

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

1 INTRODUCTION

1.1 Overview

Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.

The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas. In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow. This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

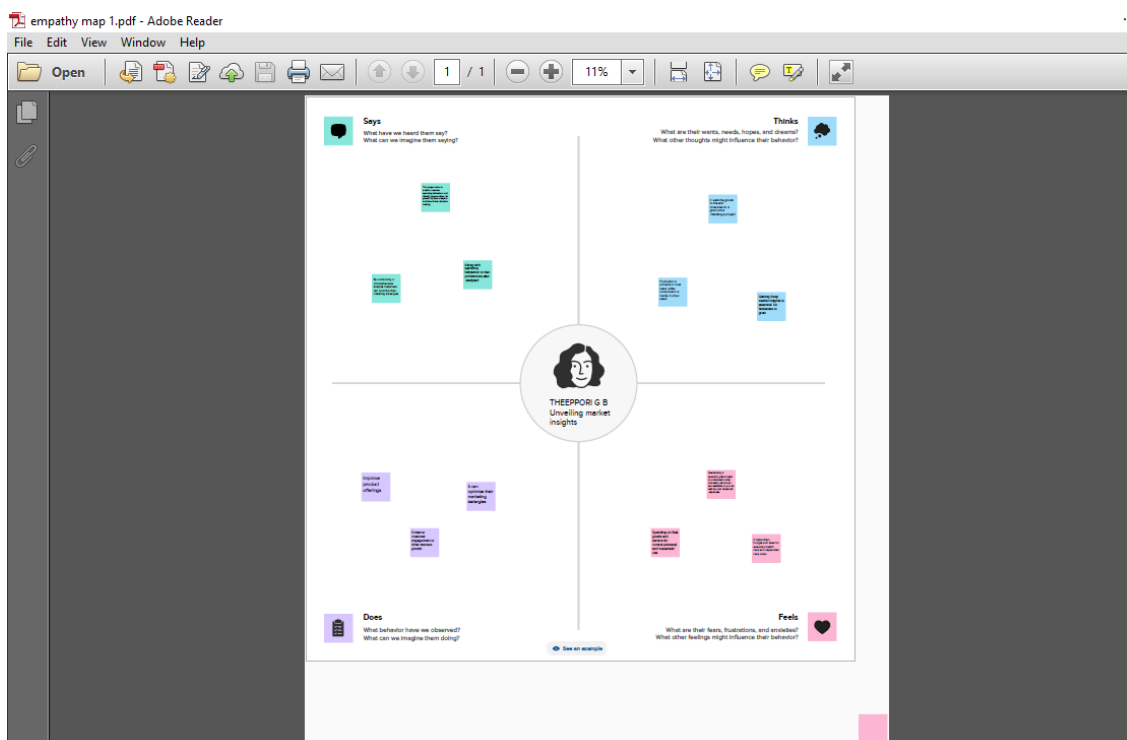
The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions.. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth

1.2 Purpose

This project will be useful in analyzing the spending behavior of the people and Identifyingthe opportunity for the growth. The number of consumers will be identified. The brand of high and popular sale will also be known.

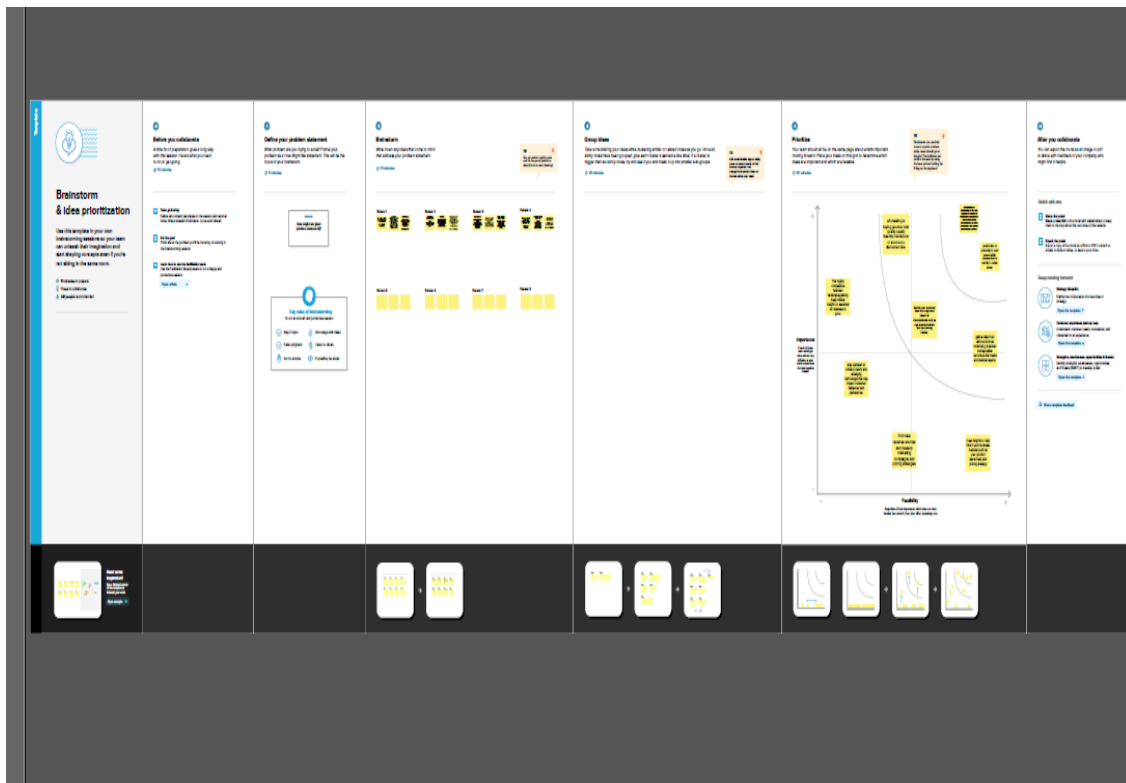
2. ProblemDefinition& DesignThinking

EMPATHY MAP



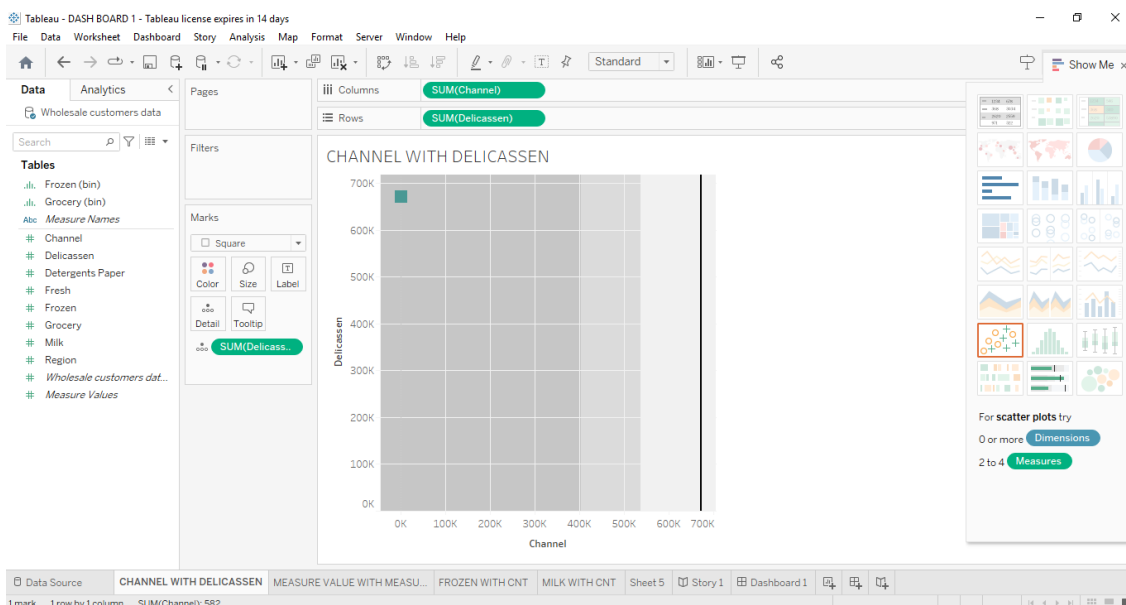
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BRAINSTORM

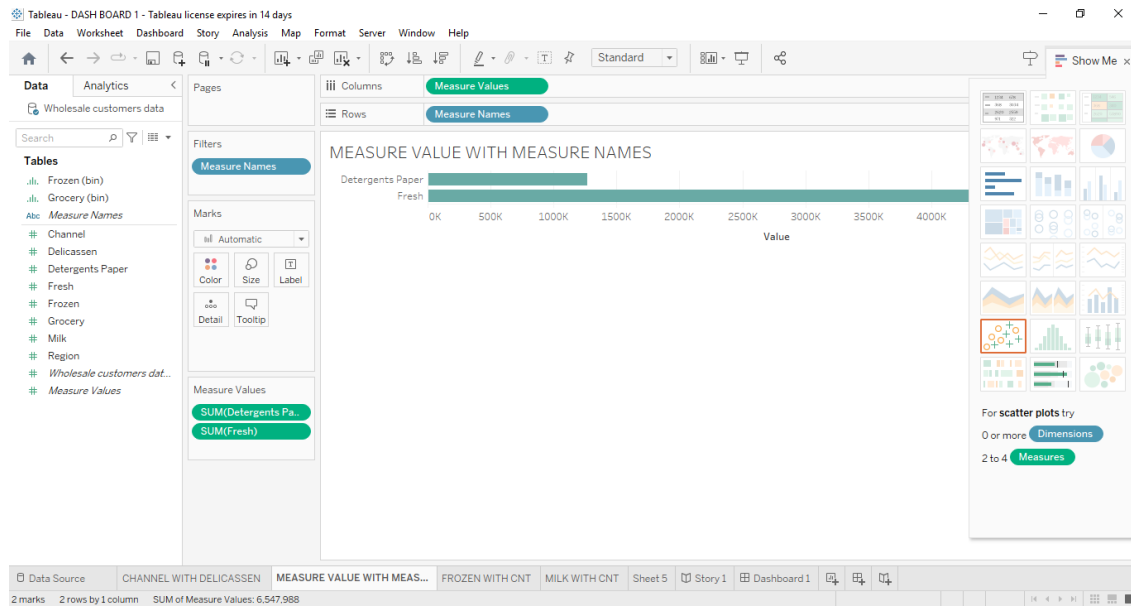


RESULT

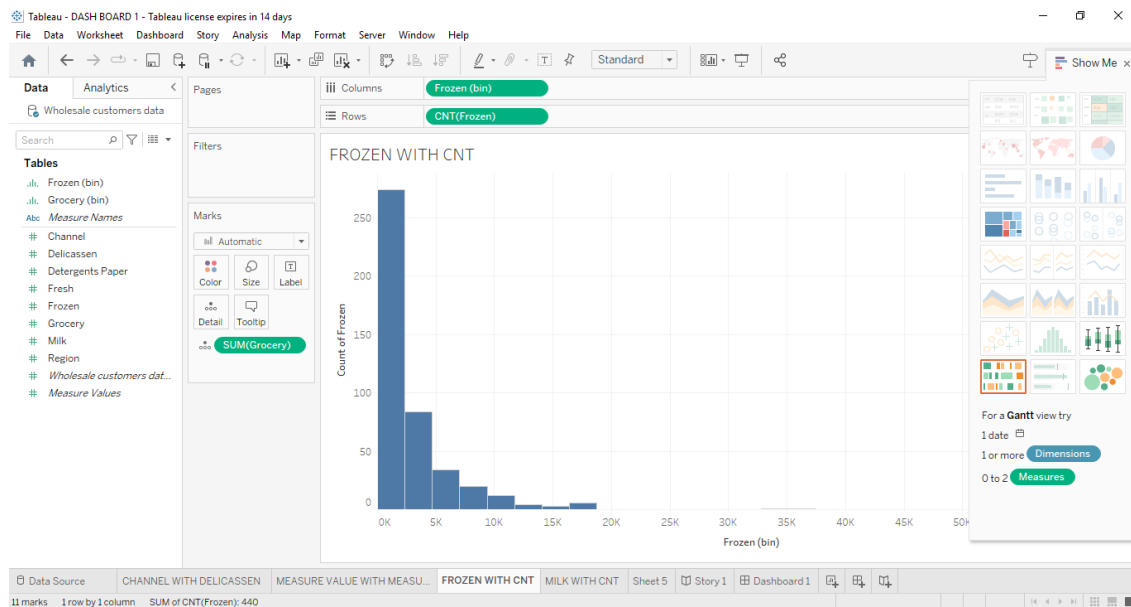
GRAPH 1



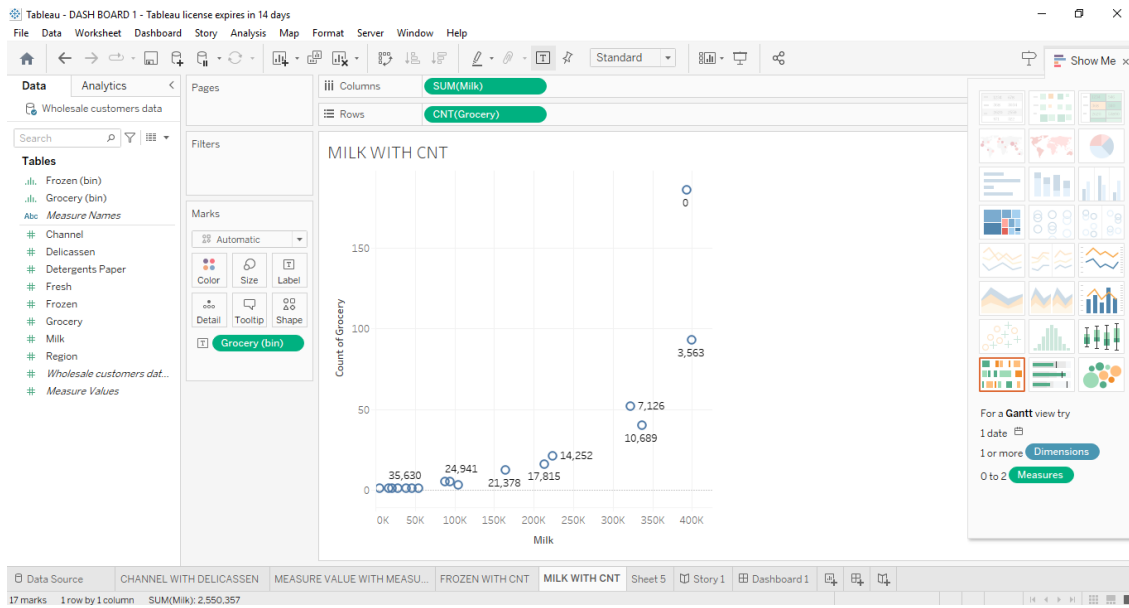
GRAPH 2



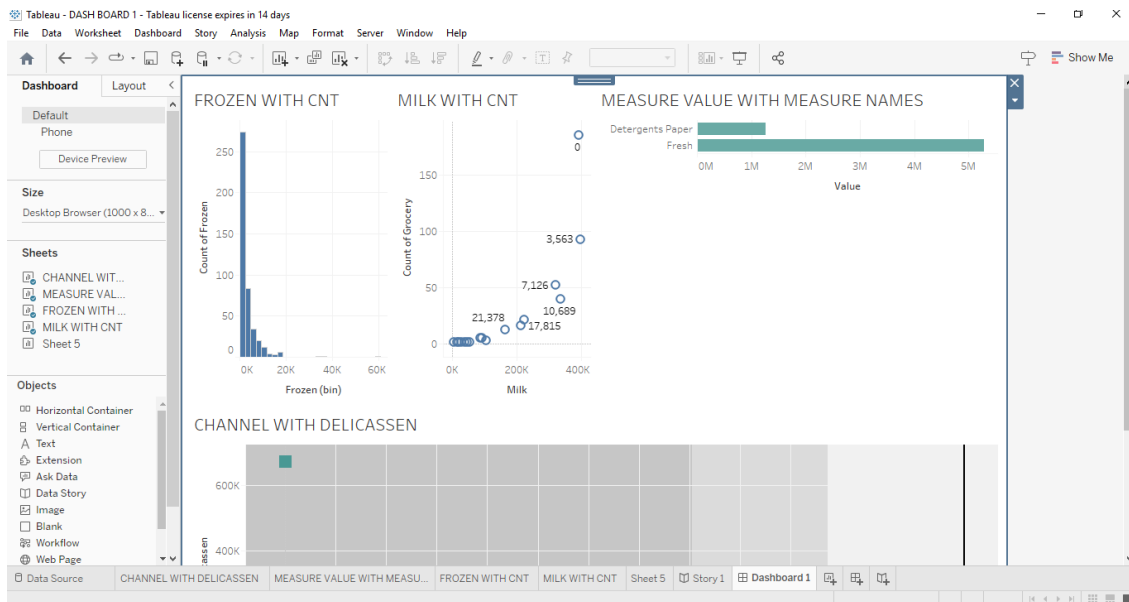
GRAPH 3



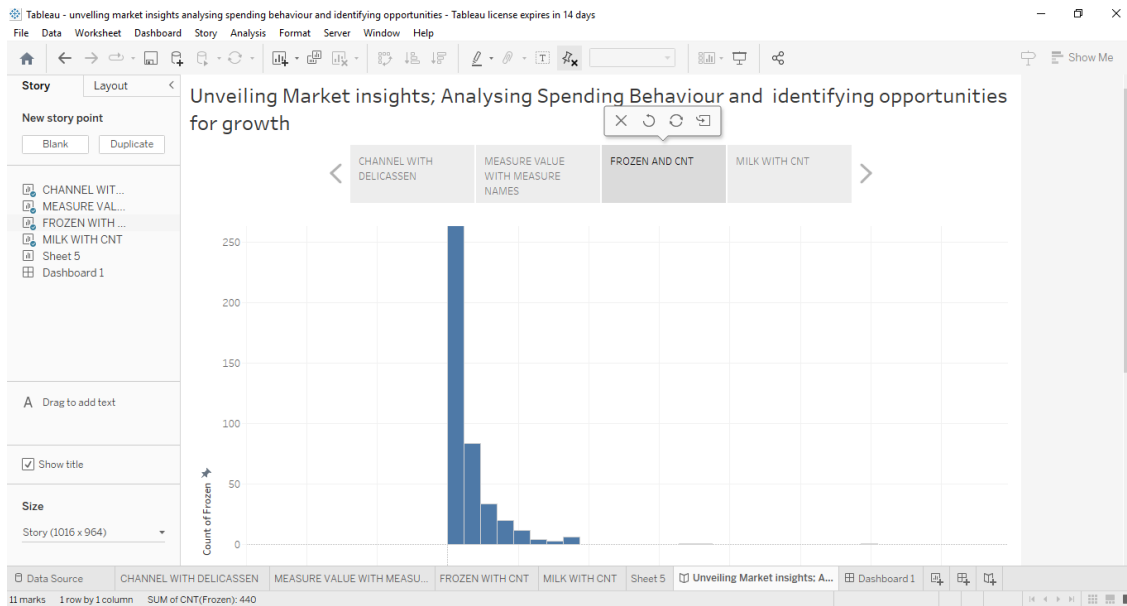
GRAPH 4



DASHBOARD



STORY



4. ADVANTAGES & DISADVANTAGES

ADVANTAGES

- *Marketing that is properly researched and targeted will bring new and returning customers.
- * Opinions of current and former customers can identify areas for improvement.
- * Raising brand awareness.
- * Allows for more personal relationship between business and the customers.
- * Increase market share.

DISADVANTAGES

- * Marketing can be expensive and drain profits especially for smaller businesses.
- * Its difficult to accurately assess the cost benefit of a marketing campaign.
- * Not all campaigns are successful because they were not carefully researched and planned.
- * Business may require additional staff to assist with advertising.
- * The cost of branded items used for advertising reduces profit margins.
- * The time required to keep information updated on websites and social media may require additional staff.

5. APPLICATIONS

- * Understanding the demand and supply chain of target market.
- * Developing well thought marketing plans.
- * Learn from your competitors content marketing and social strategies.
- * Build more attractive content, offers and lead magnets.
- * Bring your products to more targeted communities.
- * Obtain information about customer demographics.
- * Insights offer a fascinating glimpse into your competition.
- * Insights no longer take months to produce.

6. CONCLUSION

Marketing insights analysts play a pivotal role in the success of business by providing valuable insights derived from data analysis. The responsibilities span data collection, analysis, competitive research, strategic guidance. To thrive in this field, individuals must possess strong analytical and communication skills, along with a solid educational foundation enrolling in a specialised program like CMAP can further enhance your capabilities and open doors to exciting career opportunities in a market research. So if you are passionate about deciphering market trends and helping businesses make informed decisions, a career as a market research analyst may be your calling.

7. FUTURE SCOPE

- * The scope of marketing management involves providing after-sales support to consumers to retain the business, build brand loyalty and boost the business image. It involves gathering customer feedback to gauge customer stratification.
- * It includes sales promotion and advertisement.
- * It includes marketing insights having more job offers including, Marketing manager, Marketing research analyst, Advertising manager, Brand manager, sales manager, public relationship specialist, Marketing coordinator.