

Says

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

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



Thinks

In today's highly competitive business landscape gaining deep market insights is essential for businesses to thrive and grow

Production is

areas while

areas

primarily in rural

consumption is

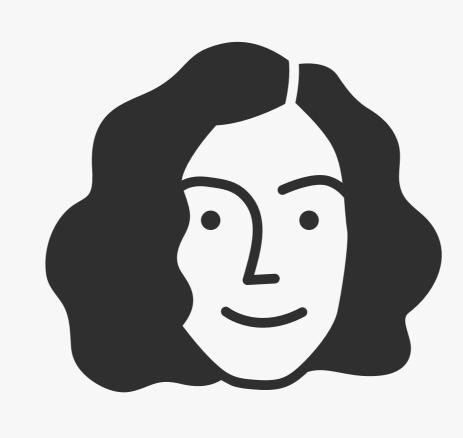
mainly in unbar

The consumption and production of marketed food are spatially separated

Distinguish between primary and secondary market research

Understand
how to choose
a sample and
collect and
analyse data

Define a research goal and the importance of research design



M.Aruna

Spending behaviour and identifying opportunities..

Once you understand these trends you can save your business a lot of money

On a basic level market research is the collection and analysis of data related to a businesses target market The retailer then sells the good to the end consumer at a higher price making a profit

This project aims to analyse customer spending behaviour and identify opportunities for growth by beverage data analytics and data driven discussion making

Be sure to keep a clear record of any gaps in spending knowledge

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

Does

The primary objective of this project is to understand custome spending partners preference and trends across various dimensions



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



