



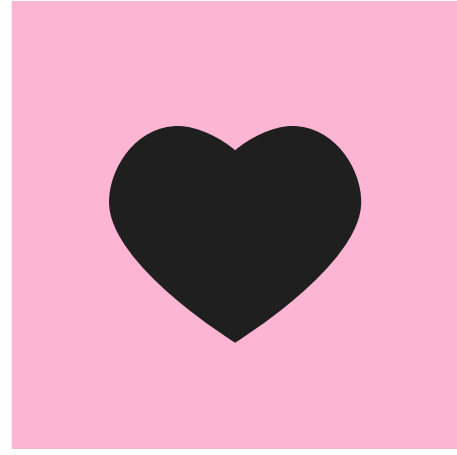
Says

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?



Feels

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



Does

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



THEEPPORI G B
Unveiling market
insights

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

By conducting a
comprehensive
analysis buissness
can optimize their
maketing statergies

Along with
spending
behaviour to that
preferences also
analysed

It sells the goods
to the end
consumer at a
good price
makialng a project

Production is
primarily in runal
areas while
consumption is
mainly in urban
areas

Gaining deep
market insights is
essential for
buiissness to
grow

Improve
product
offerings

It can
optimize their
marketing
statergies

Enhance
customer
engagement to
drive revenue
growth

Developing a
spending plans helps
to understand what
monetary resources
are available to you as
well as your expected
expenses

Spending on final
goods and
service for
current personal
and household
use

It helps them
hudget and save for
everyday health
care and dependent
care costs

 [See an example](#)