



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?



M.Aruna

Spending behaviour  
and identifying  
opportunities..

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

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

Production is  
primarily in rural  
areas while  
consumption is  
mainly in unbar  
areas

The consumption  
and production of  
marketed food  
are spatially  
separated

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

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



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?