

## 1.INTRODUCTION:

### 1.1 OVERVIEW:

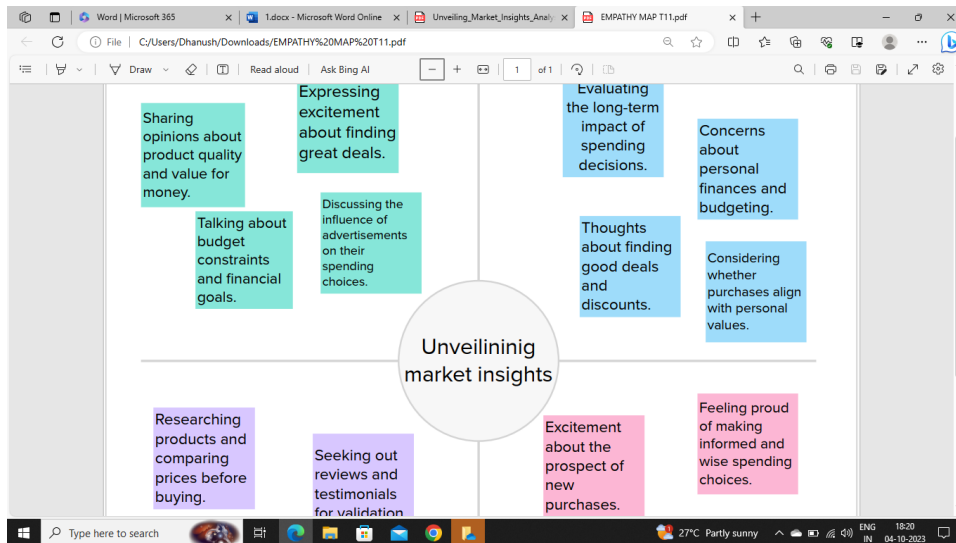
The project aims to empower wholesalers with data-driven insights to enhance their sales efforts and streaming goods management.

### 1.2 PURPOSE

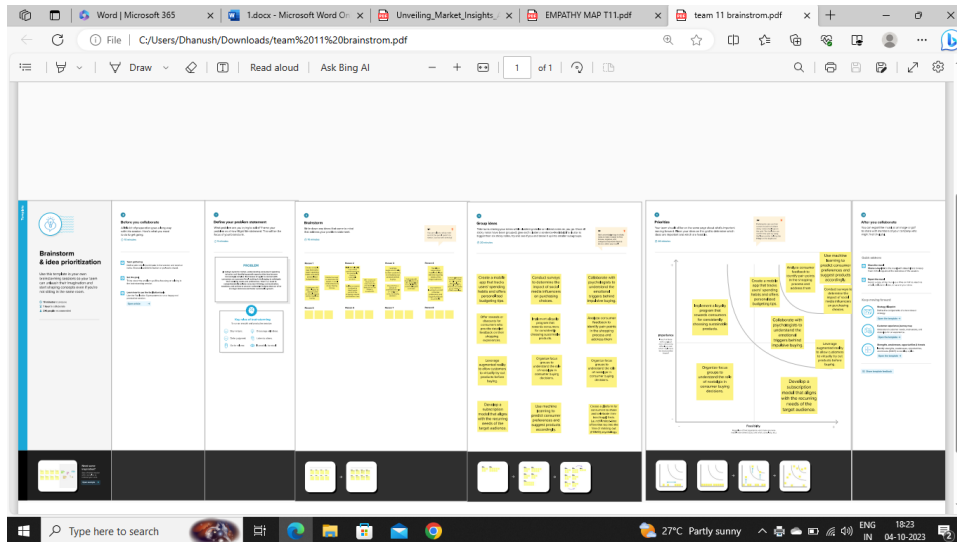
The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas.

## 2.PROBLEM DEFINITION AND DISIGN THINKING:

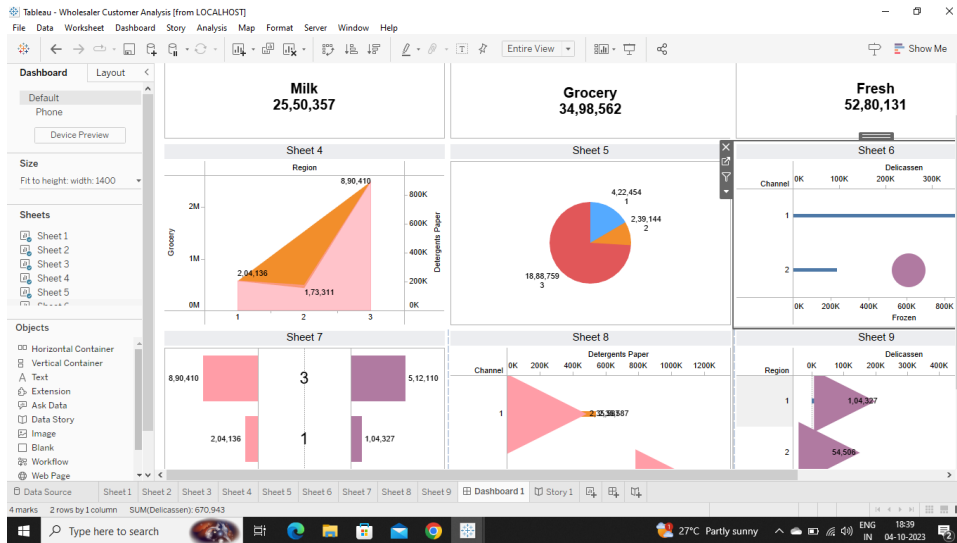
### 2.1 EMPATHY MAP:



## 2.2 BRAINSTORMING MAP:



## 3.RESULT:



#### **4.ADVANTAGES :**

By understanding customer preferences and buying behaviour,wholesaler can tailor their sales strategies more effectively.

This can lead to increased sales,higher customer retention,and potentially larger market share.

#### **DISADVANTAGES:**

Misinterpreting data or drawing incorrect conclusions can lead to misguided decisions.

It's important to have skilled analysts who can interpret data accurately.

#### **5.CONCLUSION:**

**Revenue Growth:** Leveraging market insights to identify growth opportunities can lead to increased sales and revenue for businesses. Understanding customer preferences and optimizing product offerings can attract more customers and improve customer retention. **Cost Optimization:** Data-driven decision-making allows businesses to allocate resources more efficiently. By identifying underperforming products or unprofitable channels, businesses can optimize costs and improve their bottom line.

#### **6.APPLICATIONS:**

By analysing customer data,wholesalers can segment their customer base into distinct groups based on purchasing behaviour,demographics,or preferences.

This allows for targeted marketing and tailored product offerings for each segment.

#### **7.FUTURE SCOPE:**

The ability to analyze customer data in real-time will become more important.This will allow wholesalers to respond quickly to changing market conditions of goods during transit.