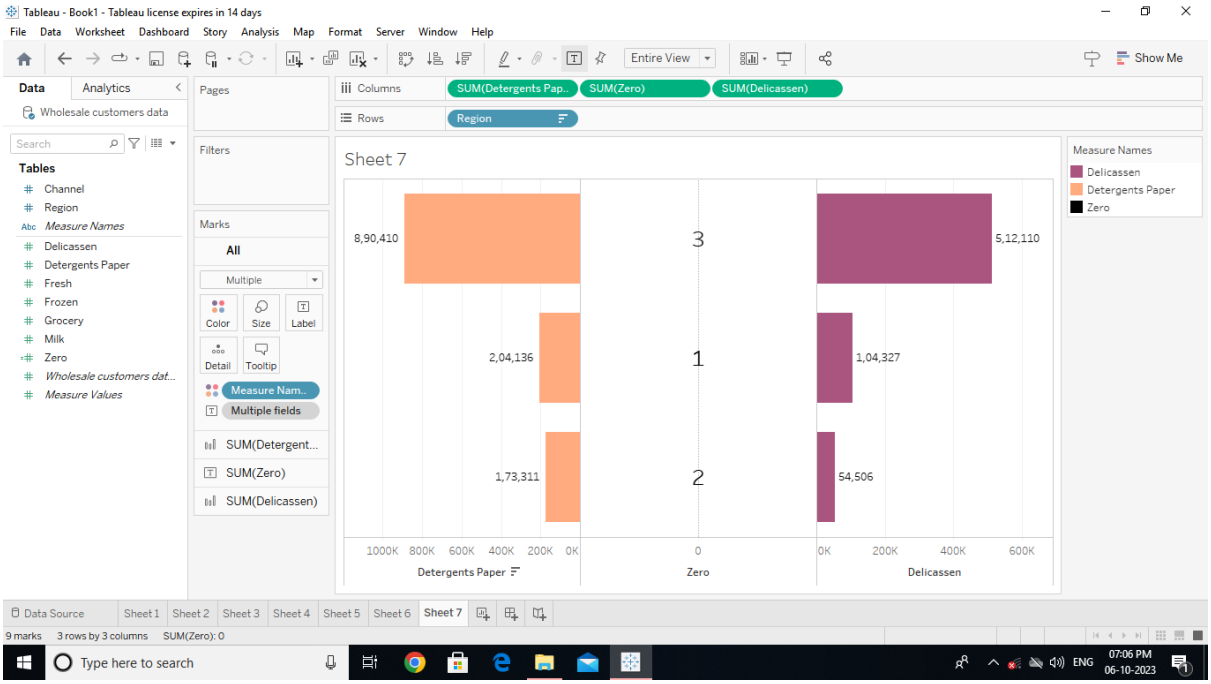
Activity1.3:Region wise Milk



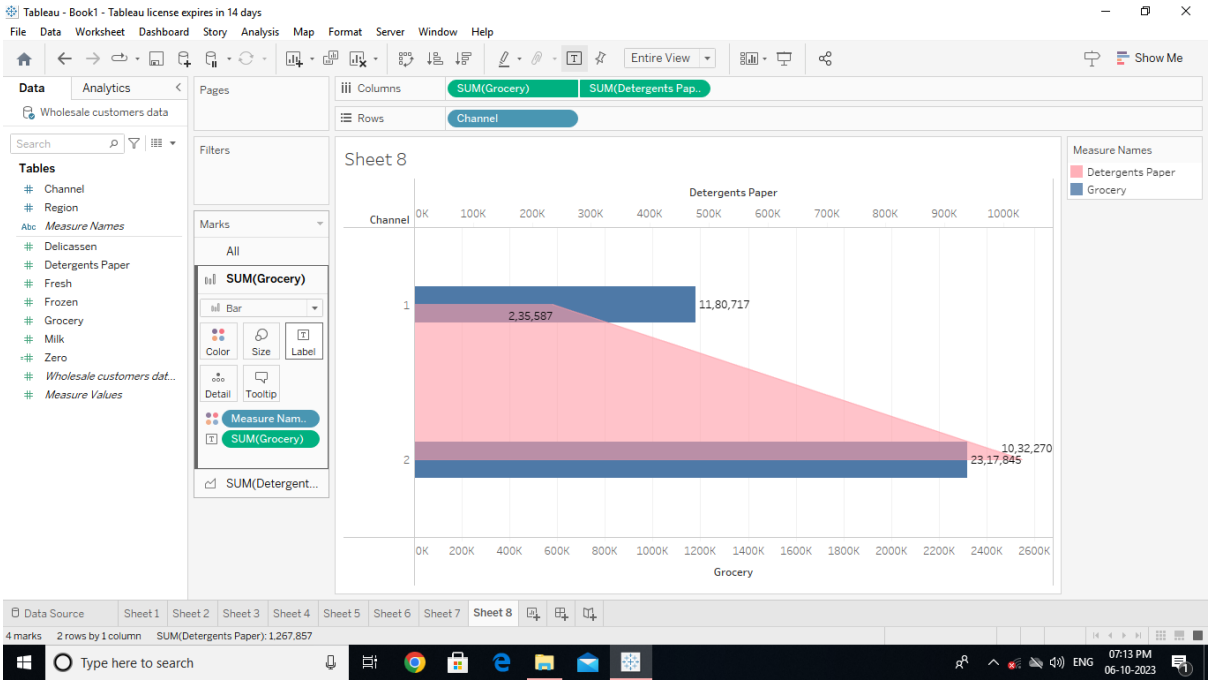
Activity1.4:Channel wise frozen and Delicassen



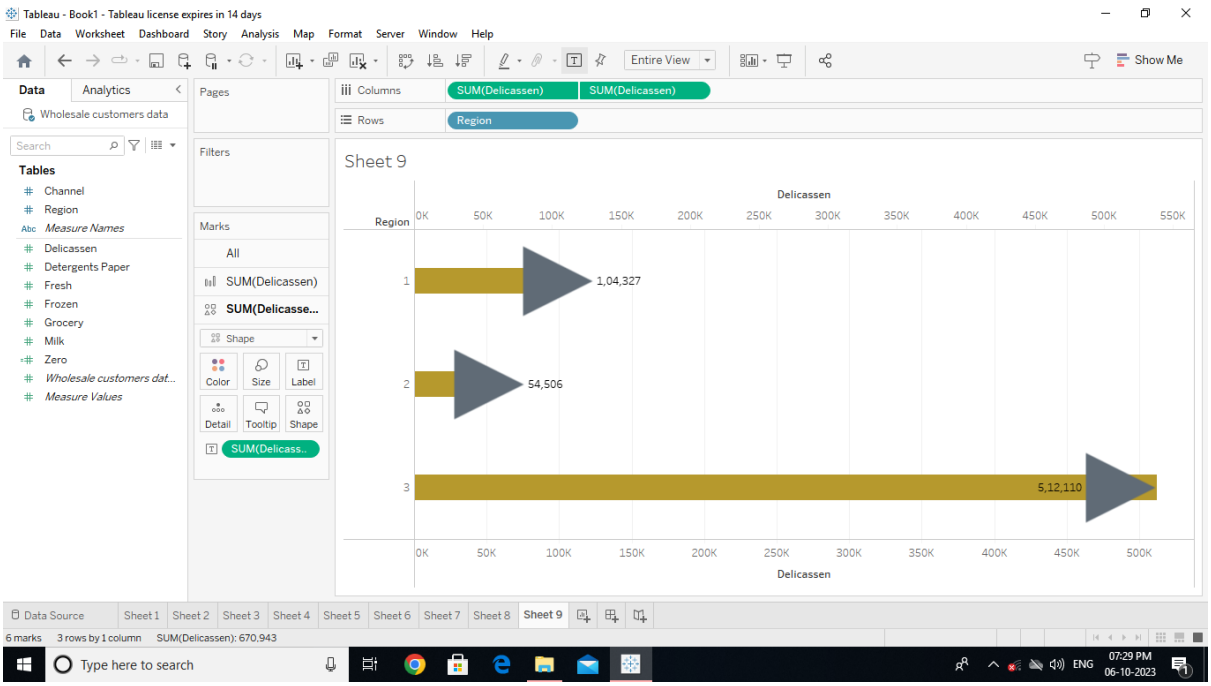
Activity1.5:Region Wise Delicassen and Detergent paper



Activity1.6:Channel Wise Grocery and detergent paper



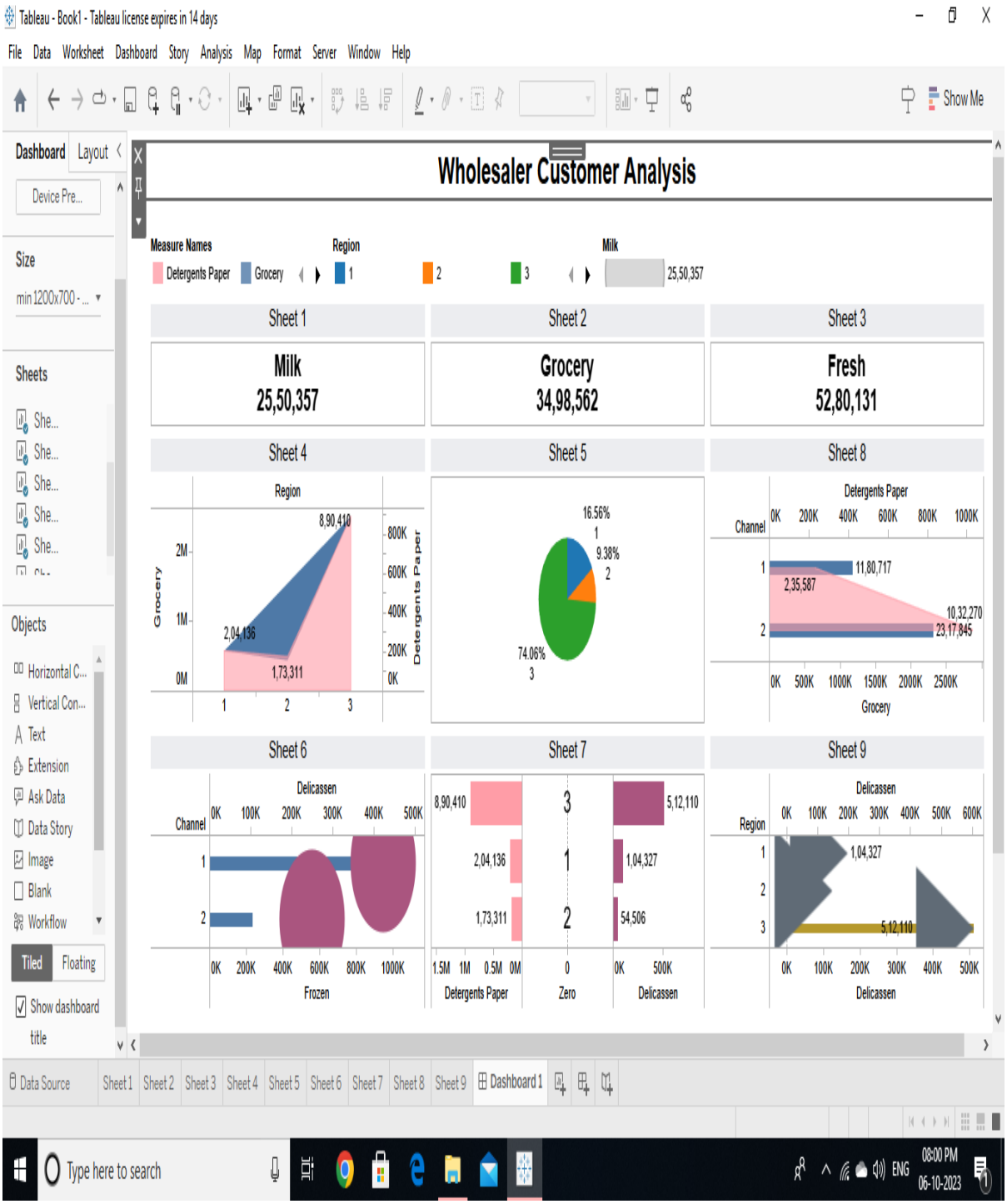
Activity1.7:Region Wise Delicassen



MILESTONE 5: Dashboard

A dashboard is a graphical user interface(GUI)that display information and data in an organisation.

Activity1:Responsive and design of dashboard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Grocery
34,98,562
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Fresh
52,80,131
Sheet 4
Region
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8,90,410
2,04,136
1,73,311
Sheet 5
16.56%
9.38%
74.06%
Sheet 8
Detergents Paper
Channel
11,80,717
2,35,587
10,32,270
23,17,845
Grocery
Sheet 6
Delicassen
Channel
Frozen
Sheet 7
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1,73,311
5,12,110
1,04,327
54,506
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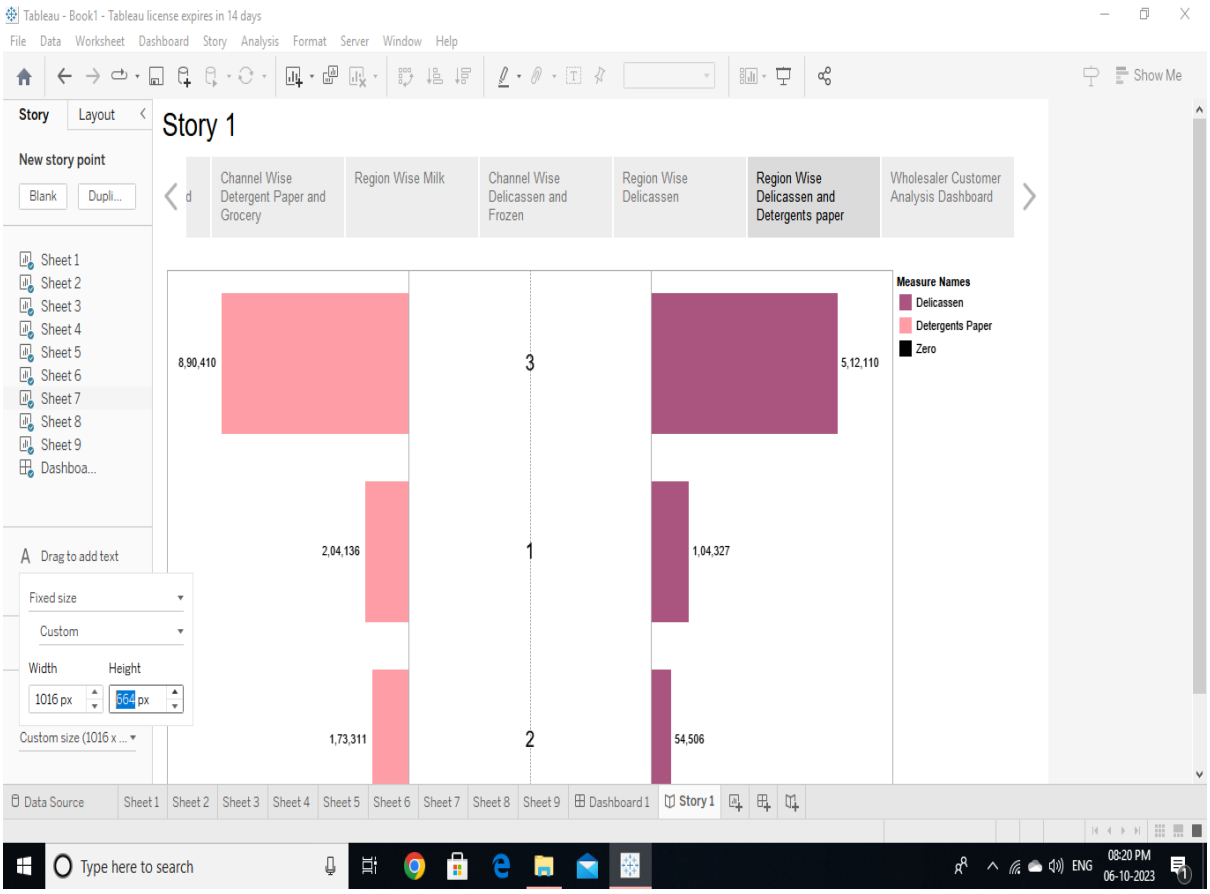
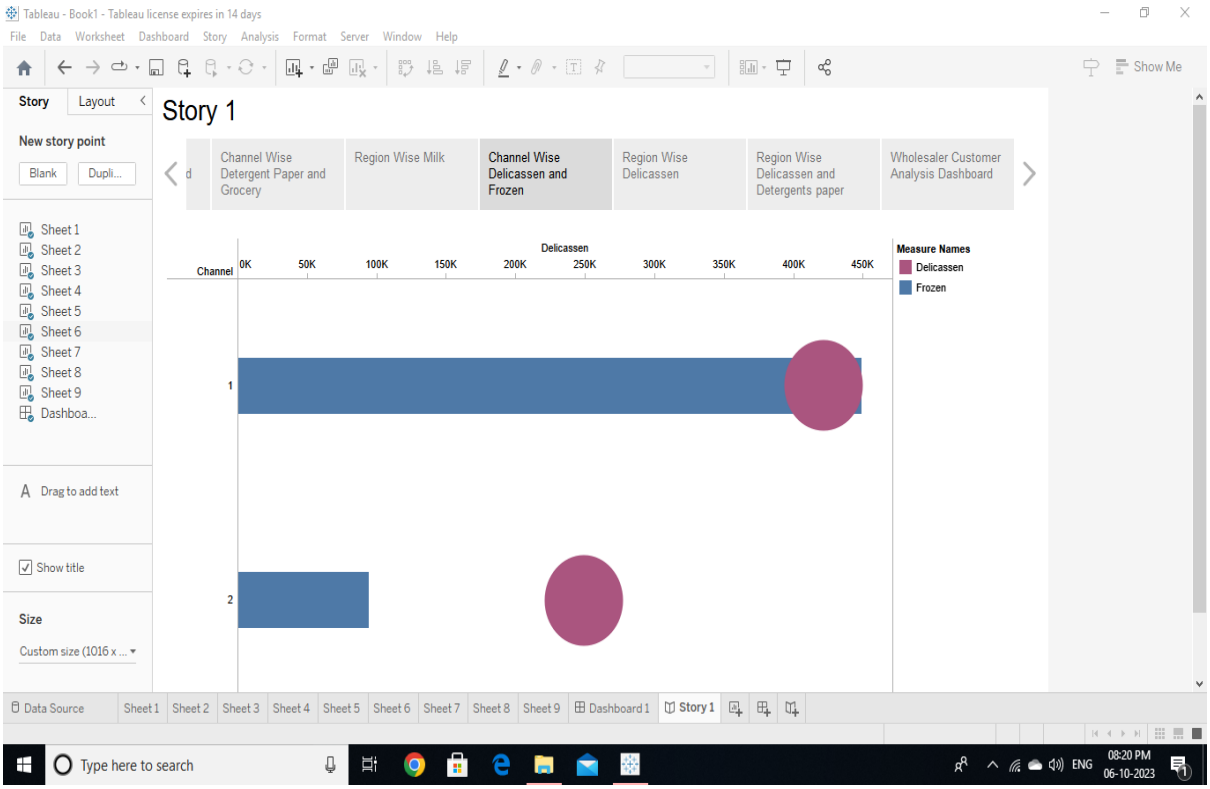
MILESTONE 6:Story

A data story is a way of presenting dat and analysis in a narrative format , with the goal the information more enaging and easier to understand.data stories can be told using a variety of mediums such as report , presentation,interactive visualization and videos.

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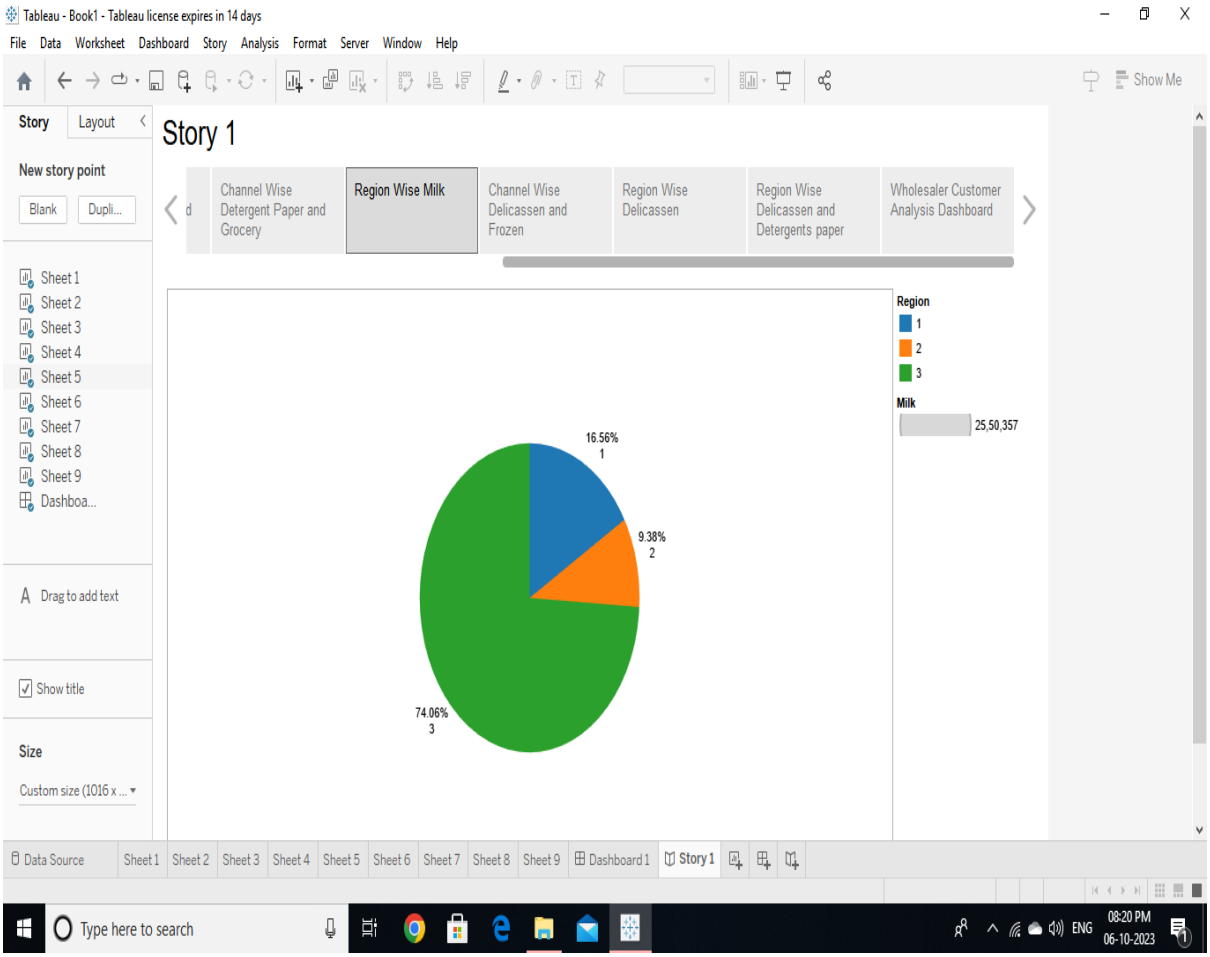
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Milk
25,50,357
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Data Source
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Dashboard 1
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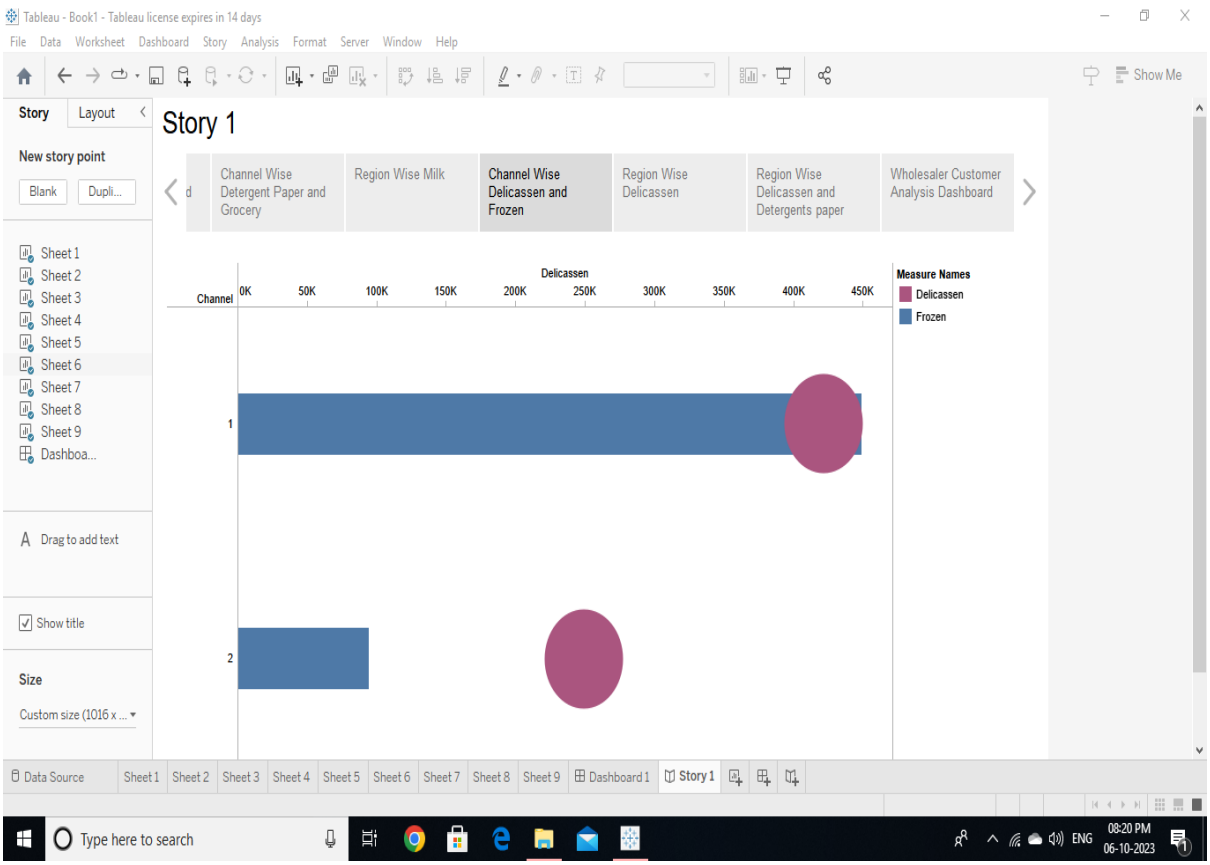
MILESTONE7:Performance Testing

Activity1:Amount of data rendered to tableau

- The amount of data that is rendered to tableau depends on the size of the dataset.

Activity2:Utilization of Data filters



Activity3:No of calculation Fields

- Delicassen
- Detergent paper
- Fresh
- Frozen
- Grocery
- Milk

- Zero
- Wholesale custormers data
- Measure Value

Activity4:No of Visualizations/Graphs

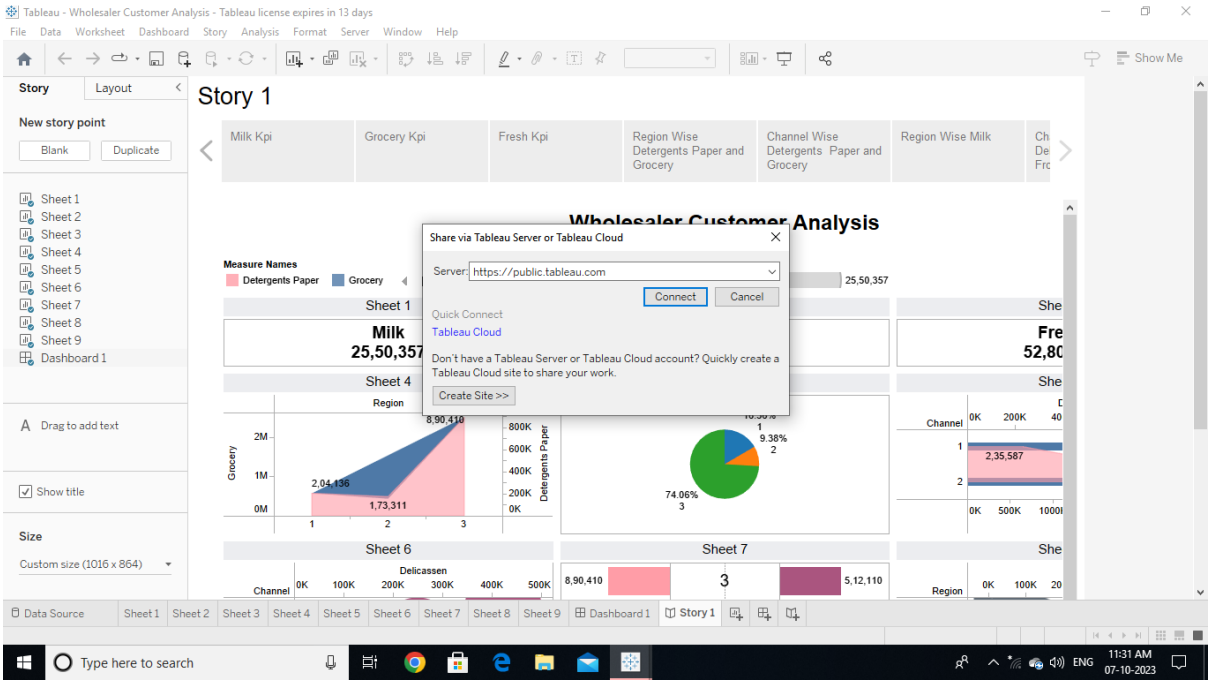
1. KPI
2. Region Wise Detergent paper and grocery
3. Region wise milk
4. Channel wise frozen and Delicassen
5. Region wise Delicassen and Detergent paper
6. Channel Wise grocery and detergent paper
7. Region Wise Delicassen

MILESTONE8:Publishing

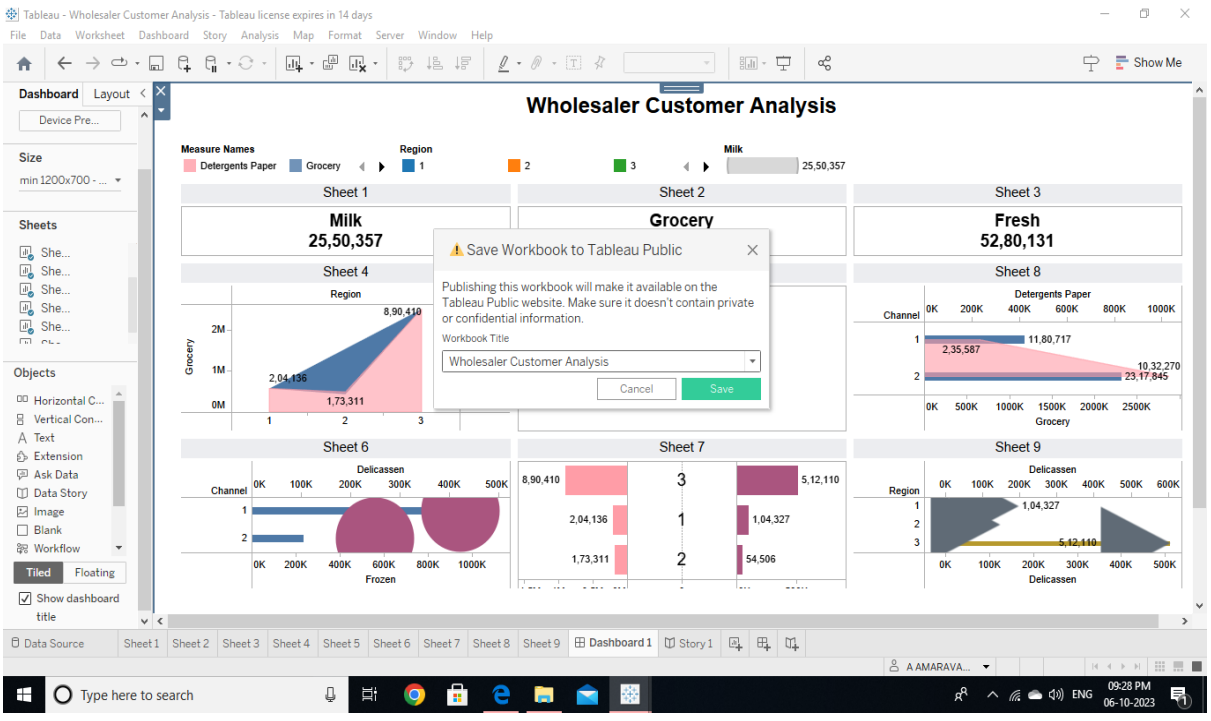
Publishing helps us to track and monitor key performance metrics to communicate results and progress . help a publisher stay informed make batter decision and communicate their performance to other.

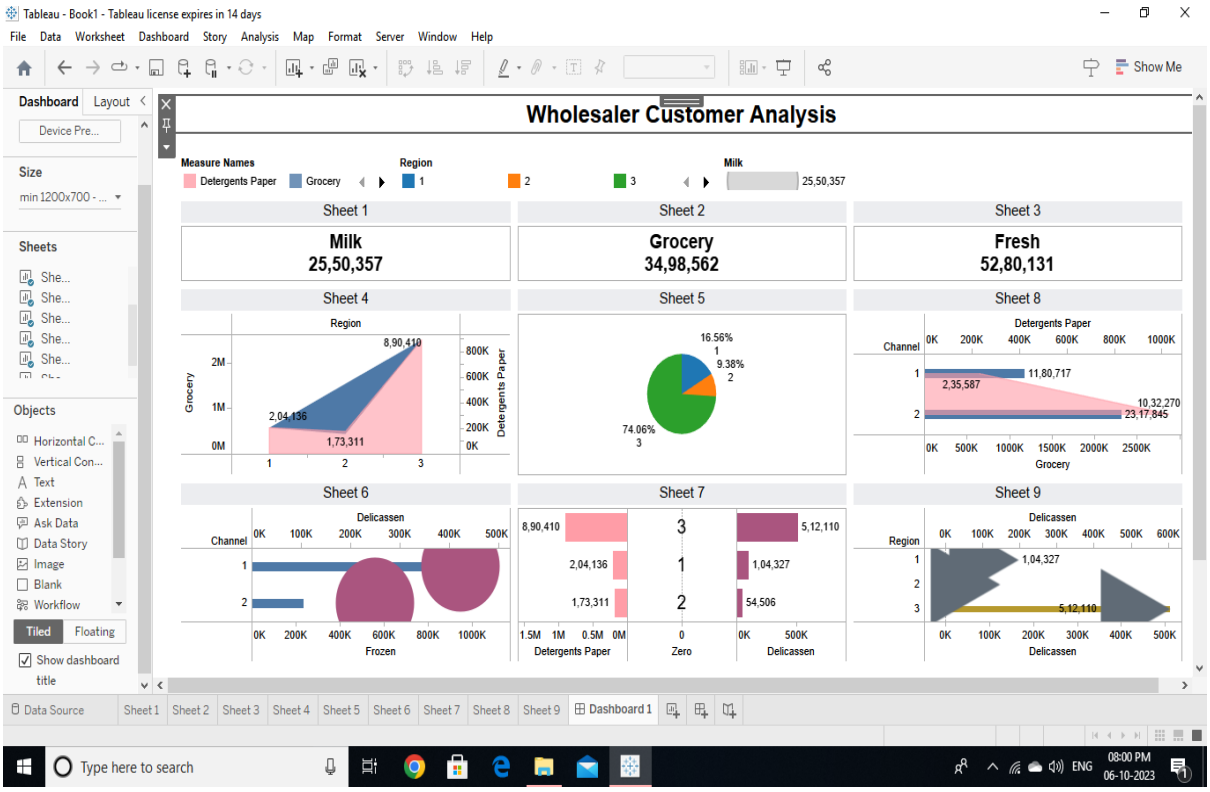
Publishing dashboard and reports to tableau public

Step 1:Go to dashboard/story ,click on share button on the top ribbion.



Step 2: Once you click on connect it will ask you for tableau public user name and password.

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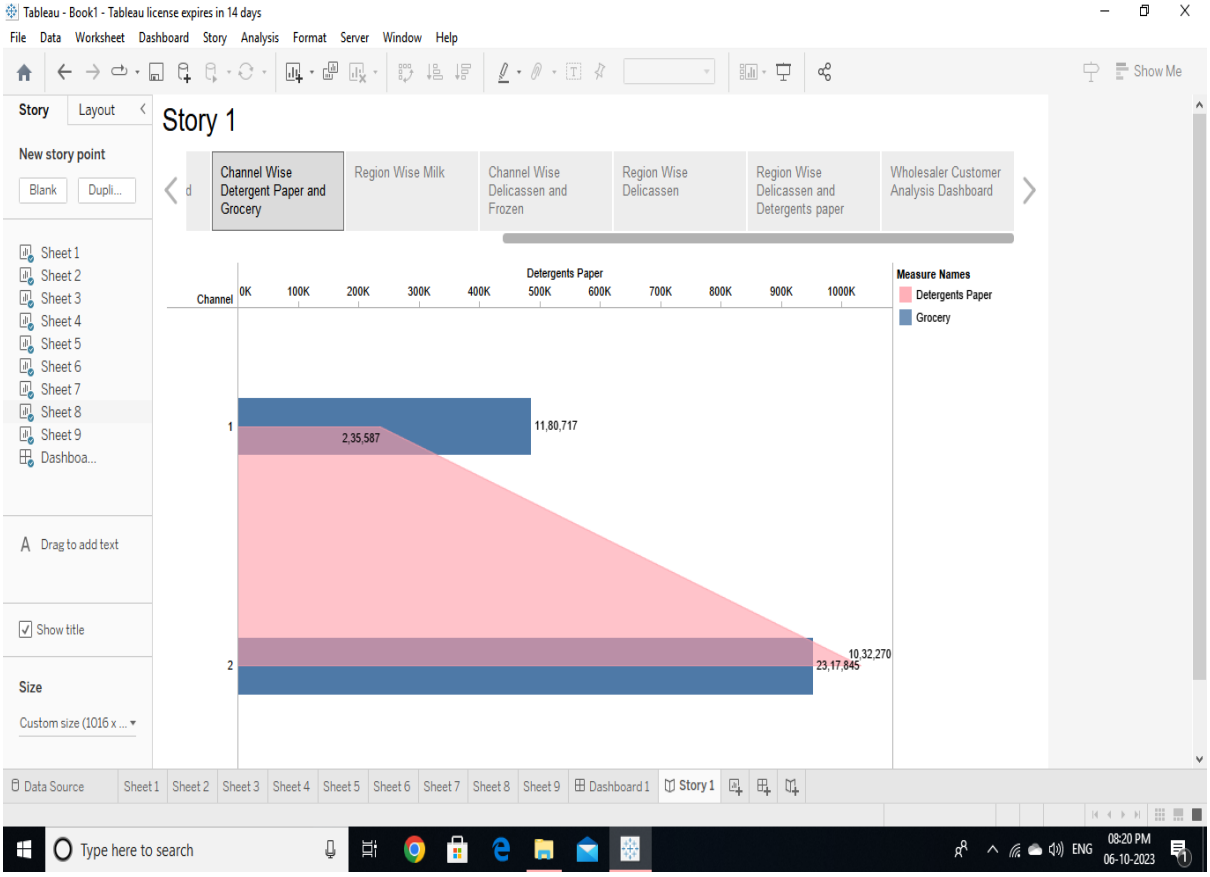
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Wholesaler Customer Analysis Dashboard
Detergents Paper
Measure Names
Detergents Paper
Grocery
Channel
11,80,717
2,35,587
10,32,270
23,17,845
Dashboard 1
Story 1

ADVANTAGES&DISADVANTAGES

Advantage:

- Resources are automatically allocated to be utilized in the most effective way.
- Consumers have a wide variety of products to choose from
- Innovation is encouraged because of the profit motive and self internet of the market participants
- Competition ensure better quality products ,hard working labor and hence overall high efficiency
- The economy offers a high chance of wealth
- Products and services are produced based on the customer demands and what they are willing to pay
- Market research provides significant for business such as informed decision making ,targeted marketing and a competitive edge
- The benefits of a increased efficiency, production,and innovation
- It improves communication at all stages of the buying process
- Promotes your business to target audience
- Marketing allows you to know customer better
- Conducting a market analysis can benefit you in several ways to helping you to spot trends and opportunities in your industry

Disadvantages:

- **Damage to the environment :**economic activities can damage the environment the well being of the environment is not the focus of the market economy.
- **Monopolies:** technology breakthroughs can result in monopolies.Monopolies tend to advantages of consumer.
- **The disparity between income and wealth:** if the return on capital is higher than the economic growth it will cause an income and wealth disparity. Destabilizing the economy in the long run.
- **Automatic resource allocation:** may result in specific not very profitable not very profitable yet vital sector left off without enough resources which might have severe consequences over the long run.
- **Crises prone:** for example the project motive may result in the adoption of automation and worker expoitation there by dropping the disposable income and hence reducing consumption
- **Inequality:**It faces inequality problem among the citizens.
- **Profit as a motive:**As the government is in no control of production profit is the no motive for the production of goods.
- **Unemployment:** It may rise as there is no government check in the market.

CONCLUSION:

Market insights are guiding organisation through the complexities of the business landscape.by leveraging these insights ,business Can make a decision that not only.A market economy is an economy that allows the free flow of goods and sevices on the interaction of demand and supply.

FUTURE SCOPE:

- Develop the marketing research plan
- Prioritize projects with high rent of investment
- Develop products Strategy
- Requires significant time investment
- Improving brand recognition