



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



BHUVANESH,ABISHEK

Short summary of the persona

wholesaling or distributing is the saie of goods to retailer to industrial,commercial,insttutional or other professional buinessman to other wholesalers (wholesale businesses) and related subordinated services

Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate

The retailer then sells the goods to the end consumer at a higher price making a profit.

The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas.In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow.

This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth
Creating Dashboard, Story using Tableau and analyzing Spending Behaviour and Identifying Opportunities for Growth.

By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth

Staying abreast of market trends is vital for entrepreneurial success. Research industry reports, subscribe to newsletters, and follow thought leaders in your field.

Project Description
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