

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



TEAM NO: 16

NM ID: NM2023TMID02814

PROJECT TITLE:

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

FACULTY MENTOR:

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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

1.1Overview:

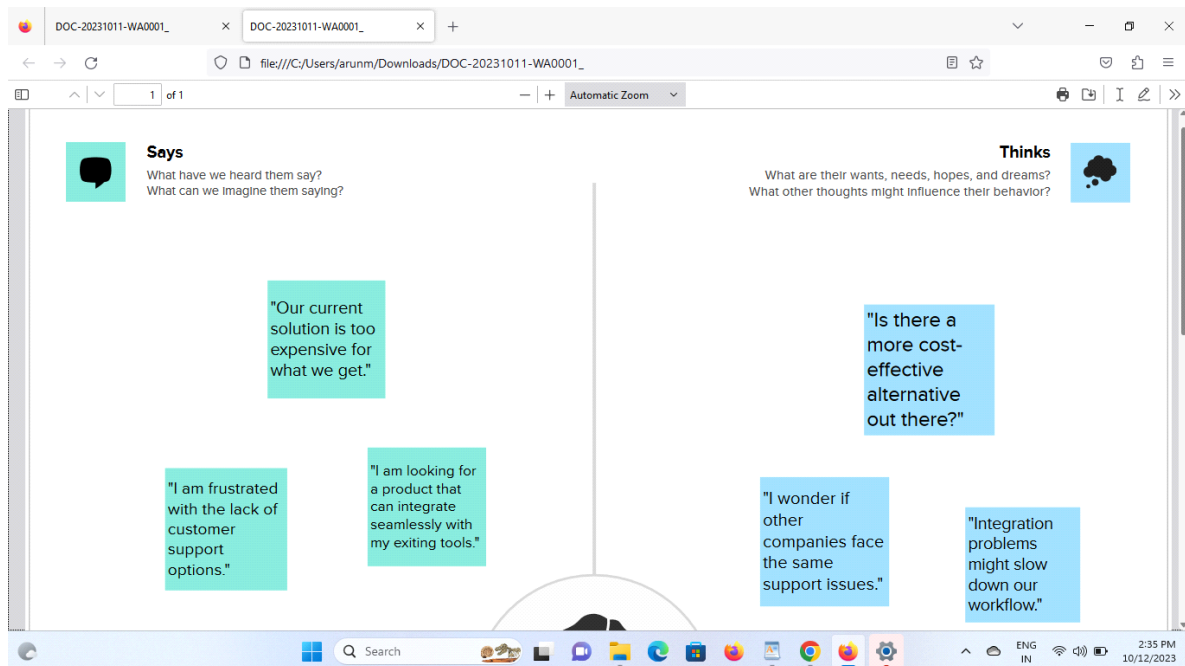
an introduction to the market you are analyzing .

1.2 Purpose:

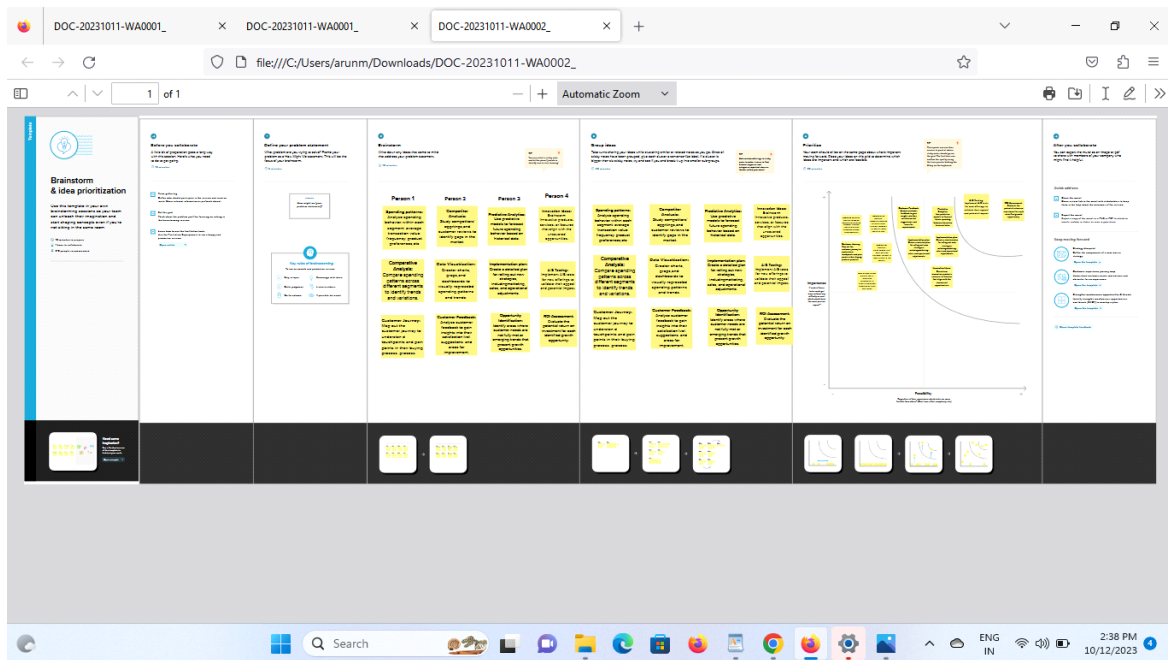
Explain why this analysis is important.

2 Problem Definition and Design Thinking

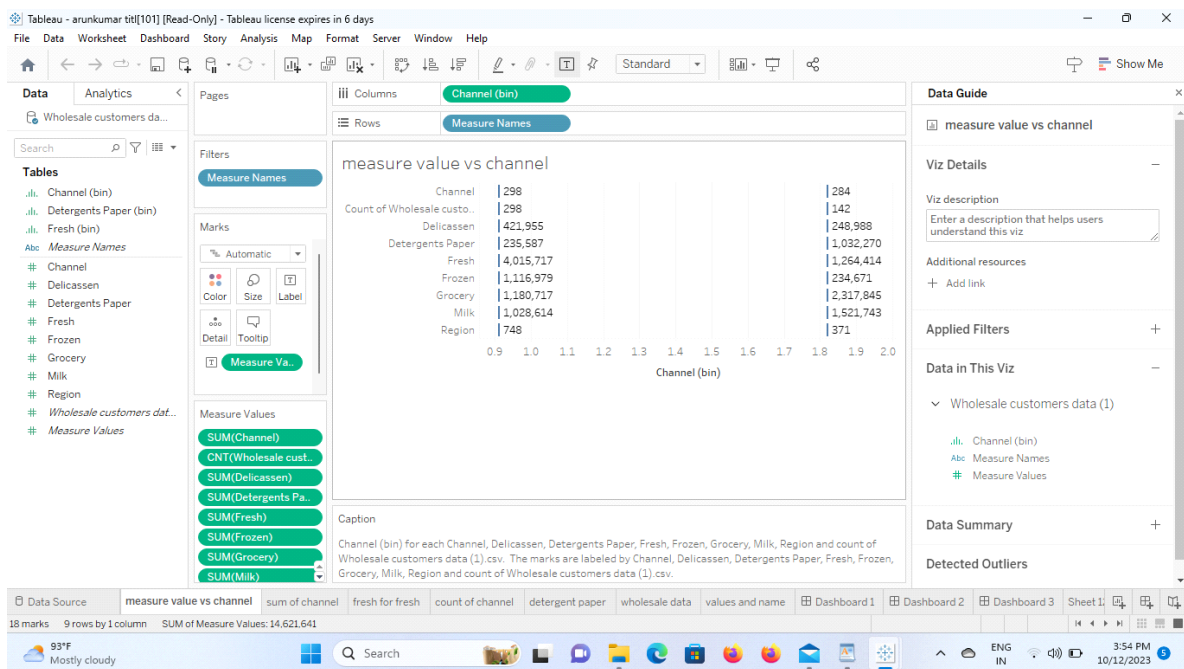
2.1 Empathy map:

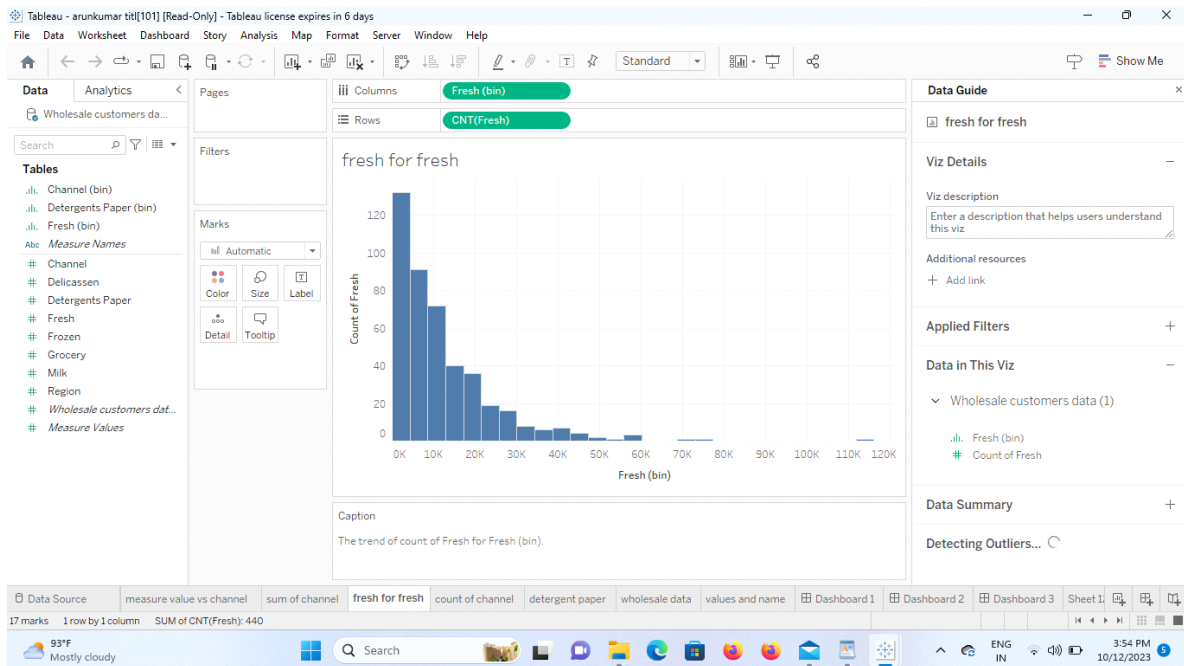
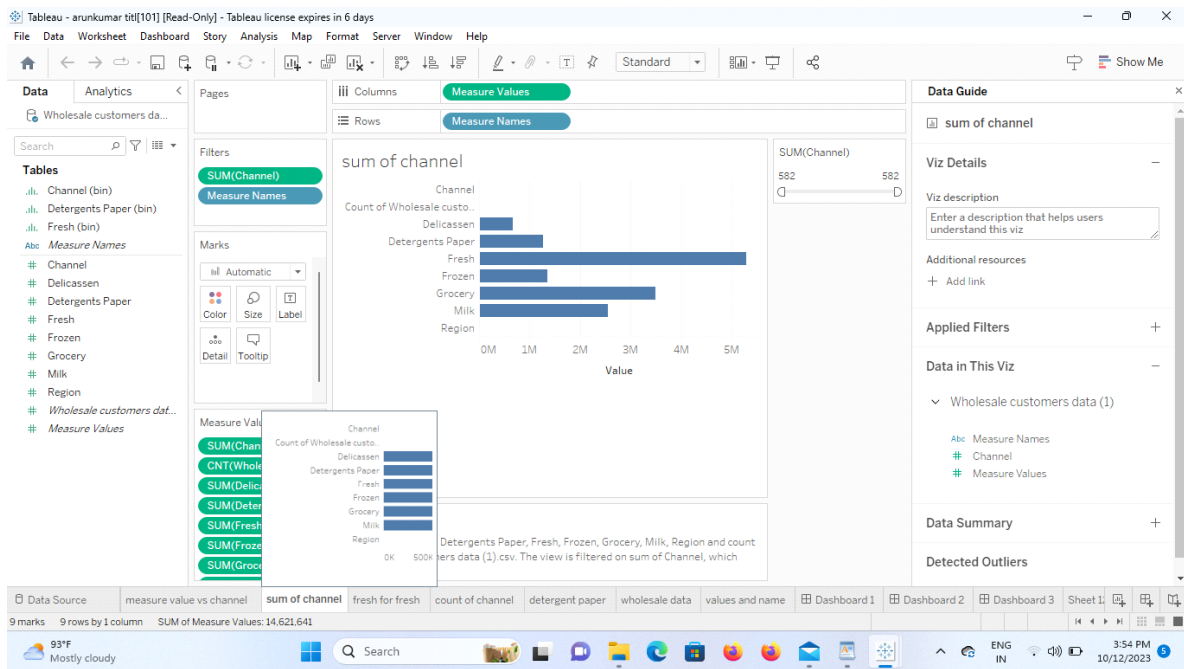


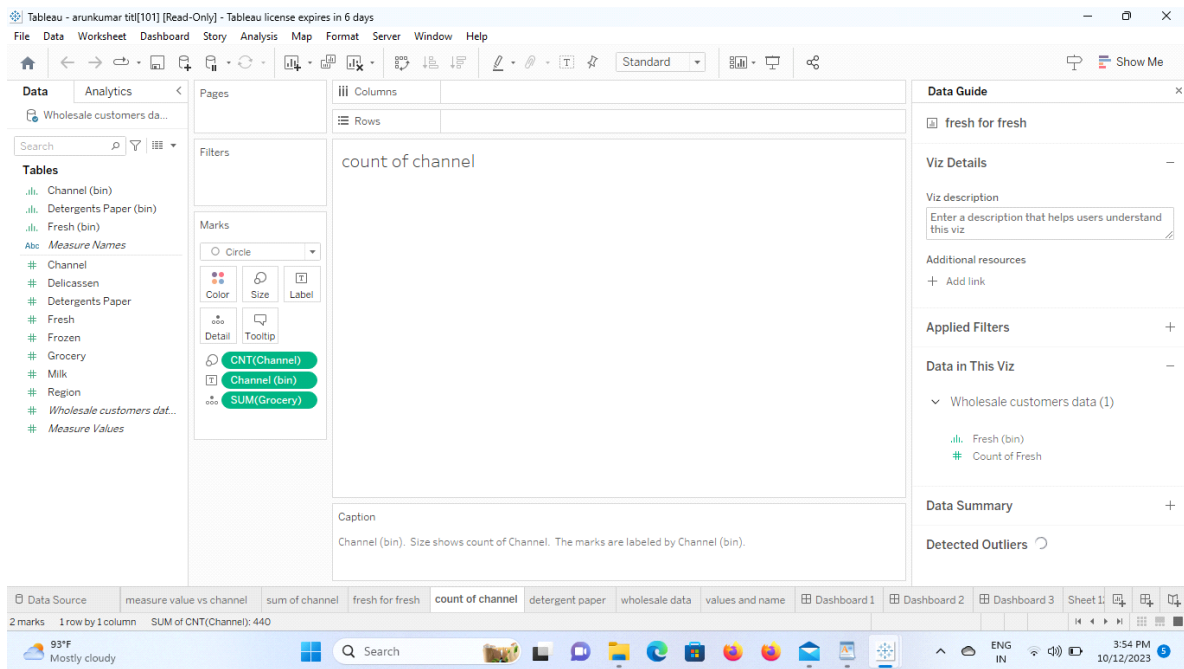
2.2 Brainstorm:

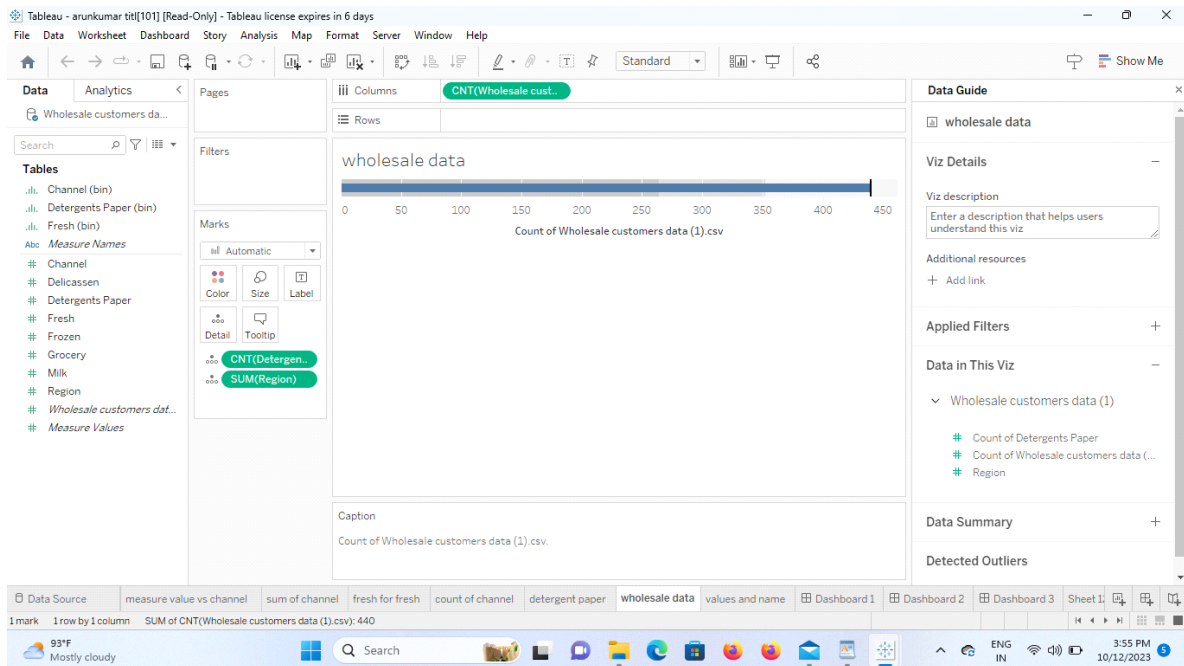
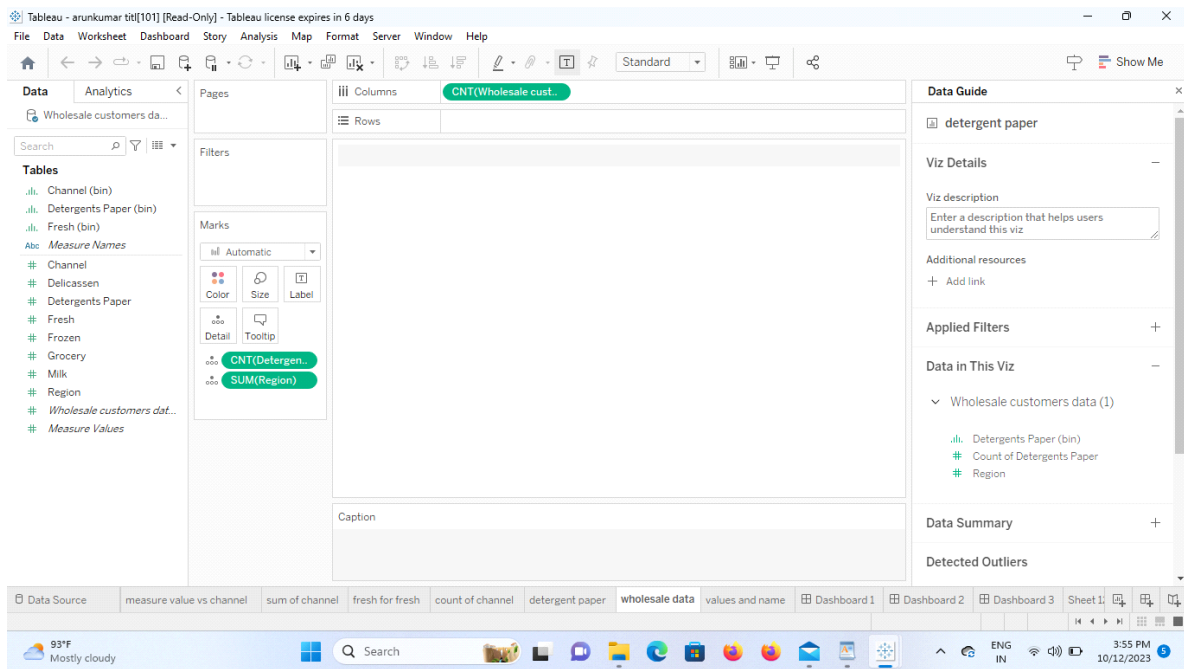


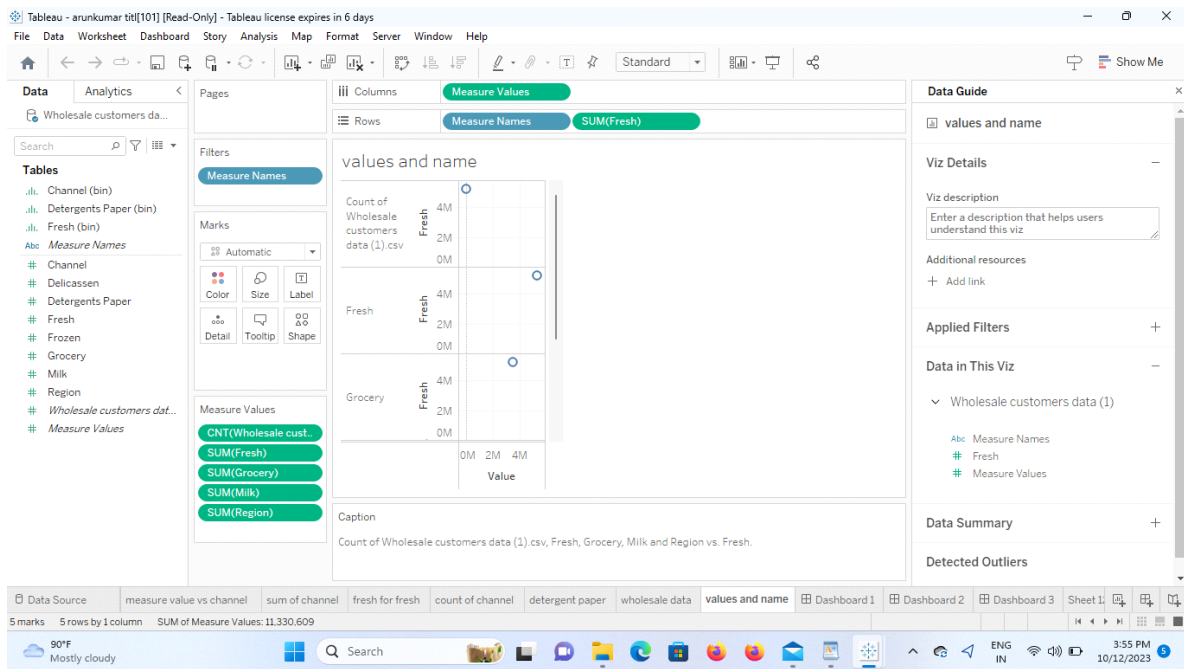
Result:











Advandage and Disadvandage:

Advandage:

- *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, allwing 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.

Disadvandages:

- *Use it features effectively may require training and experience.
- *Expensive, particularly for enterprise-level deployments. which may not be feasible for smaller busiesses or inddividuals.
- * Sharing sensitive market insights through tableau requires careful data security measures to prevent unauthorised.

Application:

- *Explain the use of Tableau in the project.
- *Visulizations created, such as charts, graphs, and dashboards.

*Interactivity and user interface design.

Conclusion:

Summarize the overall findings and the significant of your analysis.