1.INTRODUCTION

1.1Overview

➢ **Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman 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.. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth.**

1.2 Purpose

➢ **A marketing campaign could be used to promote a product a sevice or the brand as a whole.**

➢ **To get people interested in the product or service of a company .**

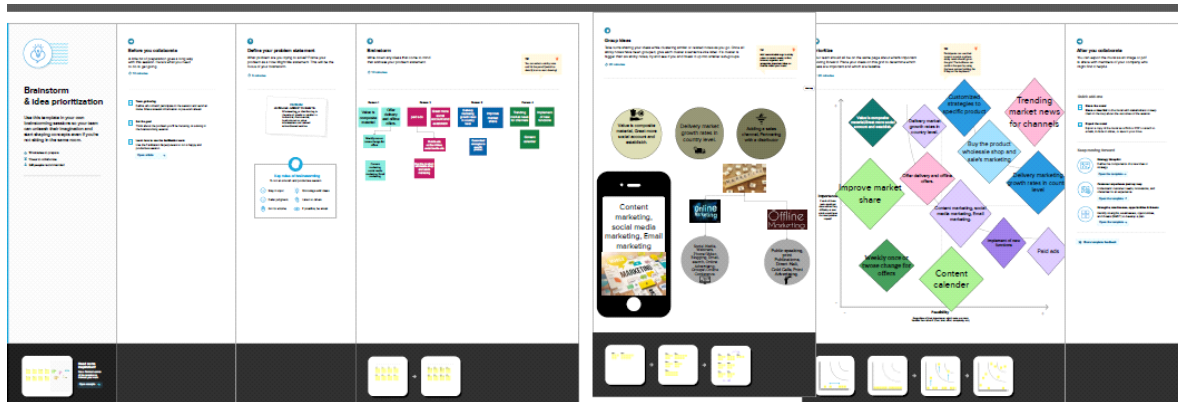➢ **Marketing the campaign are sets of strategic activities that promote a bussines goal or objective.**

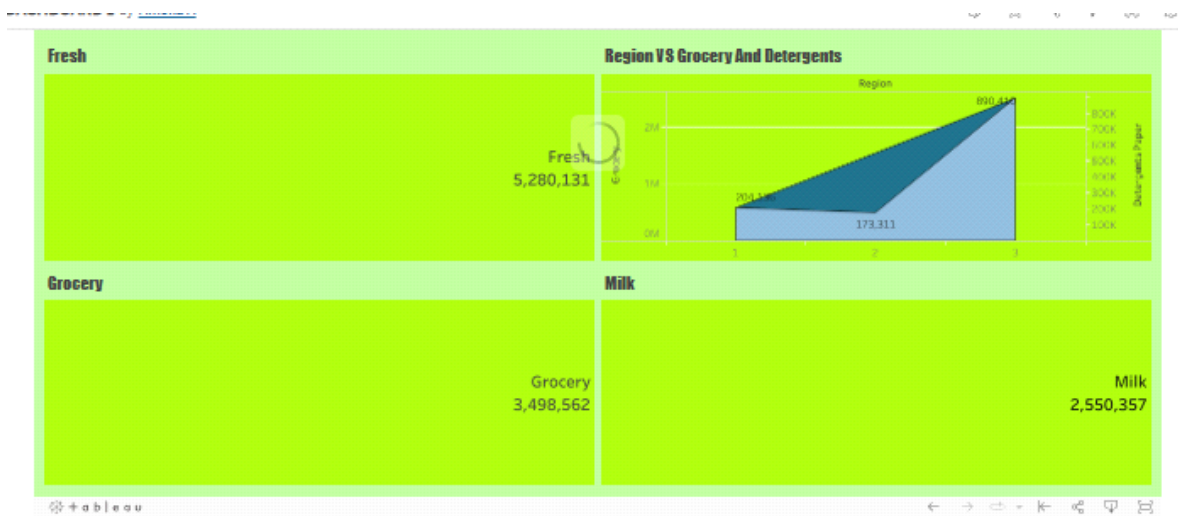# 2.Problem Definition & Design Thinking

2.1 Empathy Map

Will all the members come ?

Good quality for product

Anything missed

Low prize

New opportunities for innovation

Choose product and brand

Average prize and high quality

Natural product

Unveiling Market Insights

Make shopping list

Comparison

Satisfaction

Availability in all shops

Refined sales approach

Move other shop

Substainability for the long term

Expanded customer base

See an example

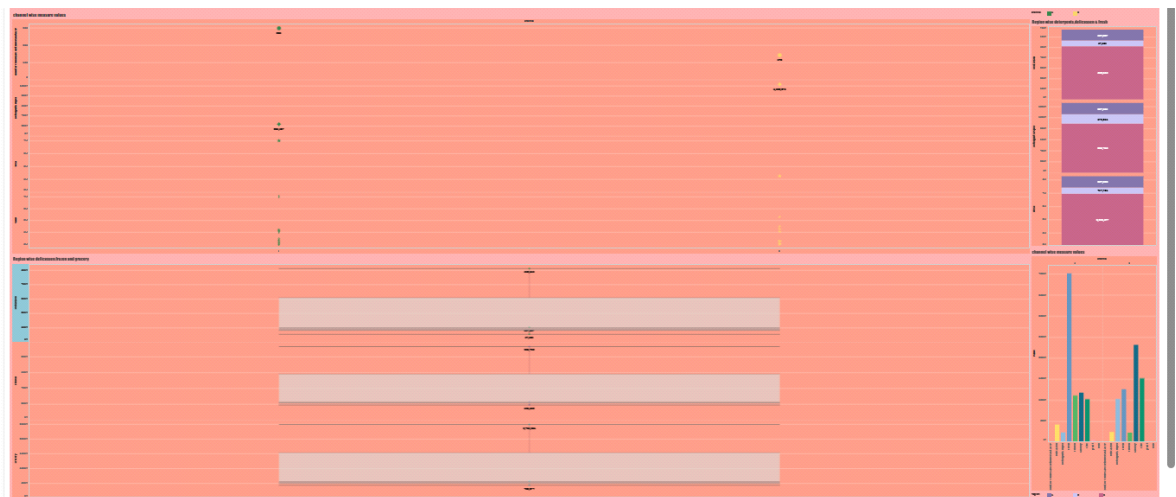## 2.2 Ideation & brainstorming map

RESULT

Dashboard 1

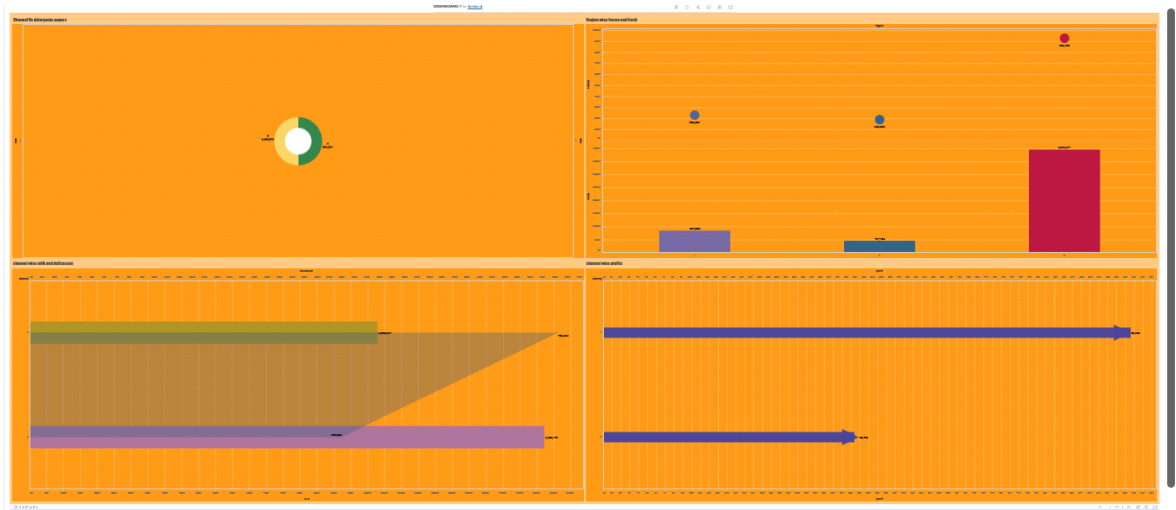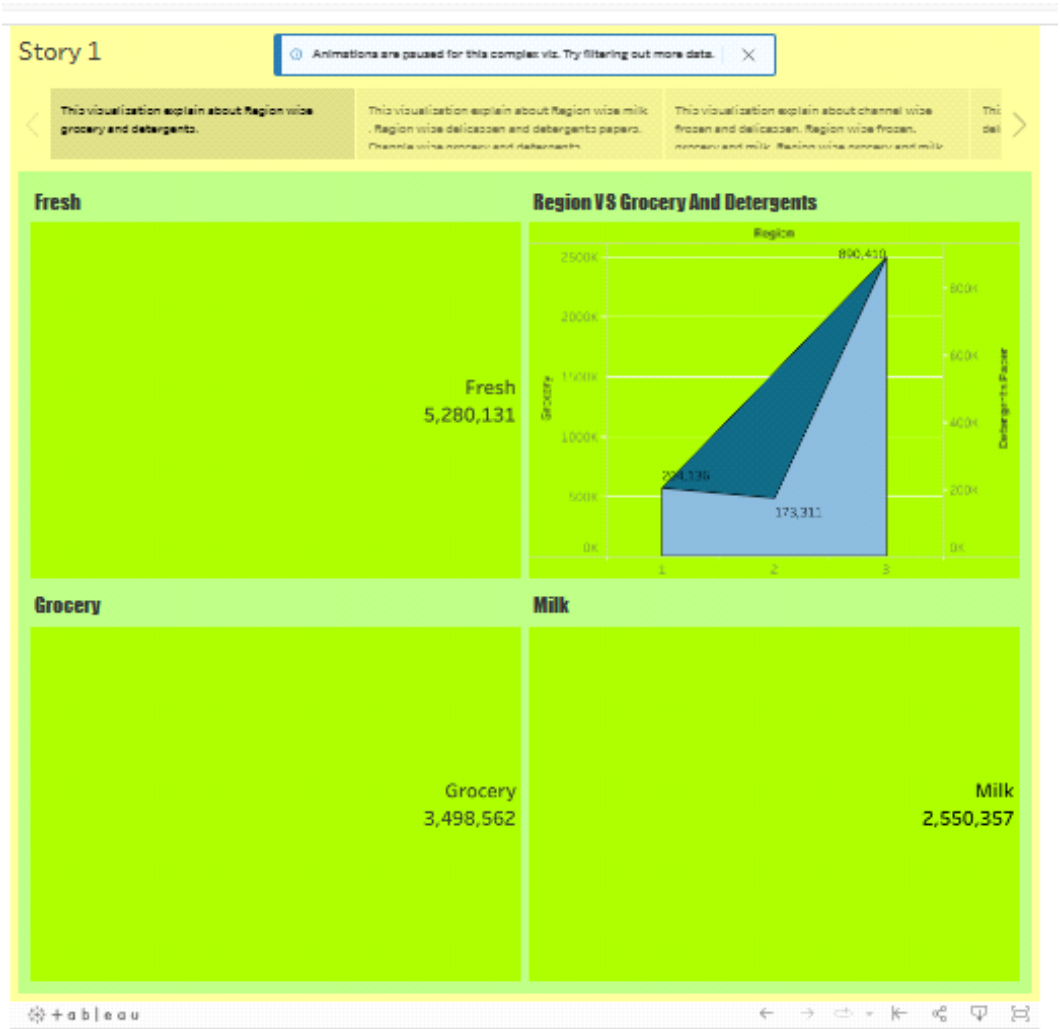## Dashboard 2

Dashboard 3
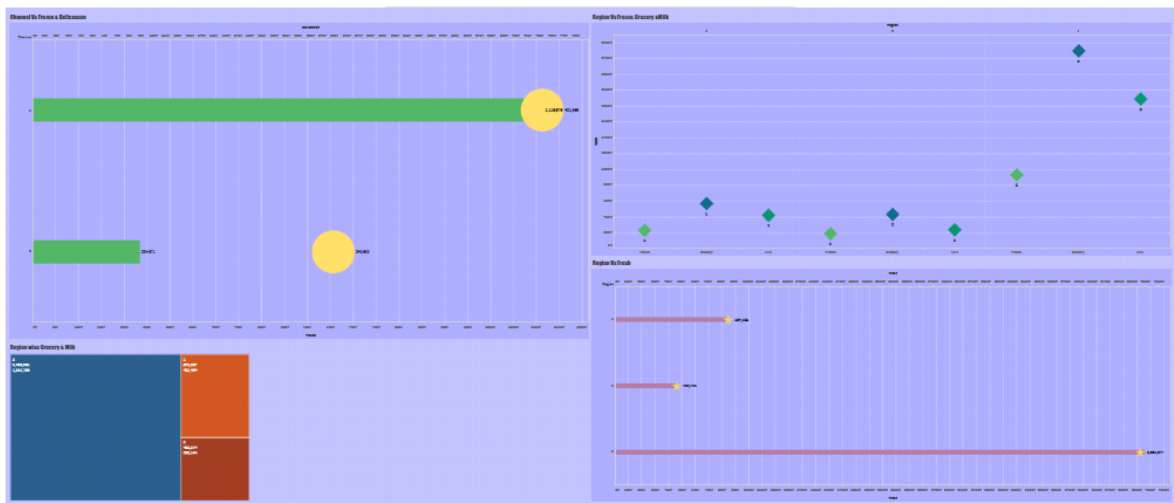
Dashboard 4
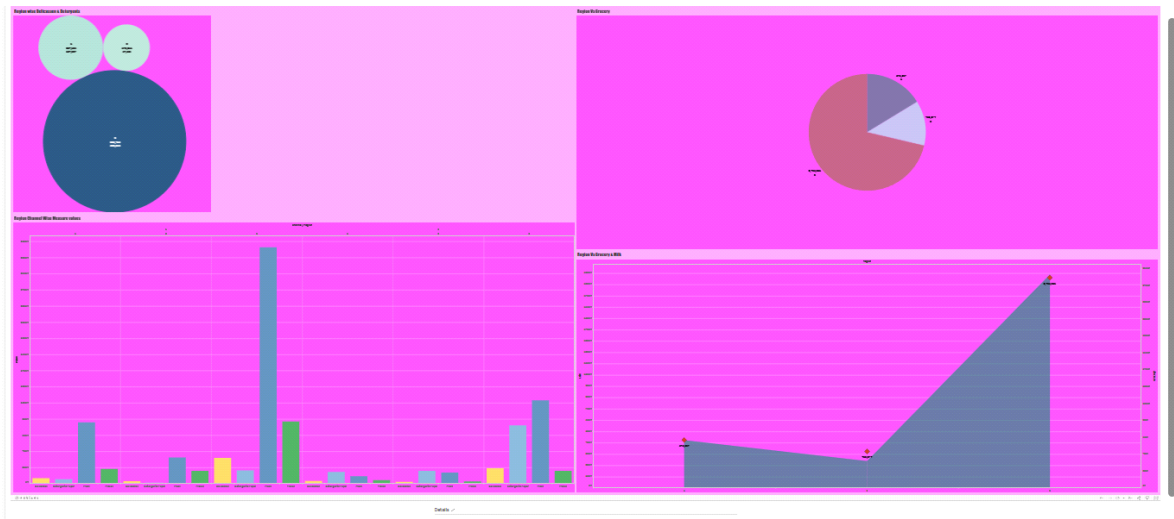
Dashboard 5

Dashboard 6

Dahboard 7

STORY

Story 1

Region Vs Milk

16.56%
1

9.38%
2

74.06%
3

Region Vs Delicassen & Detergents

890,410

204,136

173,311

3

1

2

890,410

204,136

173,311

1000K   500K   0K   0   0K 200K 400K 600K

Detergents Paper   zero   Delicassen

Channel Vs Grocery & Detergents

Detergents Paper
Channel 0K   200K   400K   600K   800K   1000K

1   235,587   1,180,717

2   1,032,270
     2,317,646

0K   500K   1000K   1500K   2000K   2500K

Grocery

Delicassen Vs Region

Region 0K   100K   200K   300K   400K   500K

1   104,927

2   54,506

3   512,110

0K   100K   200K   300K   400K   500K   600K

Story 1

This visualization explain about Region wise grocery and detergents.

This visualization explain about Region wise milk . Region wise delicassen and detergents papers. Channle wise grocery and detergents.

This visualization explain about channel wise frozen and delicassen. Region wise frozen, grocery and milk. Region wise grocery and milk.
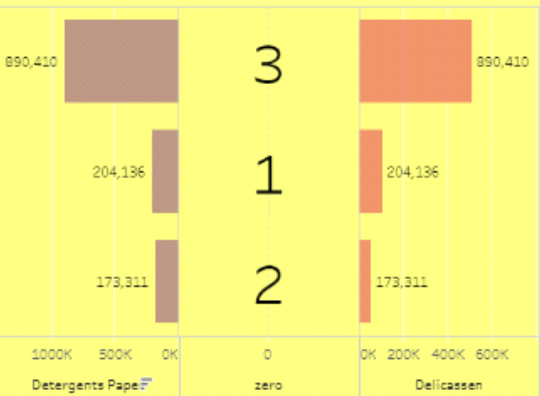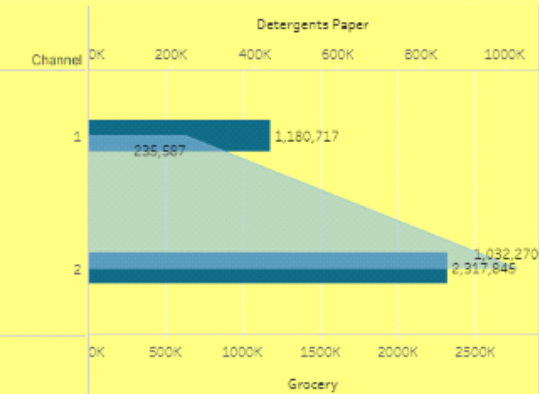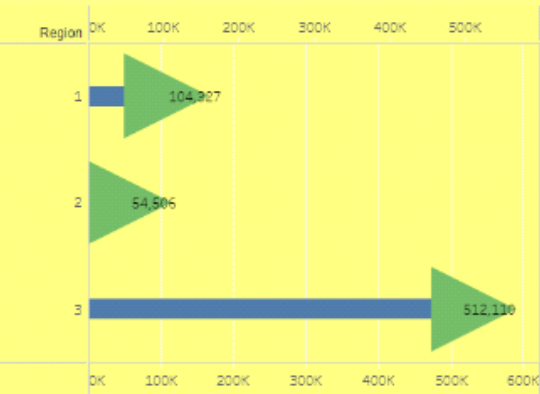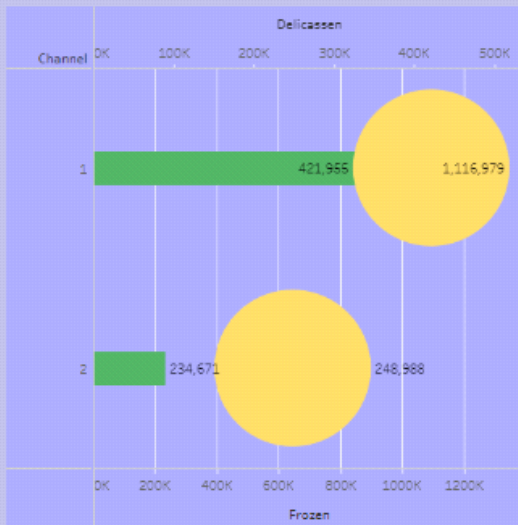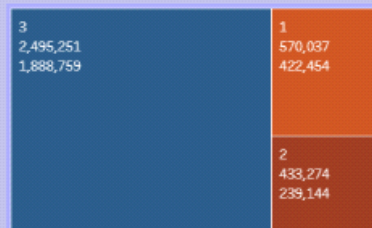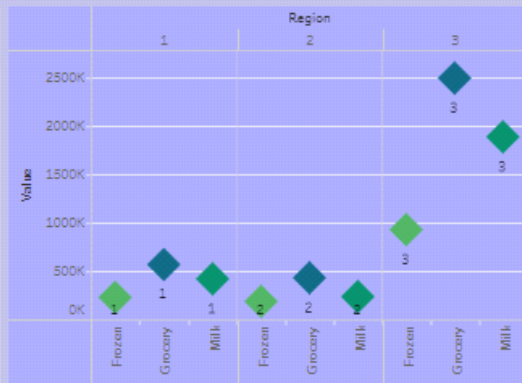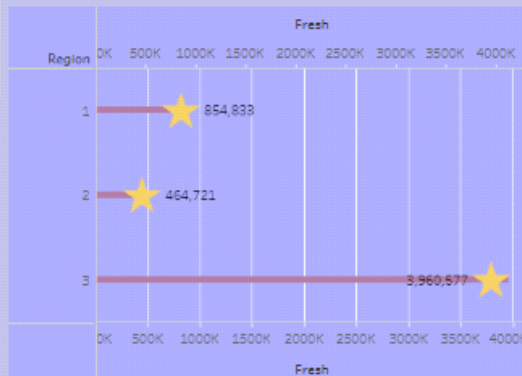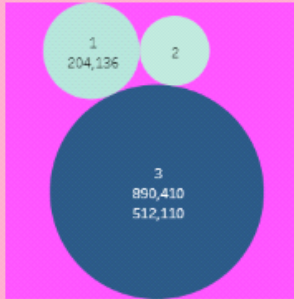
Thi del

Channel Vs Frozen & Delicassen

Region Vs Frozen, Grocery &Milk

Region wise Grocery & Milk

Region Vs Fresh

Story 1

Region wise Delicassen & Detergents

Region Vs Grocery
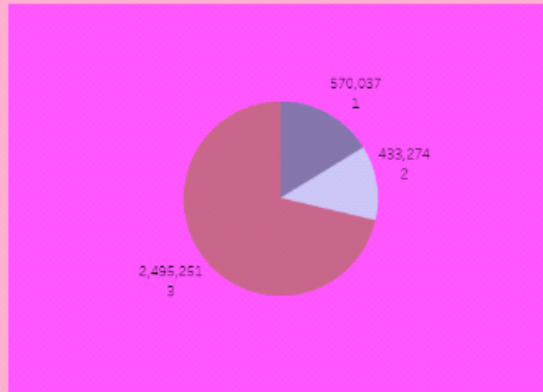
Region Channel Wise Measure values

Region Vs Grocery & Milk

+ableau

Story 1

channel wise measure values

Channel ■ 1   ■ 2

Region wise detergents,delicassen & fresh

512,110

890,410

3,960,577

Region wise delicassen,frozen and grocery

512,110

930,492

190,132

2,495,251

433,274

channel wise measure values

Region ■ 1   ■ 2   ■ 3

This visualization explain about region wise delicassen, detergents , grocery and milk.

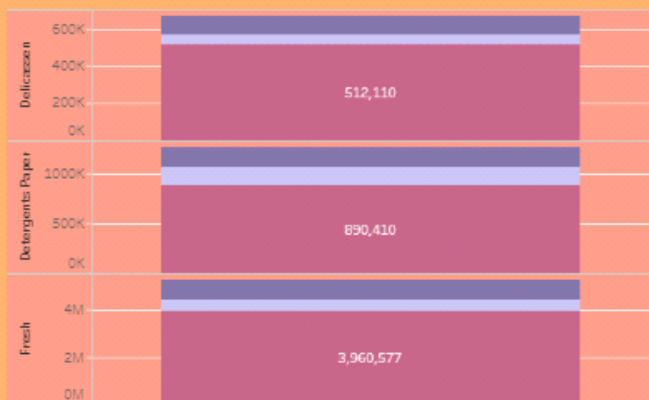This visualization explain about: Region wise detergents, delicassen , fresh and grocery. Channel wise measure values.

This visualization explain about region wise grocery and region wise profits. Mesuare name and measure values.

This vi... deterg... delicas...

Region wise grocery

3
2,495,251

1
570,037

zero

0

0

zero

2
433,274
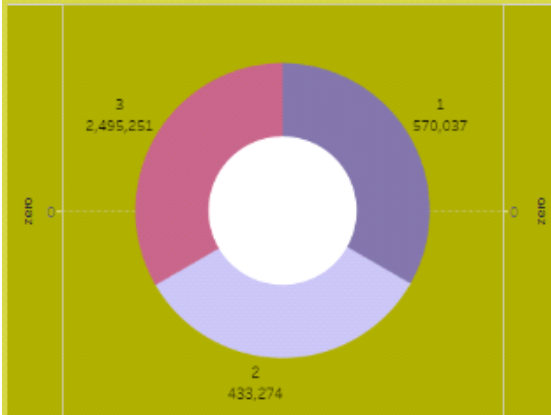
Measure name Vs Measure values

pr...
88,0...

5,280,131

1,351,650

1,267,857

3,498,562

2,550,357

Region wise profit

1
15,400

2
9,400

3
63,200

Milk

500K

400K

300K

Milk

200K

127,412

81,660

100K

36,423

46,197

54,259

73,498

0K

0K   10K   20K   30K   40K   50K   60K   70K

Milk (bin)

Story 1

This visualization explain about Region wise detergents, delicassen , fresh and grocery. Channel wise measure values.

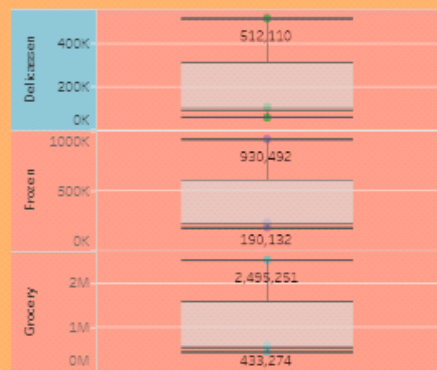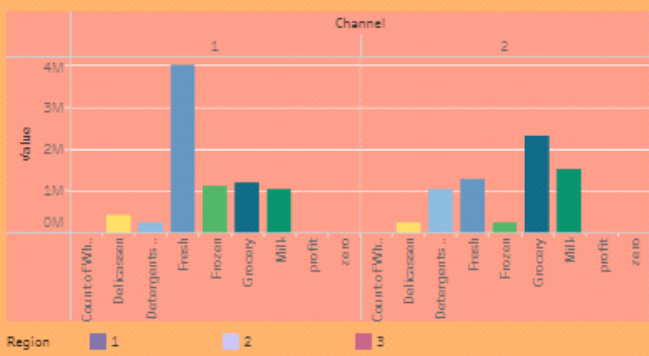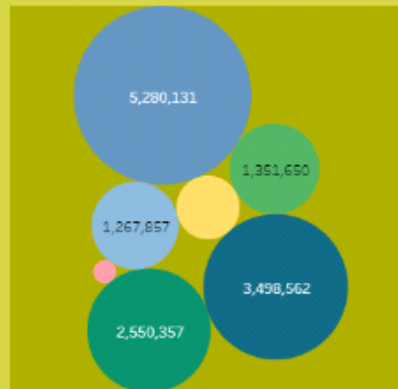This visualization explain about region wise grocery and region wise profits. Mesuare name and measure values.

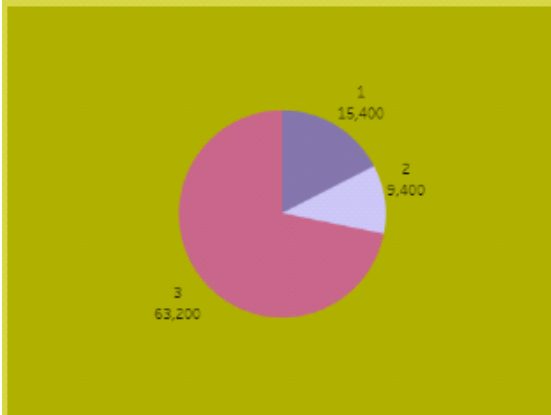This visualization explain about channel wise detergent paper. channel wise milk and delicassen. channel wise profits.

Channel Vs detergents papers

Region wise frozen and fresh

channel wise milk and delicassen

channel wise profits

ADVANTAGES:

> **Excellent vehicle for positioning the firm.**

> **Takes advantage of benefits derived from public relations.**

> **Reaches a selected target marketing.**

CHEAPER:

> **Niche marketing generally focus on small groups of people, hence it is cheaper to start as low cost operations involved**.

DISADVANTAGES:

> **May have questionable effectiveness.**

> **Raises questions of constitutionality and ethics.**

PROFITABILITY:

➢ The key niche marketing is to identiy profitable segment, not all niche market are profitable.

RELEVANCY:

➢ Niche marketing works best when a business is specialize in particular product or service, particular demographic within its target audience.

APPLICATIONS:

➢ A marketing campaign could be used to promote a product a sevice or the brand as a whole.

➢To get people interested in the product or service of a company .

➢ Marketing the campaign are sets of strategic activities that promote a bussines goal or objective.

CONCLUSION:

Problem Defination & Design Thinking is done by creating Empathy Map and Brainstorming Map. DataVisualization is done by creating graphical representations. The goal of Data visualization is to make complexData sets more assesible , Intuitive and easier to interpret. Dashboard for this project is created which iscruicial to ensure that the information is easily understandable and finally story is done which is the way ofpresenting data and analysis in a narrative format. The main goal of storyboard is making the informationmore engaging and easier to understand. By build this project we can understood the Impact of Unveiling Market Insights in India.

FUTURE SCOPE:

In future, Advantages are generated and the Disadvantages are rectified for Customers Satisfaction and the Data visualization is created with many data sets, so the visualizations gives Interesting Graphs.