

**THANTHAI PERIYAR GOVERNEMENT ARTS AND  
SCIENCE COLLEGE (AUT),  
TRICHIRAPPALI-23  
DEPARTMENT OF MATHEMATICS**

**TEAM NO: 16**

**NM ID: NM2023TMID02814**

**PROJECT TITLE:**

**UNVEILING MARKET INSIGHTS:Analyzing  
spending behaviour and identifying  
opportunities for growth.**

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**MEMBER NAMES:**

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**SIVASAKTHI K**

# UNVEILING MARKET

**INSIGHTS: Analyzing spending behaviour and identifying opportunities for growth.**

## **1. Introduction:**

an introduction to the market you are analyzing and explain why this analysis is important

### **1.1 Overview:**

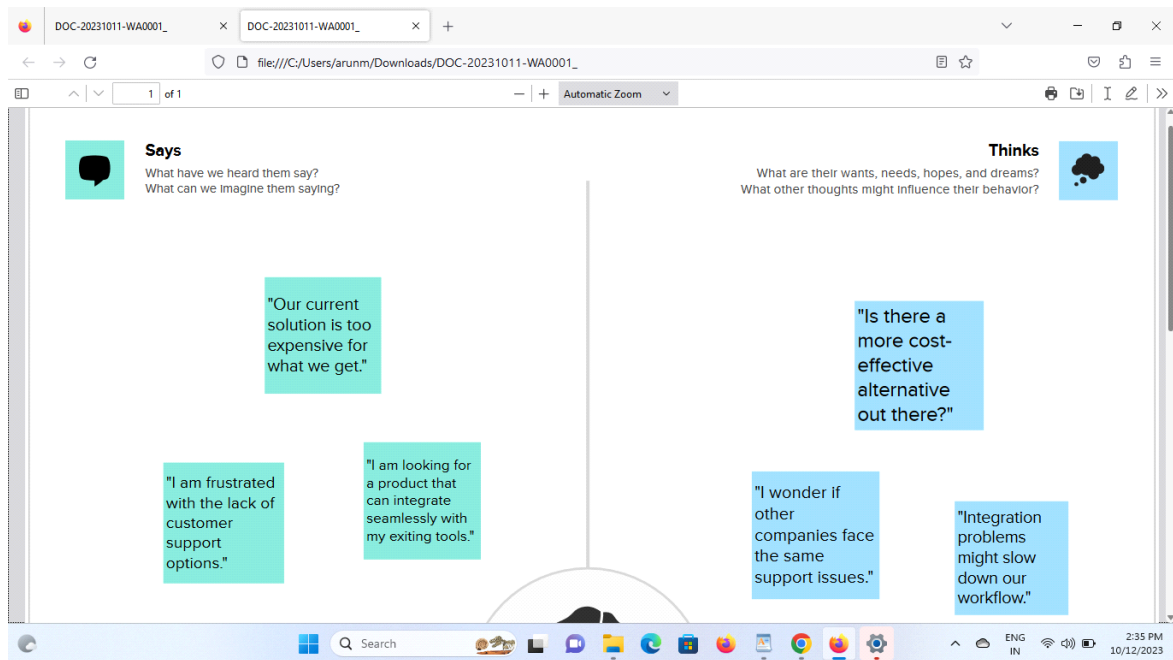
an introduction to the market you are analyzing .

### **1.2 Purpose:**

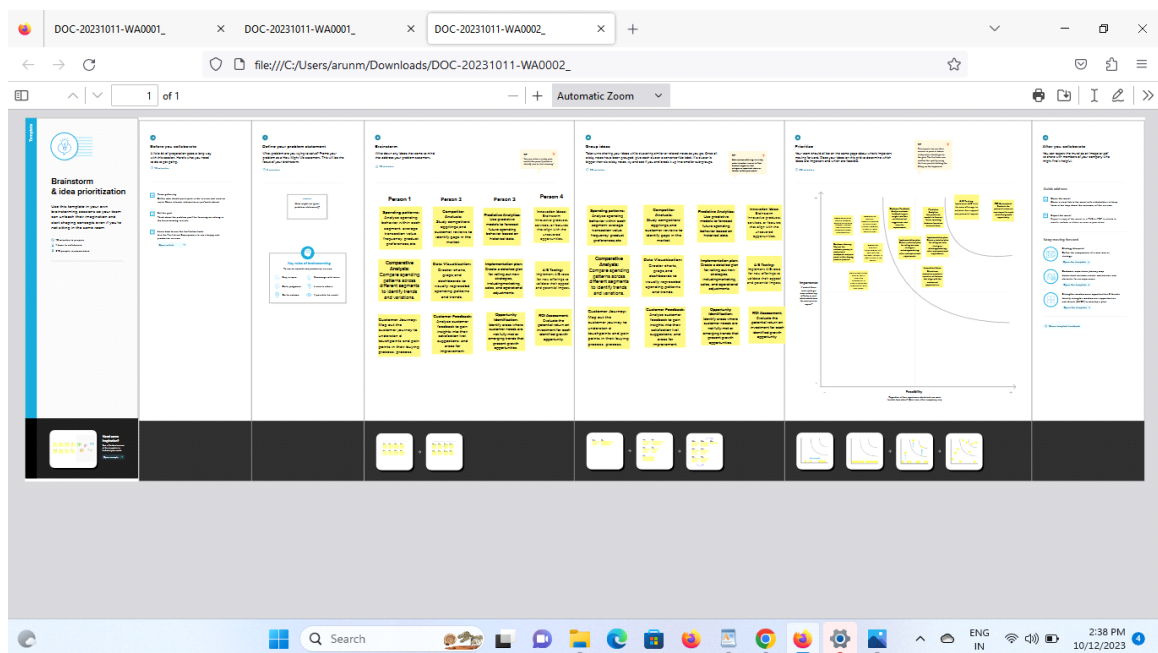
Explain why this analysis is important.

## **2 Problem Definition and Design Thinking**

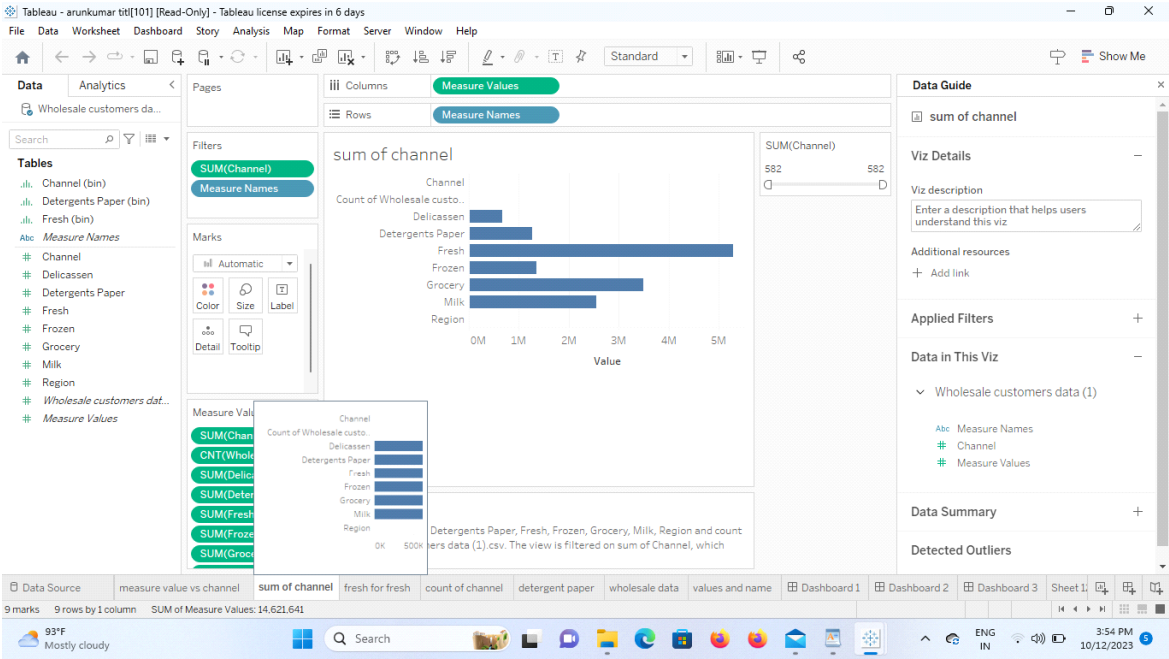
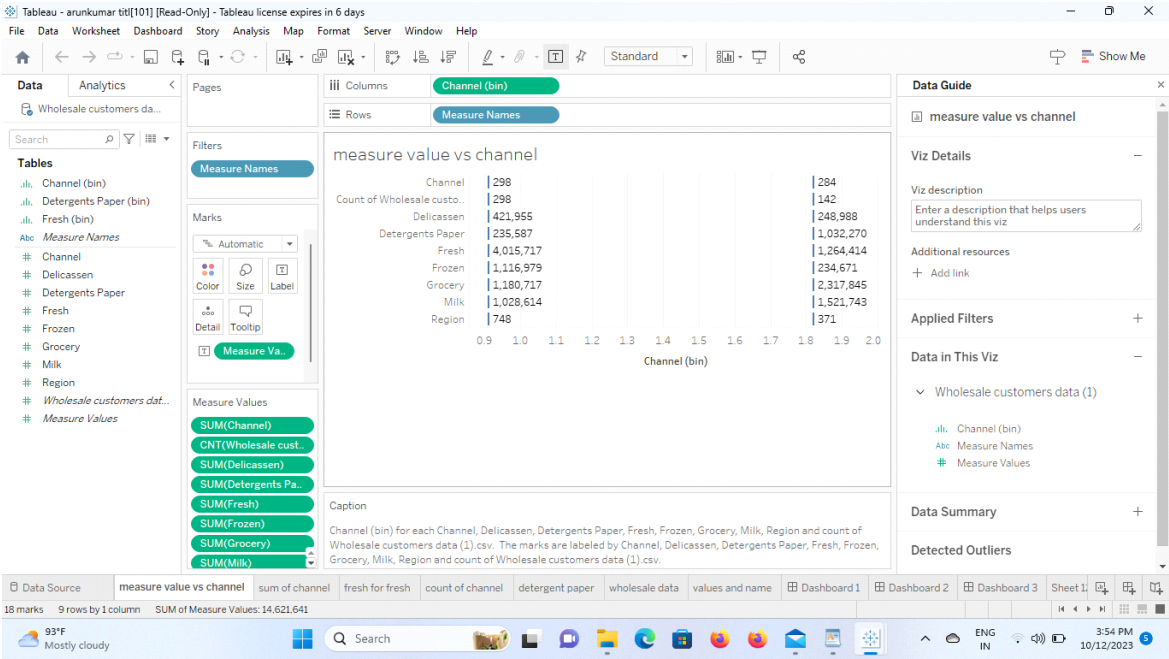
### **2.1 Empathy map:**

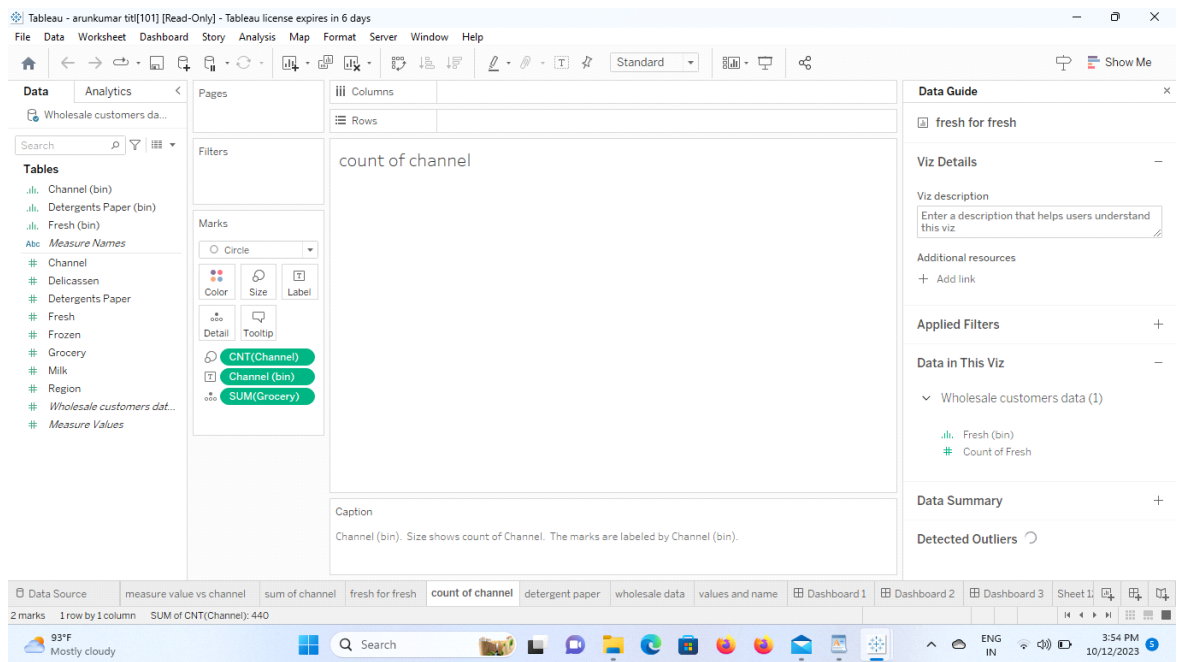
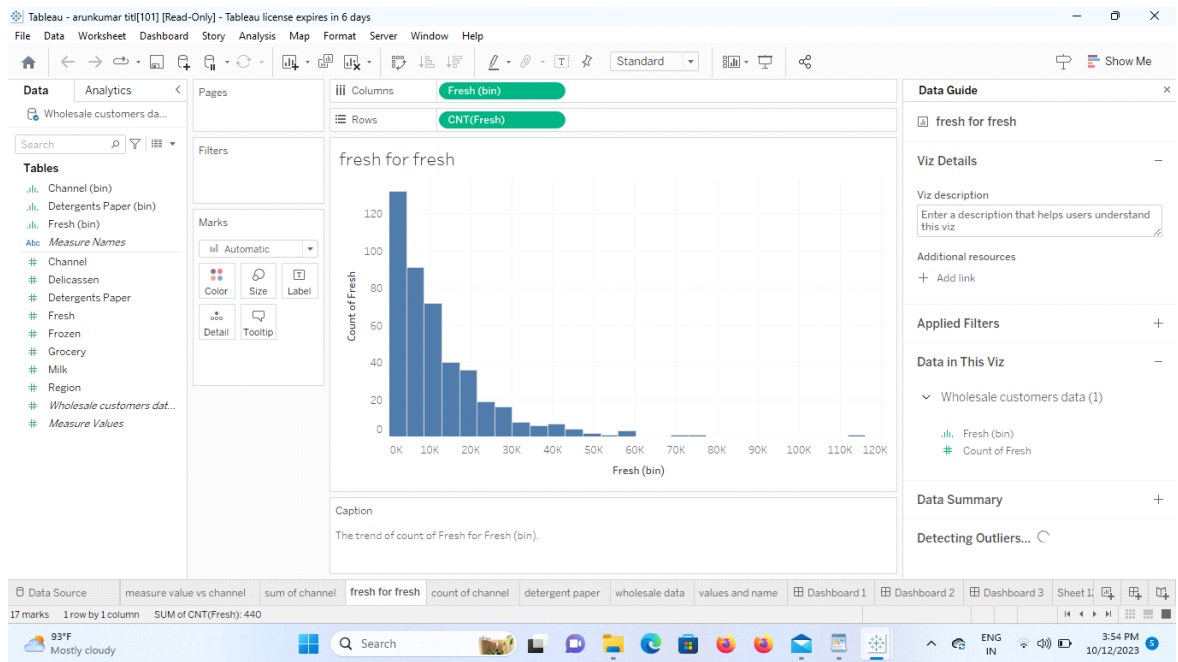


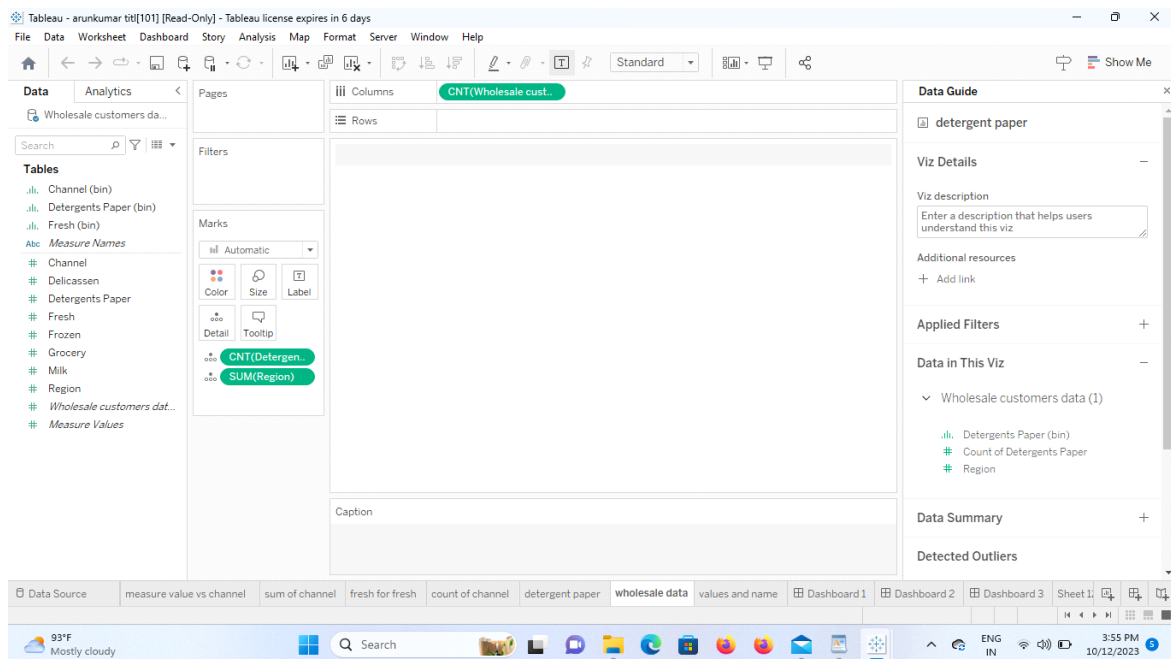
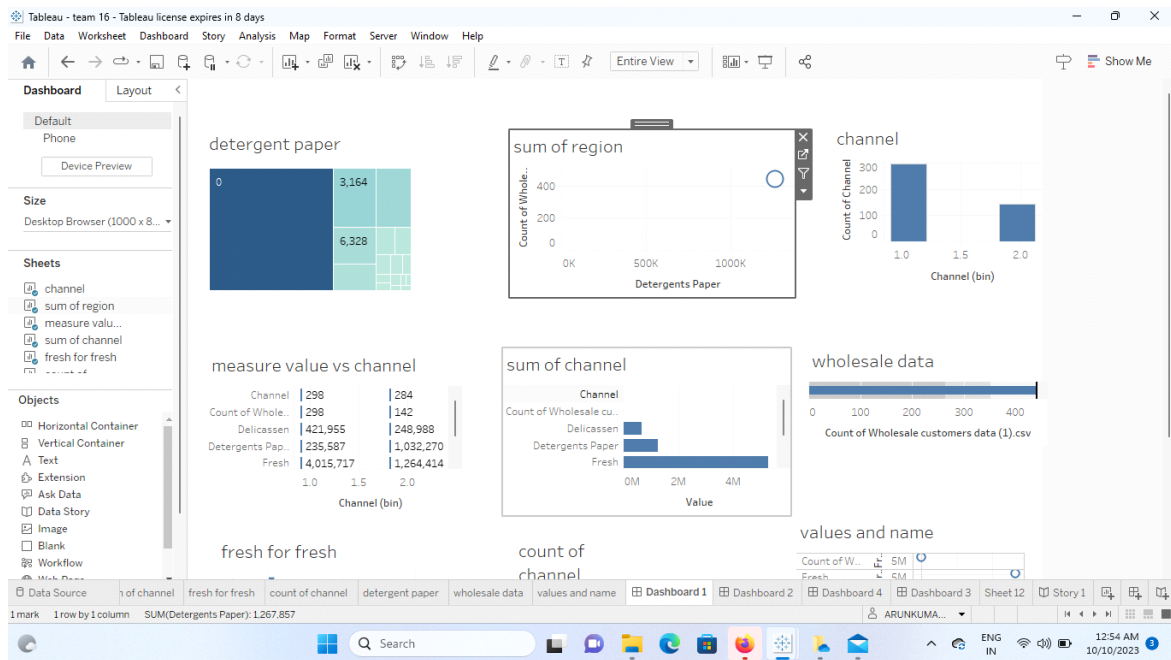
## 2.2 Brainstorm:

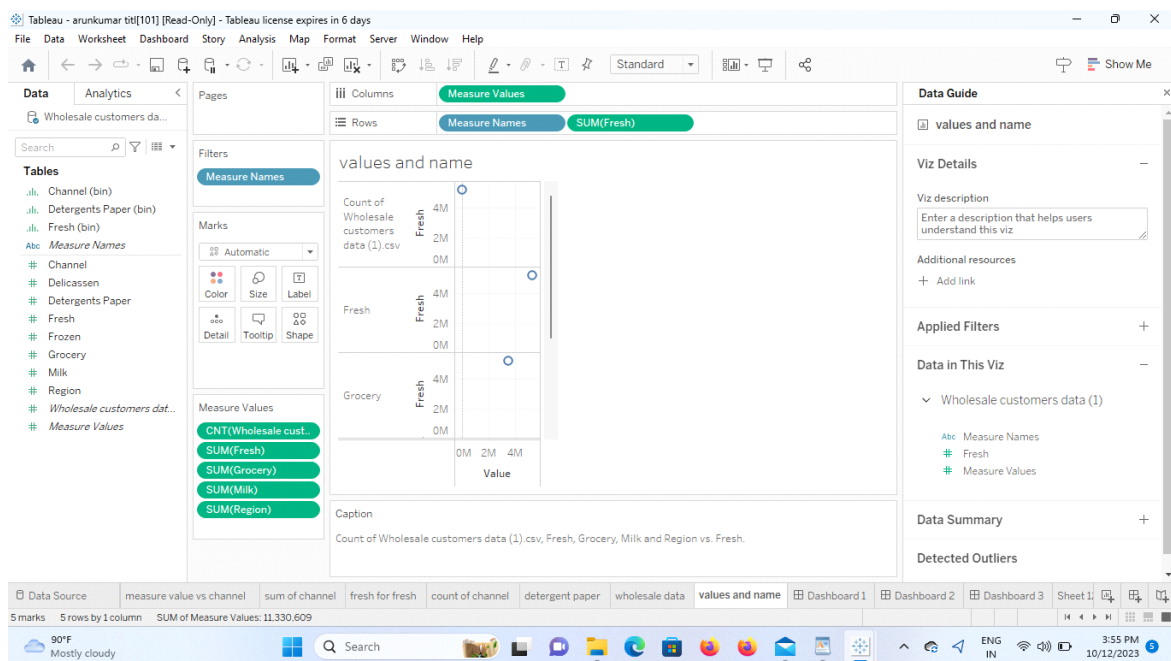
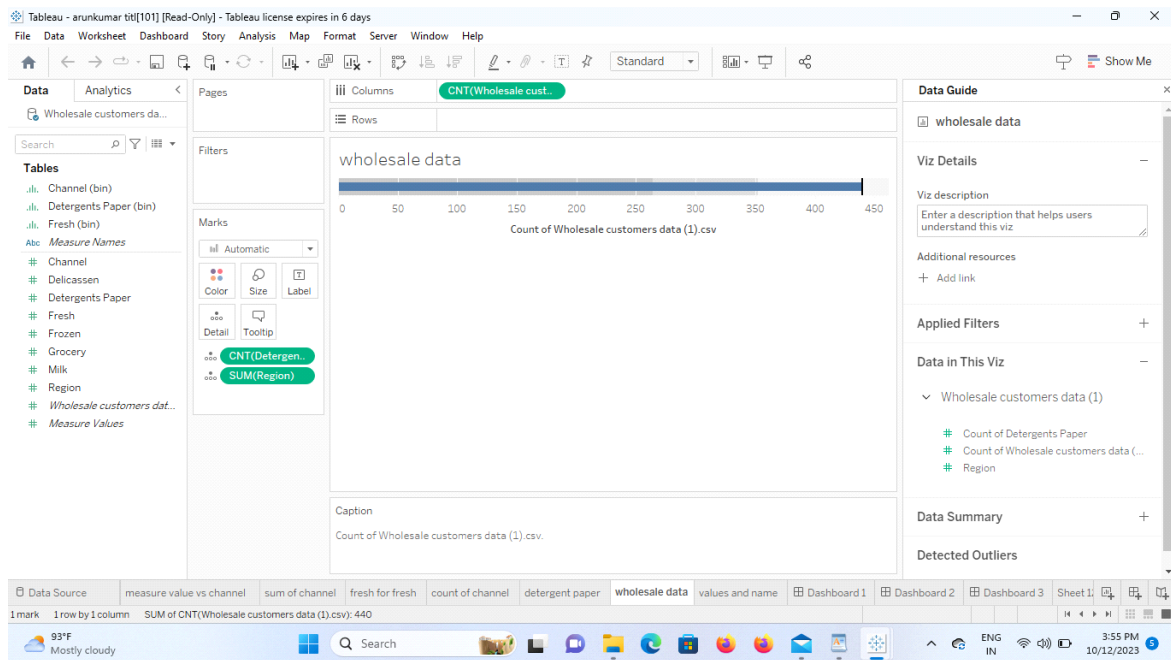


# Result:









## Advantage and Disadvantage:

### Advantage:

- \*A visually intuitive platform for presenting complex market insights.
- \* It allows users to quickly grasp the trends, patterns, and relationships within the data.

\*Interactive dashboards, allowing users to explore data, drill down into details, and gain a deeper understanding of market insights.

\*Connect to real-time data sources, enabling businesses to monitor and respond to market changes in near real-time.

## **Disadvantages:**

\*Use of its features effectively may require training and experience.

\*Expensive, particularly for enterprise-level deployments, which may not be feasible for smaller businesses or individuals.

\*Sharing sensitive market insights through Tableau requires careful data security measures to prevent unauthorized access.

## **Application:**

\*Explain the use of Tableau in the project.

\*Visualizations created, such as charts, graphs, and dashboards.

\*Interactivity and user interface design.

## **Conclusion:**

Summarize the overall findings and the significance of your analysis.