

## **02. Estimation of Business Expenses**

### **1 INTRODUCTION**

#### **1.1 Overview**

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 grow

#### **1.2 Purpose**

This project will be useful in analyzing the spending behavior of the people and Identifyingthe opportunity for the growth. The number of consumers will be identified. The brand of high and popular sale will also be known.

## 2. Problem Definition& Design Thinking

### 1.3 Empathy Map

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**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?

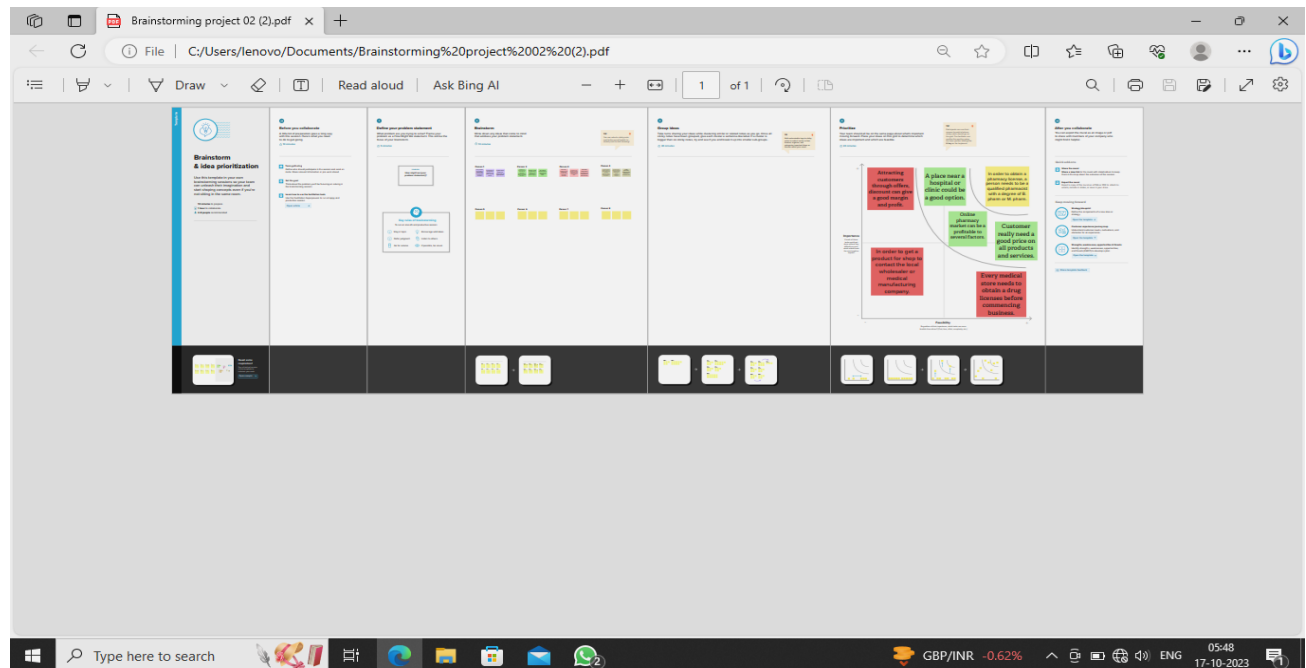
**Does**  
What behavior have we observed?  
What can we imagine them doing?

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

**EMPATHY MAP**  
definition of  
business experiences

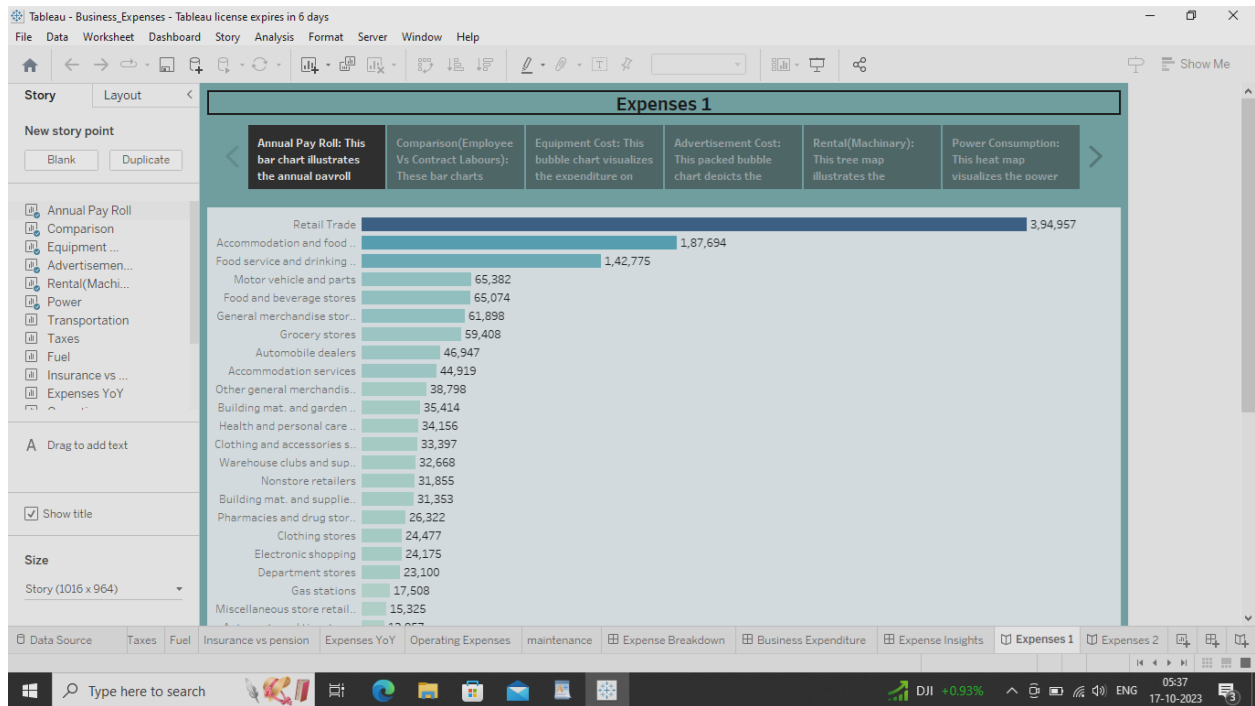
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## 1.4 Ideation & Brainstorming Map

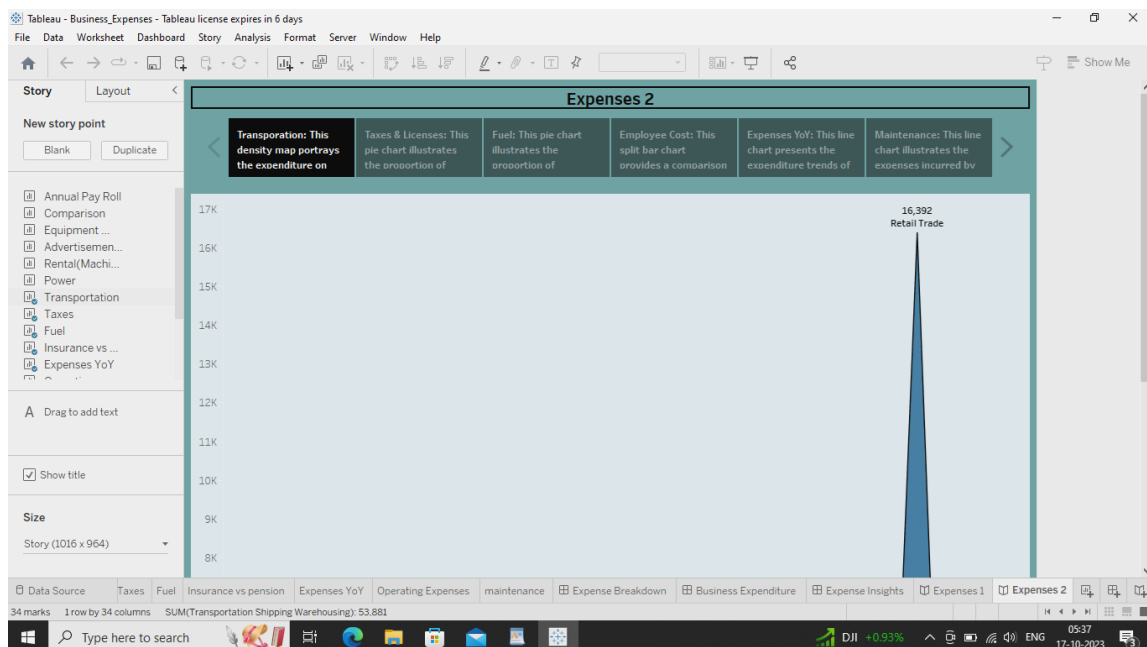


## 3. RESULT

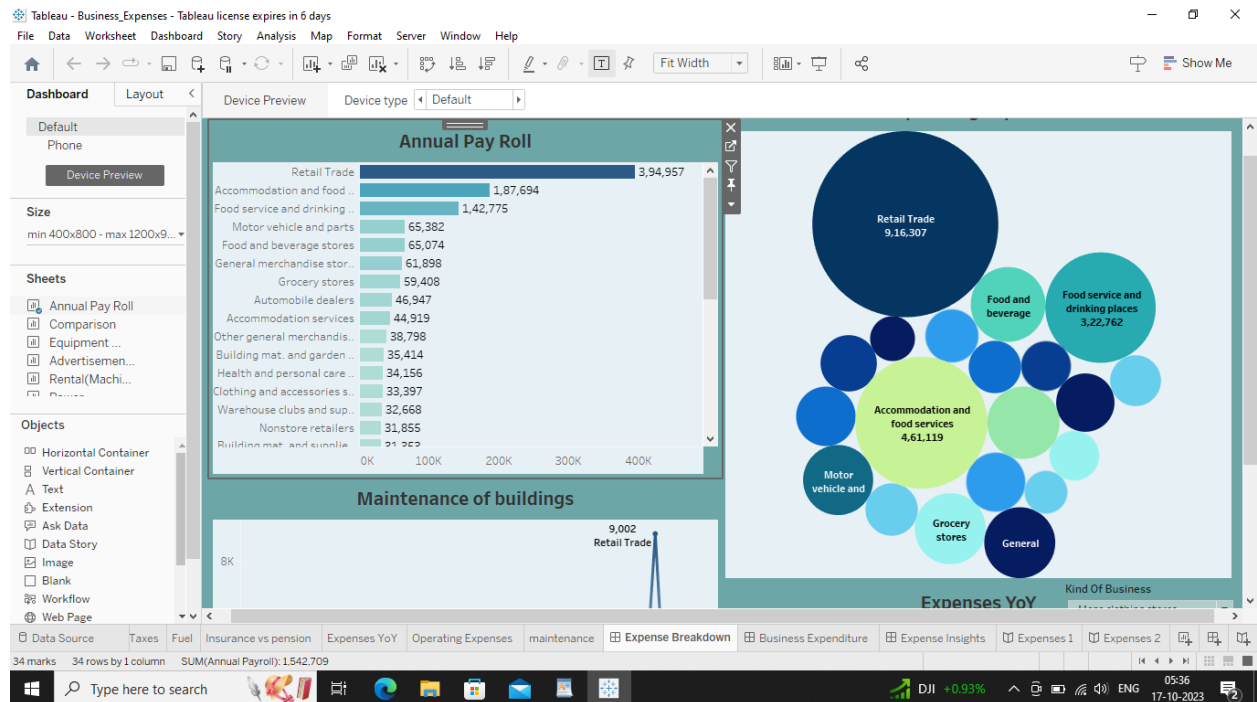
### Story 1



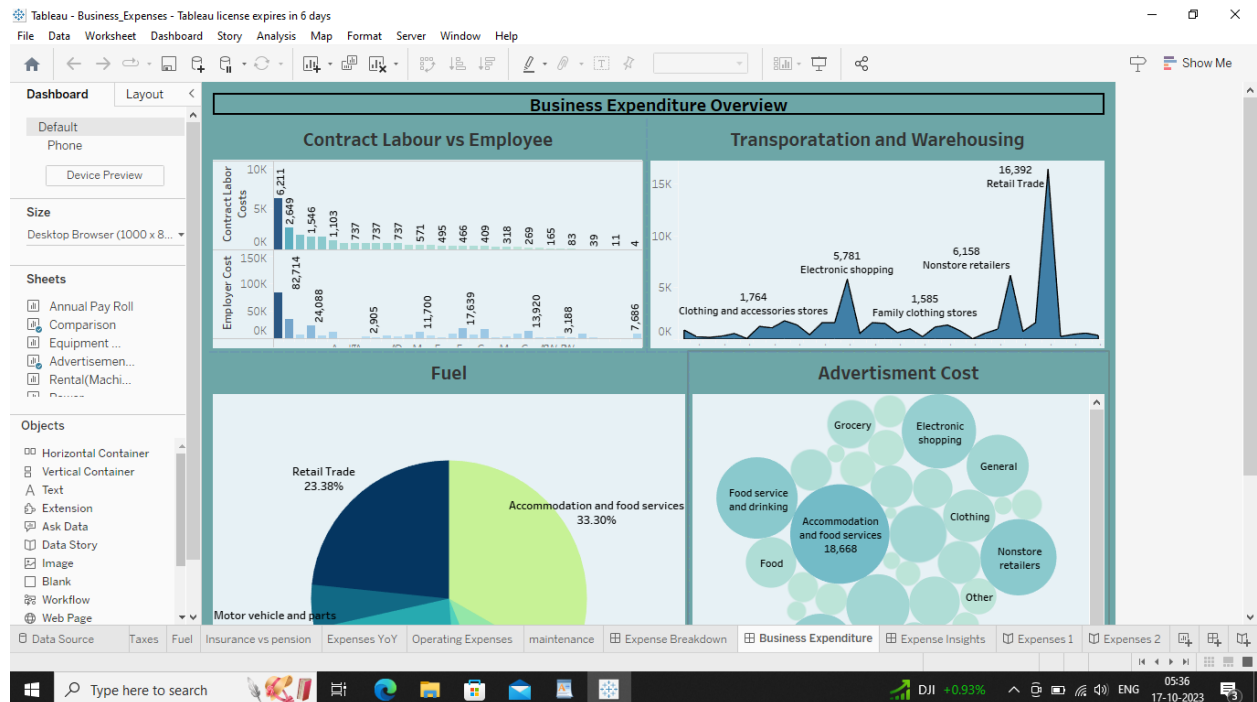
### Story 2



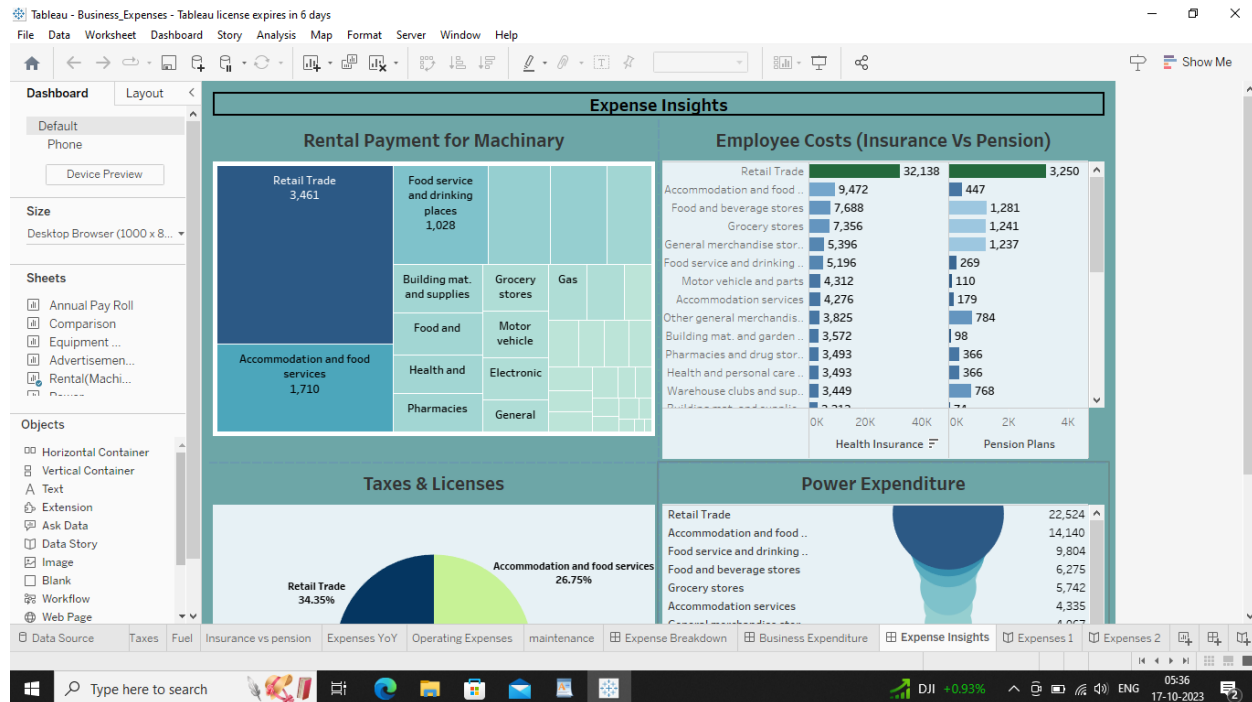
## Dashboard 1



## Dashboard 2



## Dashboard 3



## 4. ADVANTAGES & DISADVANTAGES

### Advantages:

- It helps let a client know whether their budget will work for the project and what tasks can without many resources.
- Cost estimates are also very crucial when it comes to winning new business.
- Property owner also use cost estimate to assess the feasibility of their projects before embarking on actual construction.
- More accurate estimation result in smoother execution of the project.

### Disadvantages:

- Not accurate at all. You're allocating the budget based on guesses. This estimating method also doesn't account for possible changes in the project and its budget.
- The disadvantages that the numbers may be inaccurate to some degree, and associated with mathematical errors and logical mistakes such as various bias and others.
- One of the major disadvantages of estimation is that it is uncertain.

## **5. APPLICATION**

- The use of estimates can be seen in different situations and across Indian industries.
- Estimates are popular among businesses of all sizes and supply chain levels, such as manufacturers, wholesalers, retailers, or other intermediaries.
- However, estimates are most commonly used in project-based jobs such as construction, design, contracting, etc.

## **6. CONCLUSION**

Cost estimation is an important component of project management that ensures projects are finished on schedule and within budget. Since inaccurate cost estimates can have serious financial consequences for businesses, cost estimating is crucial for all stakeholders engaged in a project

## **7. FUTURE SCOPE**

- The process of forecasting the financial and other resources needed to complete a project within a defined scope.
- Business will always have future it be the start of a life or a death Business runs in one way or the other way.