WELCOME

UNLOCKING UNVEILING MARKET INSIGHTS WITH TABLEAU

III B SC MATHEMATICS

Type your text

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UNDER THE GUIDENCE OF

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CONTENT OF THE THESIS

➢INTRODUCTION
   ➢PROBLEM DEFINITION & DESIGN THINKING
      ➢RESULT
         ➢ADVANTAGES AND DISADVANTAGES
            ➢APPLICATIONS
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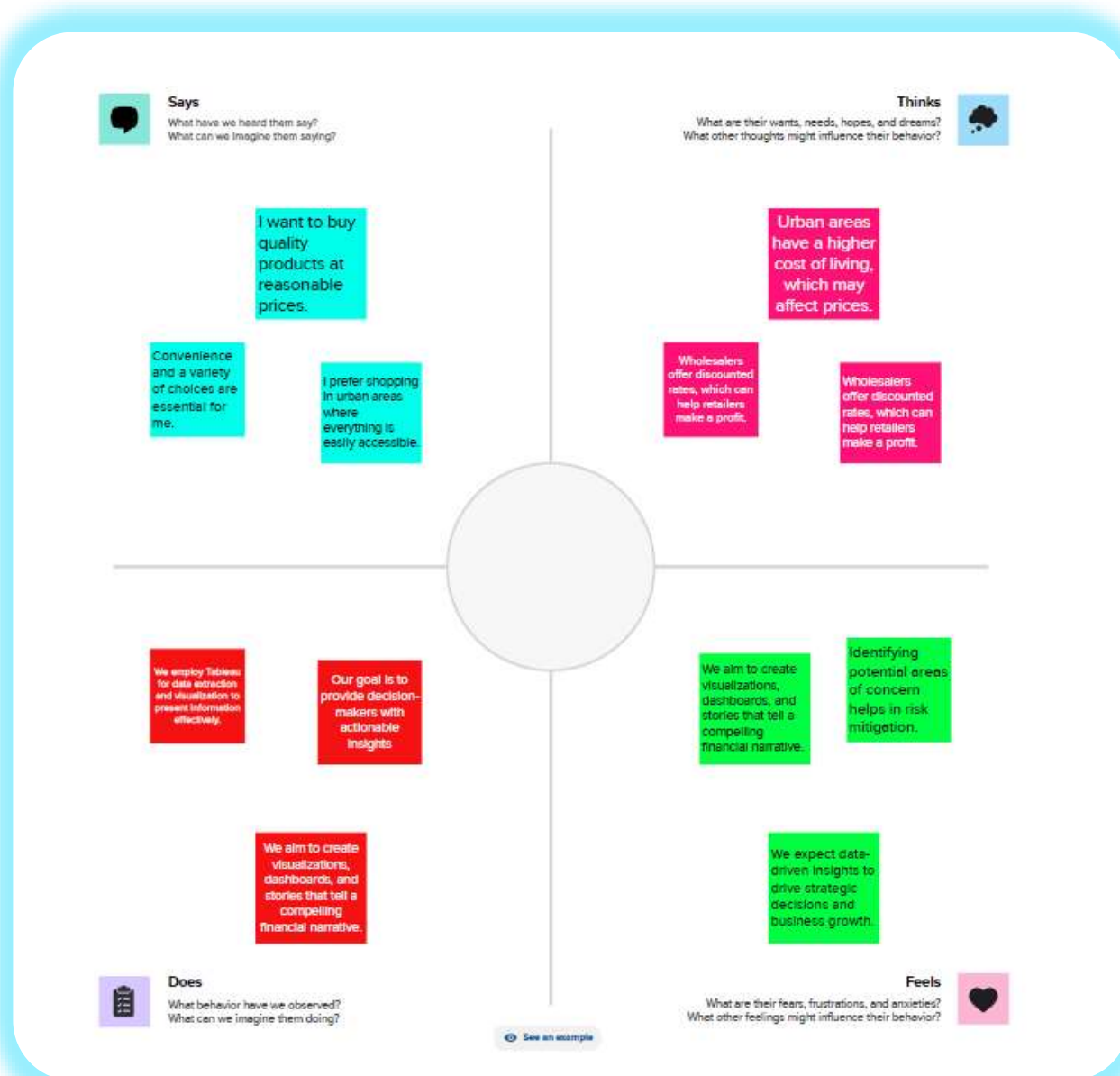## 1: INTRODUCTION

❖Markets insights provides a solid foundation for strategic decision making, minimizing risks associated with uncertainty.

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

2.1: EMPAHY MAP

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?

I want to buy quality products at reasonable prices.

Convenience and a variety of choices are essential for me.

I prefer shopping in urban areas where everything is easily accessible.

Urban areas have a higher cost of living, which may affect prices.

Wholesalers offer discounted rates, which can help retailers make a profit.

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We employ Tableau for data extraction and visualization to present information effectively.

Our goal is to provide decision-makers with actionable insights

We aim to create visualizations, dashboards, and stories that tell a compelling financial narrative.

Identifying potential areas of concern helps in risk mitigation.

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We expect data-driven insights to drive strategic decisions and business growth.

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

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

See an example

3.1: DASHBOARD

Wholesaler Customer Analysis

3.2: STORY
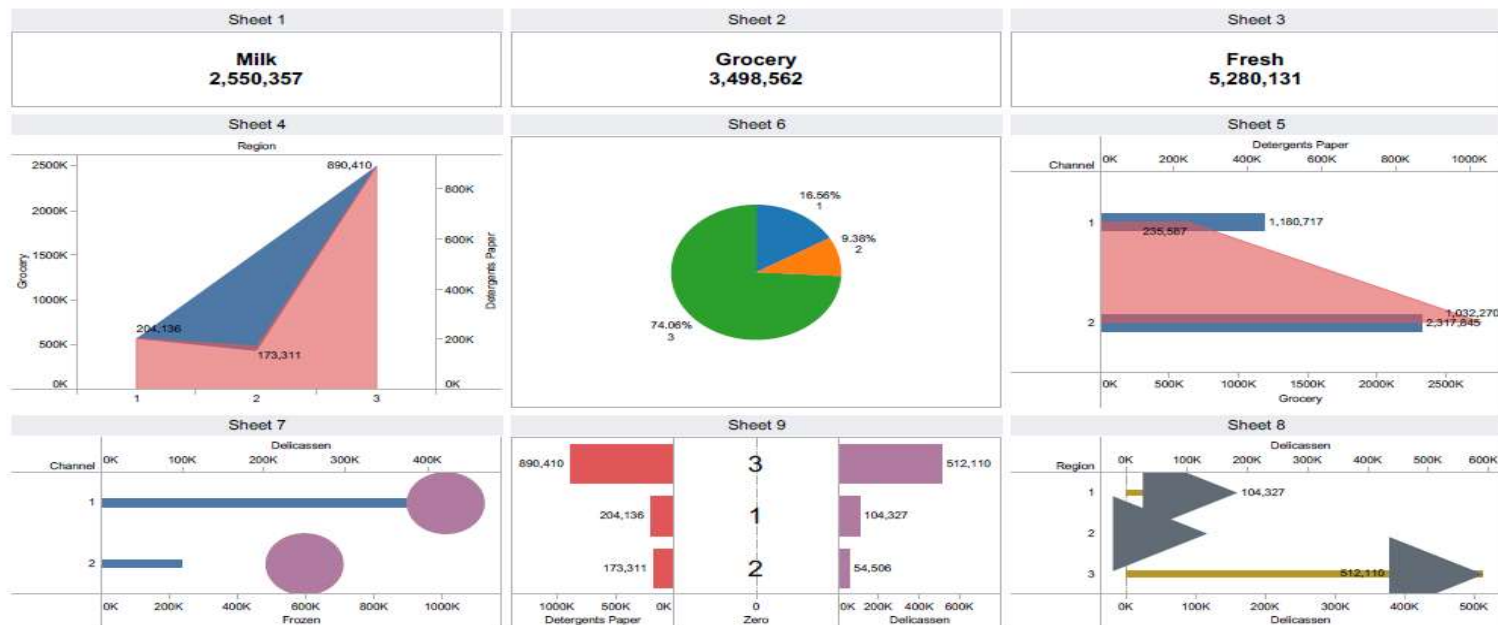
4: ADVANTAGES AND DISADVANTAGES

⊙ *ADVANTAGES:*

- **Informed Decision-Marketing:** Utilizing data analytics allows business to make informed decision based on real-time insights, leading to more effective strategies and imprived outcomes.

- **Target Marketing:** Analyzing customers spending behaviour enables businesses to create targeted marketing campaigns, increasing the likelihood of reaching the right audience with the right message.

- **Efficiency and Optimization:** By understanding customer preferences, business can optimize their operations, supply chains, and product offering, leading to improved efficiency and cost savings.

⊙ *DISADVANTAGES:*

- **Data Security Risks:** Collecting and storing large amounts of customer data pose security risks, potentially leading to data breaches and compromising customer trust.

- **Resource Intensiveness:** Implementing data analytics requires significant investments in technology, infrastructure, and skilled personnel,which can be costly for businesses, especially smaller ones.

- **Complexity and Skill Requirement:** Utilizing data analytics effectively demands specialized skills and knowledge, which might not be readily available within he organization, leading to a steep learning curve

❑Inventory Management Optimization: Utilize data insights to optimize inventory levels, streamline procurement processes, and ensure the availability of goods in line with customer demand and market trends.

❑Targeted Marketing Campaigns: Implement targeted marketing strategies based on customer spending patterns and preference, ensuring that marketing efforts are focused and tailored to specific customer segments.

❑Risk Management and Forecasting: Leverage data analytics to identify potential market risks and forecast future trends, allowing businesses to proactively adjust strategies and mitigate potential challenges.

❑Customer Loyalty Programs: Develop personalized customer loyalty programs based on spending behaviour analysis, fostering stronger customer relationships and encouraging repeat purchases.

6: CONCLUSION

❖**Markets insights enables businesses to identify customers preferences, industry trends, and competitor strategies.**

❖**This knowledge empowers them to tailor their products or services, enhance customer experiences, and develop effective marketing and sales strategies.**

The goal of the field of market insights is to learn about and analyse the market. Data on the market, consumers, and competitors must be gathered, analysed, and interpreted by individuals in this role.

Market insights are a beacon guiding organizations through the complexities of the business landscape. By leveraging these insights, businesses can make strategic decisions that not only lead to profitability but also foster innovation, customer satisfaction, and sustainable growth.