

1 INTRODUCTION

1.1 Overview

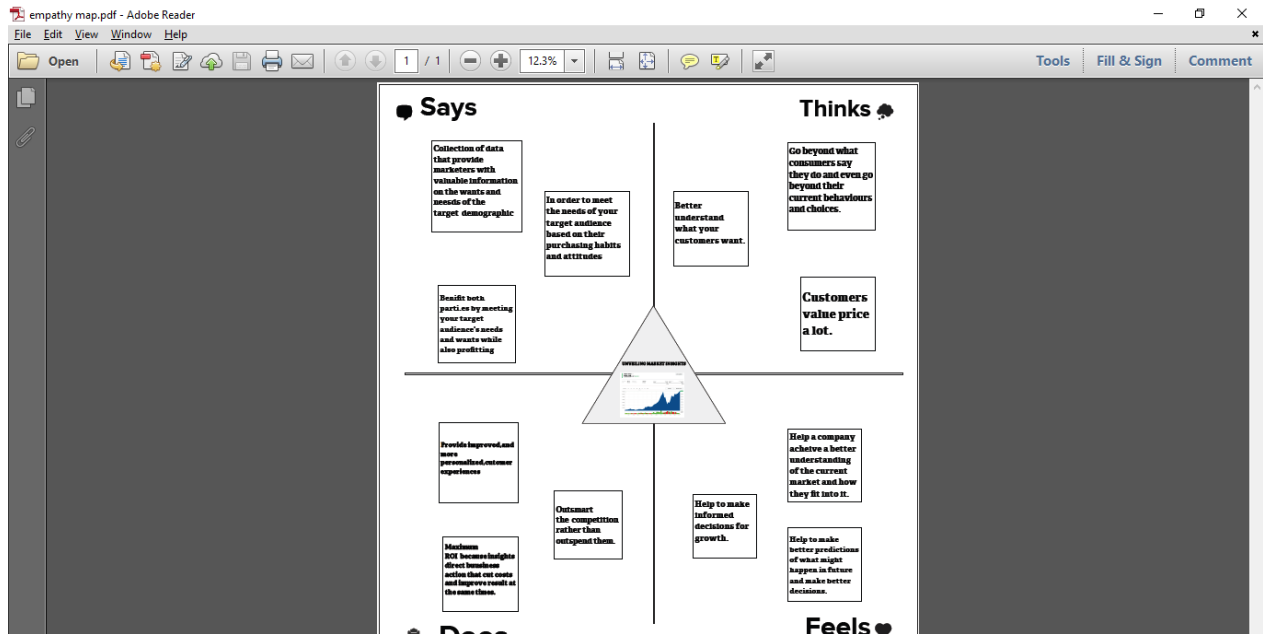
This Project aims to analyse customer spending behaviour and identify opportunities for growth by leveraging data analytics and data _ driven decision making.

1.2 Purpose

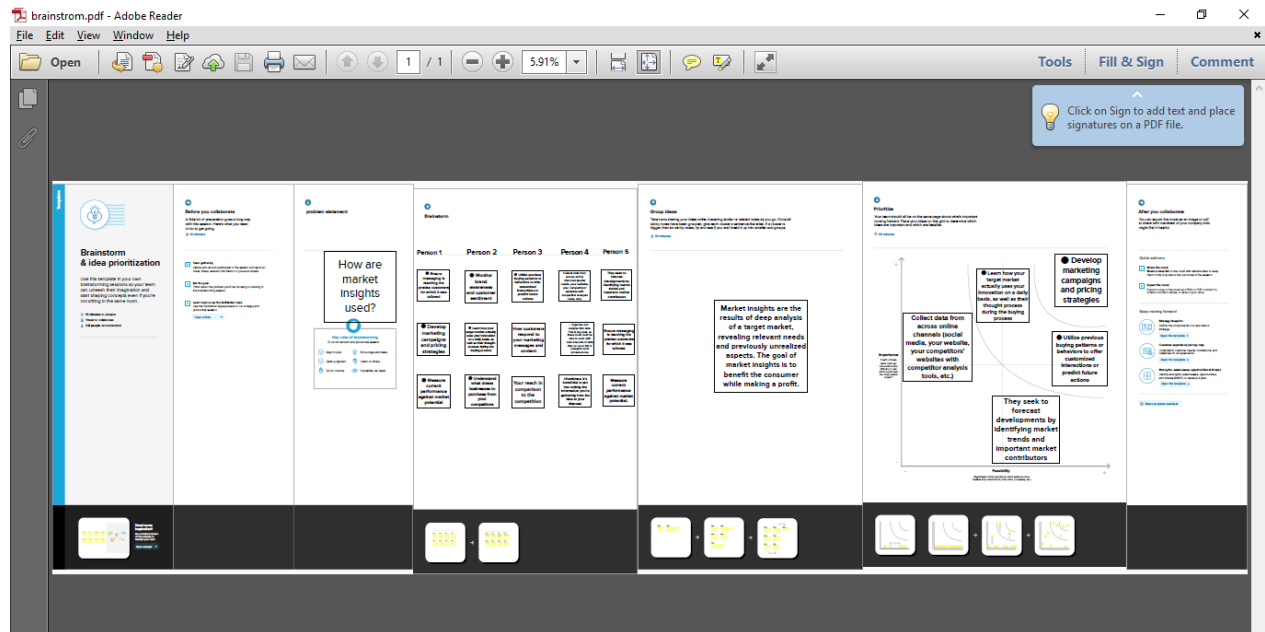
entifying the growth.

2 PROBLEM DEFINITION & DESIGN THINKING

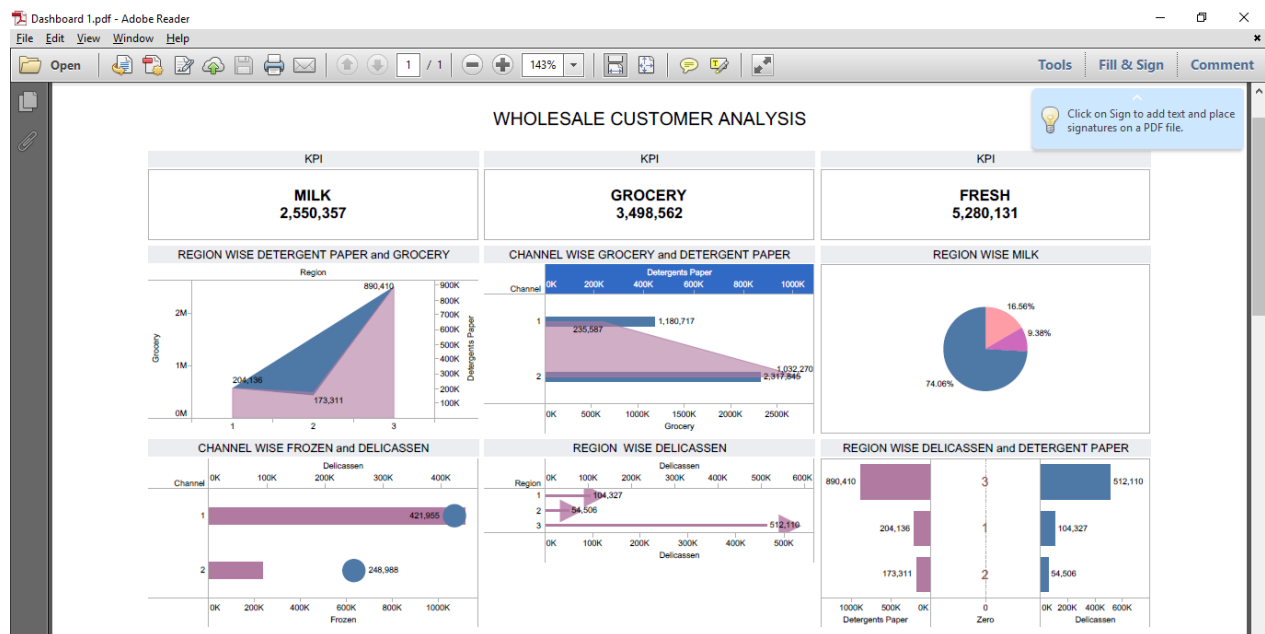
2.1 Empathy Map



2.2 Ideation & Braimstorming Map



3 RESULT



4 ADVANTAGES

By Extracting Valuable insights from data, business can develop effective strategies refine their products or services and ultimately drive growth.

DISADVANTAGES

Time Consuming and expensive compared to secondary requires resources for survey design, data collection, and analysis. A limited sample size may not represent the entire target market.

5 APPLICATIONS

Dashboard and Story are the two applications where the solution can be find.

6 CONCLUSION

Conclusion of the project is gathering and collecting the information from the consumer plays major role in the project.

7 FUTURE SCOPE

From this project we can collect the information very fast and very easy to get the information in the same place. And also can save the time.

8 APPENDIX

A. Source code

Dash board and Story.