GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

COIMBATORE -641 018

DEPARTMENT OF MATHEMATICS

NAANMUDHALVAN COURSE: DATA ANALYTICS WITH TABLEAU

CLASS : III YEAR B.SC MATHEMATICS – SEMESTER : 5

PROJECT REPORT

(PROJECT DOCUMENTATION)

NM TEAM NUMBER : 11

NM TEAM ID : NM2023TMID33356

NM PROJECT TITLE : Unveiling Market Insights: Analysing Spending Behaviour And Identifying Opportunities For Growth

MENTOR : Dr MALATHY THANGAVELU M.Sc., M.Phil., B.Ed., Ph.D.

ASSOCIATE PROFESSOR

SUBMITTED BY

Abirami . S

Suryaprakash.S

Vickraman .S

Ranjith.A

SUBMITTED TO

SmartBridge Educational Services Pvt. Ltd.

1)Introduction:

The "Unveiling Market Insights" project report aims to provide a comprehensive analysis of market trends, consumer behaviour, and industry dynamics in order to assist businesses in making informed decisions and staying competitive in today's dynamic marketplace. In this report, we will delve into various aspects of market research and analysis, highlighting key methodologies, findings, and their implications.

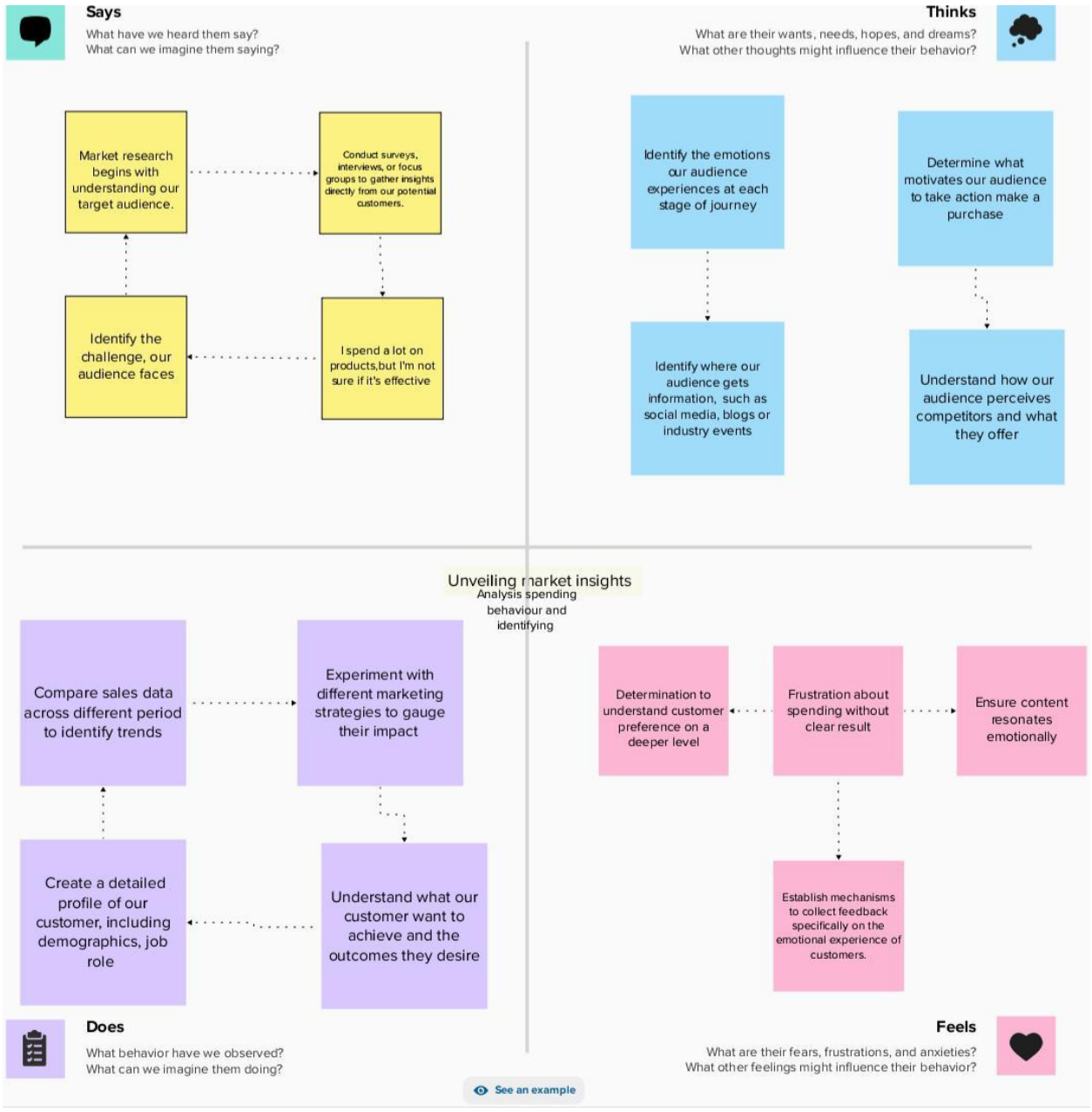
"Unveiling Market Insights" will serve as a valuable resource for businesses seeking to thrive in a rapidly evolving market. By providing a thorough analysis of market dynamics, consumer behaviour, and competitive landscapes, this report aims to empower organizations with the knowledge needed to make informed decisions and remain competitive in today's dynamic business environment.

Objectives of the Project:

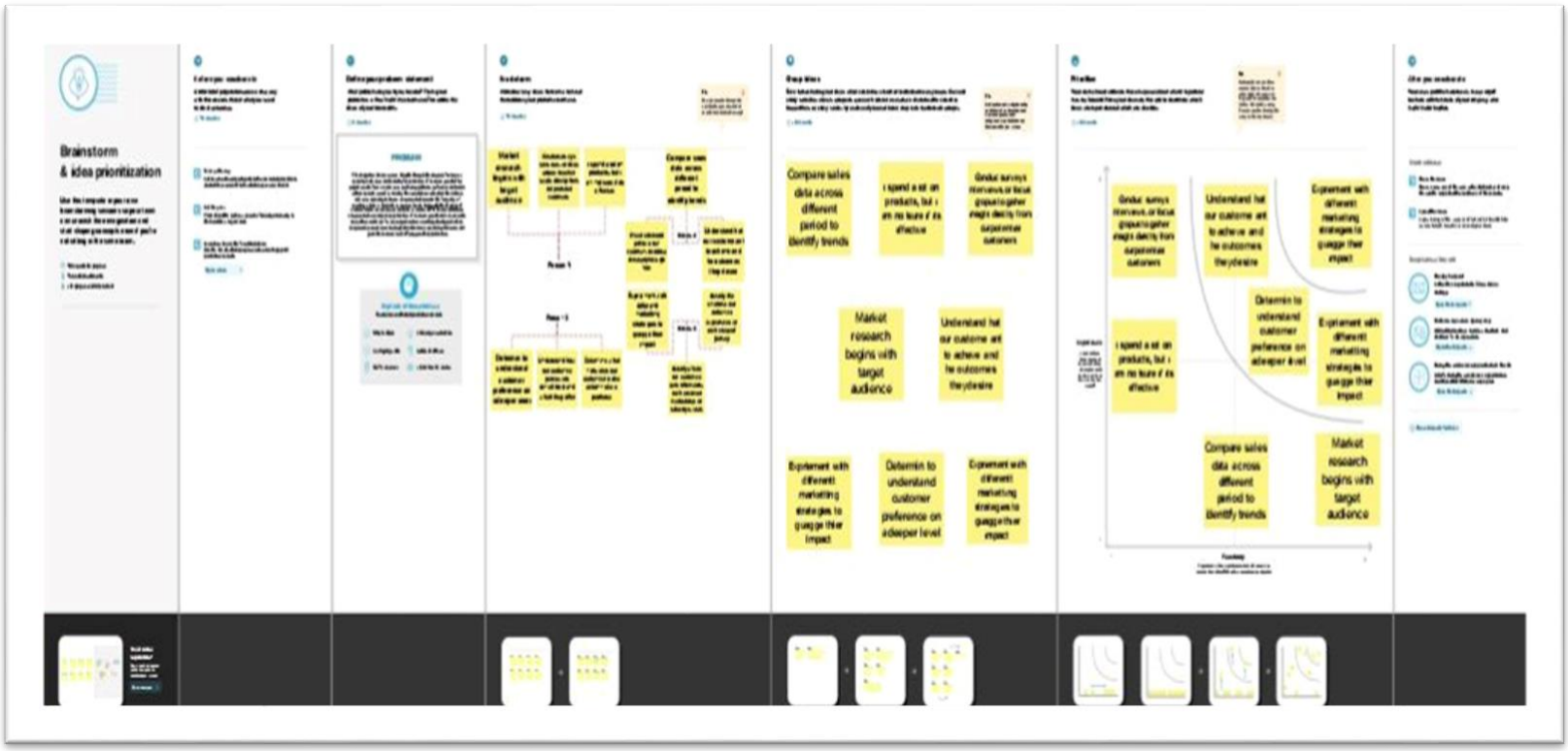
- To uncover emerging trends and opportunities within the target market.
- To understand consumer preferences, behaviours, and purchasing patterns.
- To analyse competitive landscapes and identify potential threats.
- To provide actionable insights that can guide strategic decision-making

2) Problem definition & Design thinking:

- Empathy map



- Brainstorming map



3) Results:

- Dashboard

Unveiling market insights

Milk kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper and Grocery	Channel Wise Detergent paper and Grocery	This Graph Represents Percentage Of Total Milk Along Region Wi..	Channel Wise Delicassen and Frozen

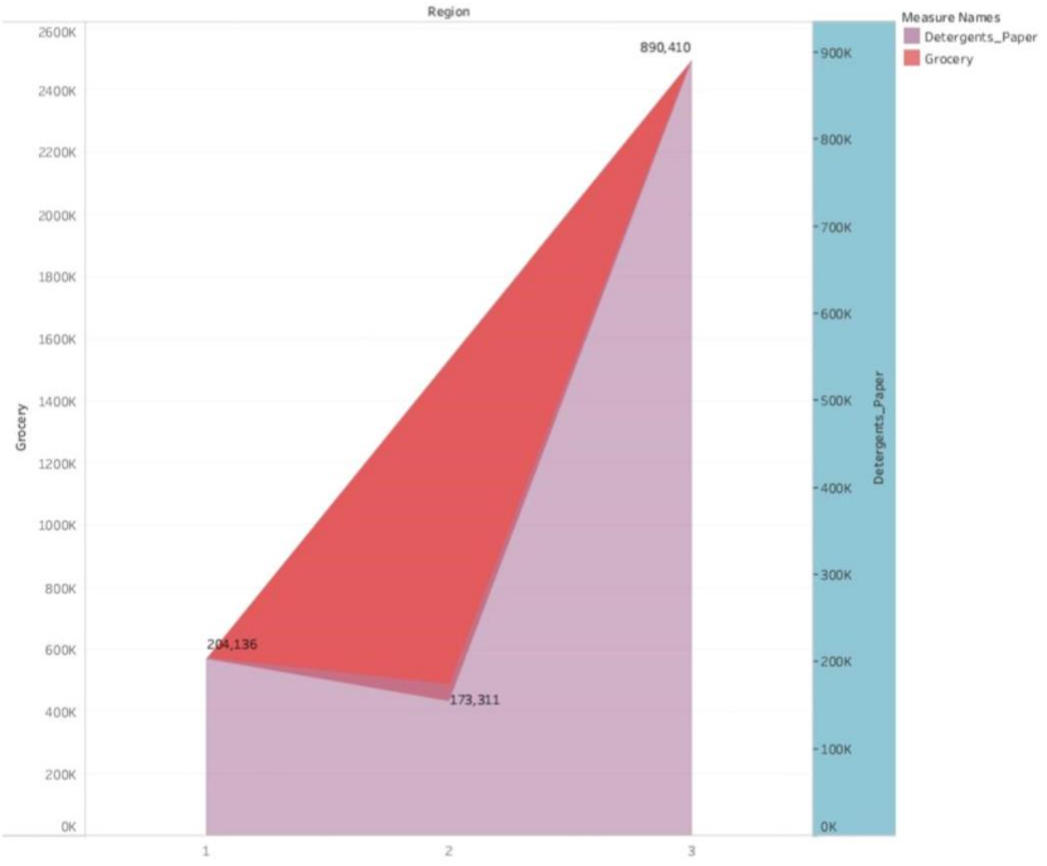
Milk
2,550,357

Milk kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper and Grocery	Channel Wise Detergent paper and Grocery	This Graph Represents Percentage Of Total Milk Along Region Wi..	Channel Wise Delicassen and Frozen

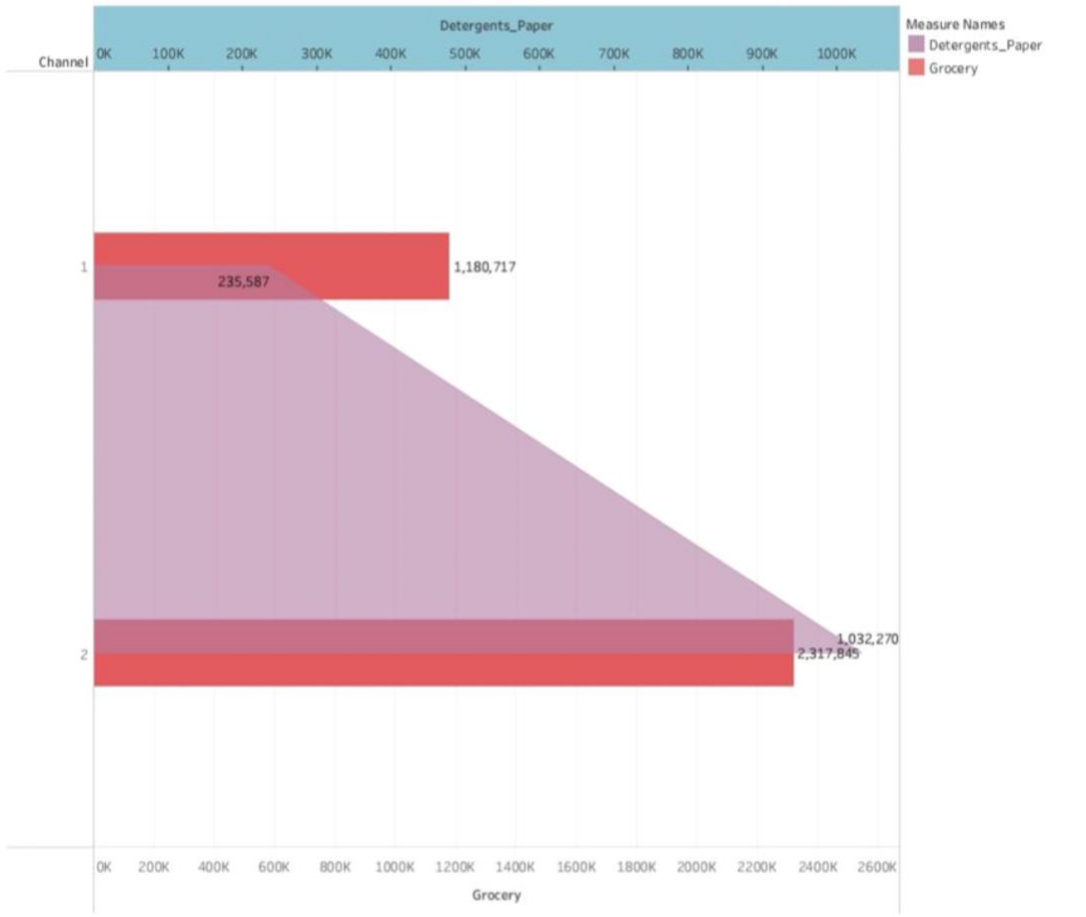
Grocery
3,498,562

Fresh
5,280,131

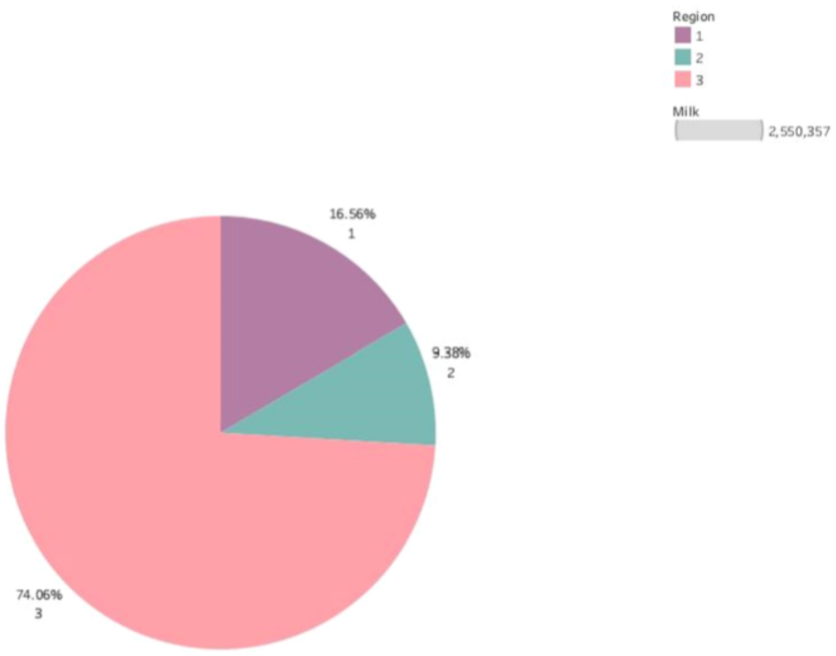
Milk kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper and Grocery	Channel Wise Detergent paper and Grocery	This Graph Represents Percentage Of Total Milk Along Region Wi..	Channel Wise Delicassen and Frozen



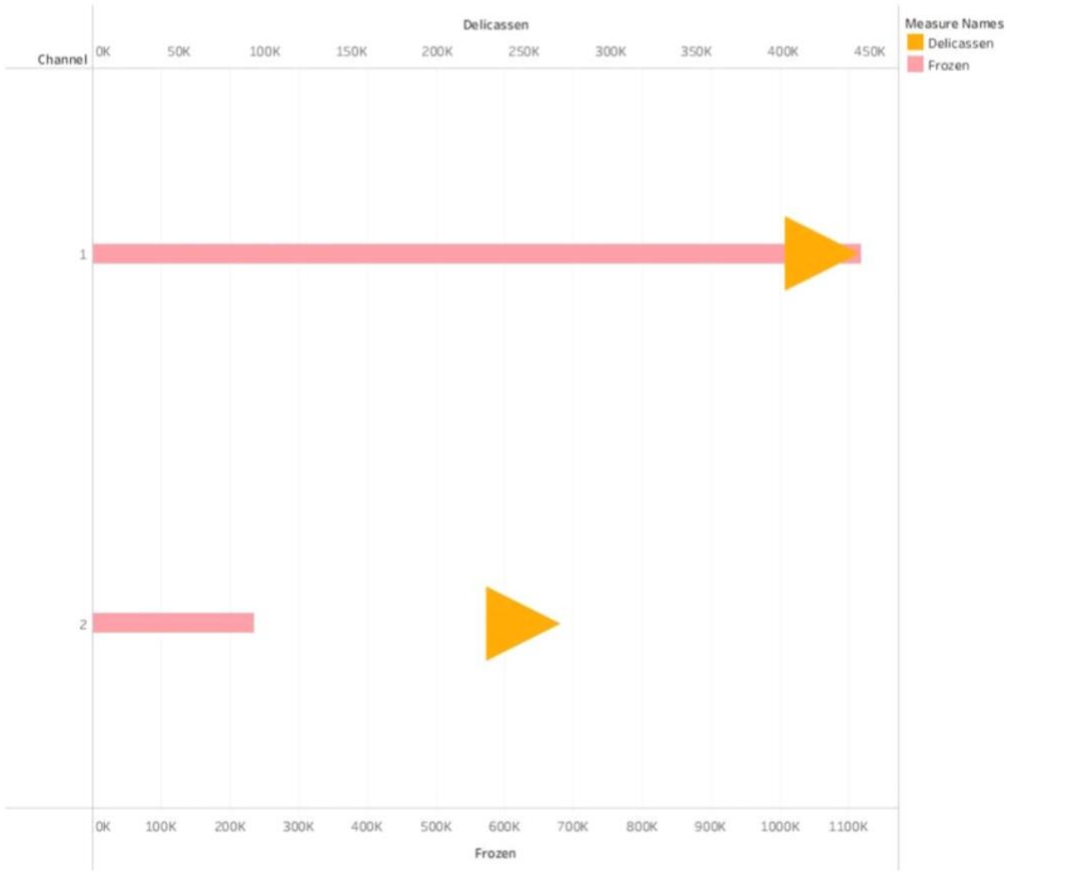
Grocery Kpi | Fresh Kpi | Region Wise Detergent Paper and Grocery | **Channel Wise Detergent paper and Grocery** | This Graph Represents Percentage Of Total Milk Along Region Wi.. | Channel Wise Delicassen and Frozen | Region Wise Delicassen



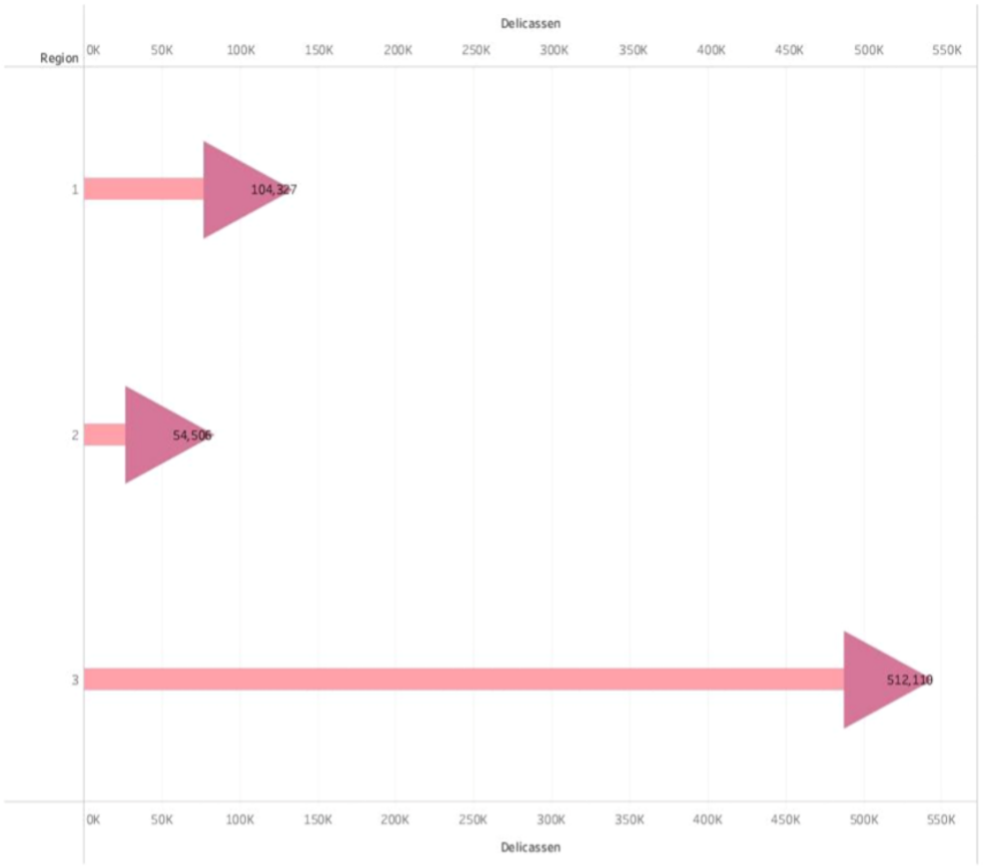
Fresh Kpi	Region Wise Detergent Paper and Grocery	Channel Wise Detergent paper and Grocery	This Graph Represents Percentage Of Total Milk Along Region Wi..	Channel Wise Delicassen and Frozen	Region Wise Delicassen	Region Wise Delicassen and detergents paper



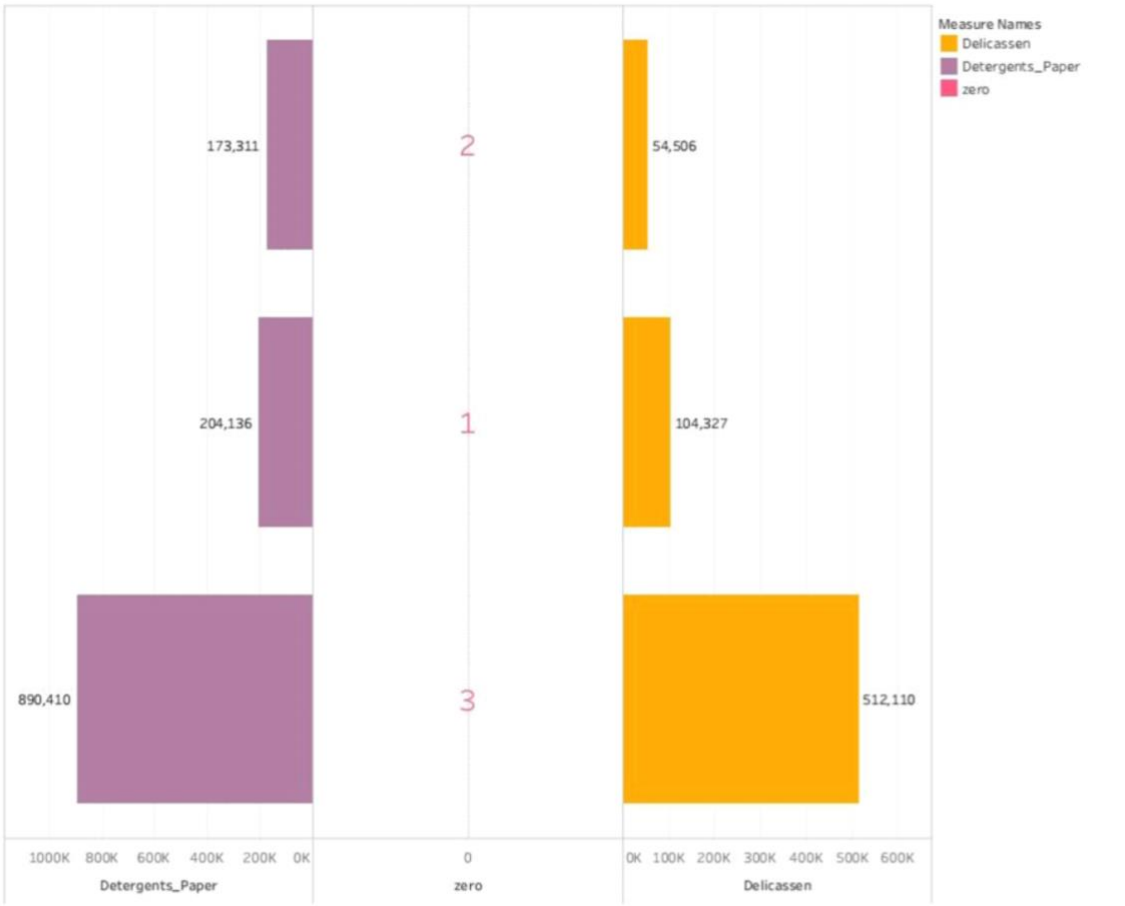
Region Wise Detergent Paper and Grocery | Channel Wise Detergent paper and Grocery | This Graph Represents Percentage Of Total Milk Along Region Wi.. | **Channel Wise Delicassen and Frozen** | Region Wise Delicassen | Region Wise Delicassen and detergents paper | wholesaler Customer Analysis Dashboard

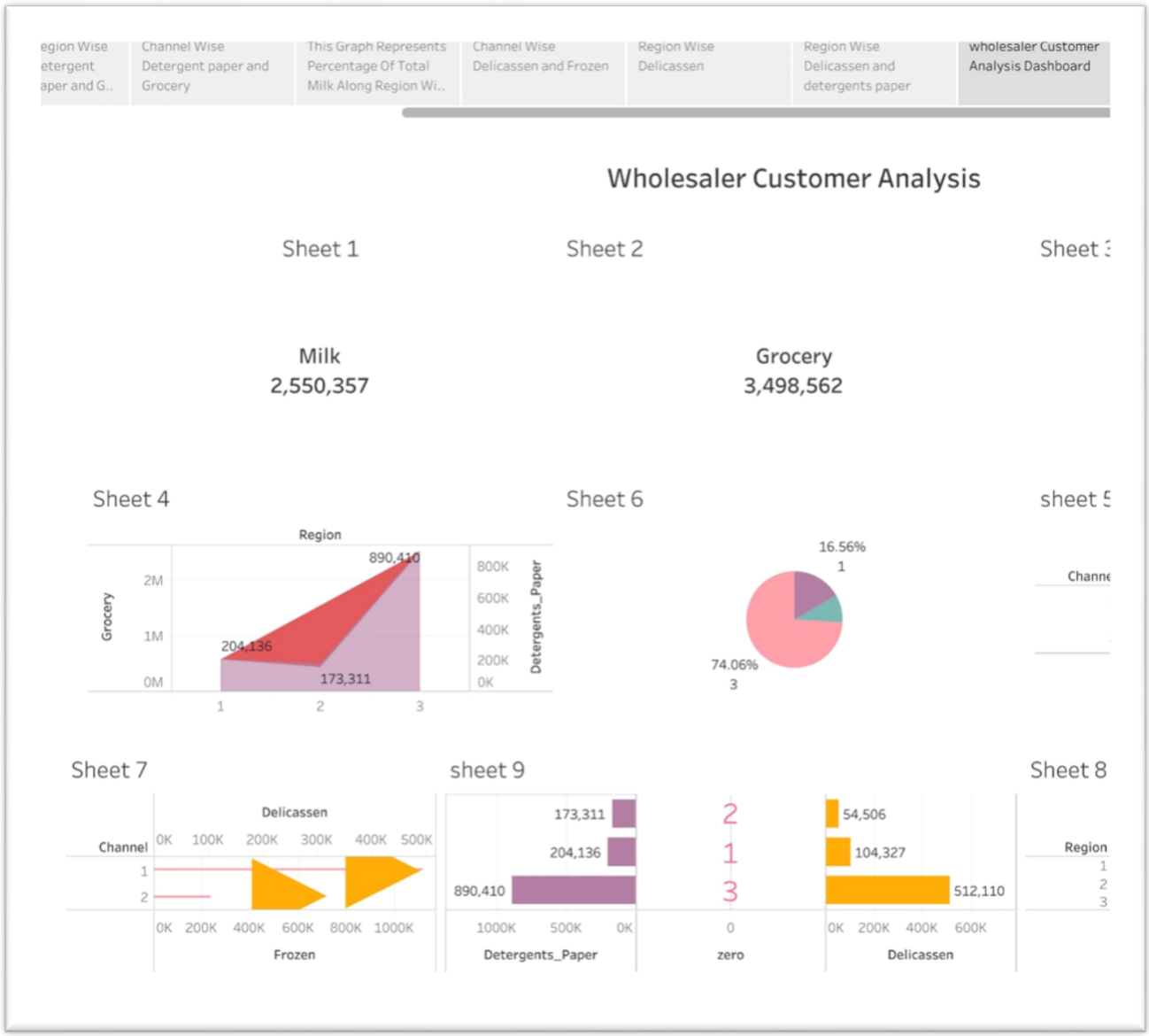


Region Wise Detergent Paper and G.. | Channel Wise Detergent paper and Grocery | This Graph Represents Percentage Of Total Milk Along Region Wi.. | Channel Wise Delicassen and Frozen | **Region Wise Delicassen** | Region Wise Delicassen and detergents paper | wholesaler Customer Analysis Dashboard



Region Wise Detergent Paper and G.. | Channel Wise Detergent paper and Grocery | This Graph Represents Percentage Of Total Milk Along Region Wi.. | Channel Wise Delicassen and Frozen | Region Wise Delicassen | **Region Wise Delicassen and detergents paper** | wholesaler Customer Analysis Dashboard





- Story for unveiling market insights

4) Advantage & Disadvantage :

Advantages :

- Market insights are based on data and analytics, enabling businesses to make informed and evidence-based decisions
- Access to market trends and competitor analysis allows a company to stay ahead of its competitors and adapt to changing market conditions.
- Insights can guide the development of new products or improvements to existing ones, ensuring they meet customer needs.
- Understanding the audience's preferences and behaviour enables businesses to tailor their marketing strategies for better engagement and conversion.
- Insights can identify potential risks and threats, allowing companies to proactively address them before they become major issues
- By understanding customer preferences, businesses can optimize their operations, reducing waste and unnecessary expenses.

Disadvantages:

- The quality of insights depends on the accuracy of the data sources. Inaccurate data can lead to poor decision-making.
- Gathering and analysing market data takes time, and insights may become outdated before they can be acted upon.
- Too much data can be overwhelming, making it challenging to extract meaningful insights.

- Collecting customer data can raise privacy concerns and may lead to regulatory issues if not handled properly.
- Employees and stakeholders may resist changes based on market insights, leading to implementation challenges

5) Application :

- Product Development: Market insights help in understanding consumer preferences and needs, guiding the development of new products or improvements to existing ones.
- Marketing Strategy: Insights inform marketing campaigns, targeting the right audience, and crafting compelling messages to maximize effectiveness.
- Competitive Analysis: Understanding competitors' strengths and weaknesses allows businesses to develop strategies to gain a competitive edge.
- Customer Segmentation: Insights help in segmenting the customer base for targeted marketing and personalized experiences.
- Sales Forecasting: Predictive insights can assist in forecasting sales trends and optimizing inventory management

6) Conclusion :

Unveiling market insights can provide valuable information for businesses to make informed decisions and stay competitive. In conclusion, a thorough analysis of market data and trends is essential for success in today's dynamic business environment. It enables companies to identify opportunities, understand customer needs, and adapt strategies accordingly, ultimately leading to growth and profitability

7) Future Scope :

- Market Segmentation: We will identify and categorize market segments based on demographics, psychographics, and other relevant factors.
- Consumer Surveys: Conduct surveys to gather data on consumer preferences, satisfaction levels, and brand perception.
- Competitor Analysis: Evaluate the strengths and weaknesses of key competitors in the market.
- Data Collection and Analysis: Gather data from various sources, including surveys, market reports, and industry databases.

- Trend Analysis: Identify and analyse current and emerging trends that are shaping the market.
- Recommendations: Provide actionable recommendations and strategic insights based on the research findings.

Thank you!