

# **WHOLESALE CUSTOMERS ANALYSIS**

## **1. INTRODUCTION**

### **1.1. OVERVIEW**

*In this project, you will analyze a dataset containing data on various customers' annual spending amounts (reported in monetary units) of diverse product categories for internal structure. One goal of this project is to best describe the variation in the different types of customers that a wholesale distributor interacts with. Doing so would equip the distributor with insight into how to best structure their delivery service to meet the needs of each customer.*

*The dataset for this project can be found on the UCI Machine Learning Repository. For the purposes of this project, the features 'Channel' and 'Region' will be excluded in the analysis — with focus instead on the six product categories recorded for customers.*

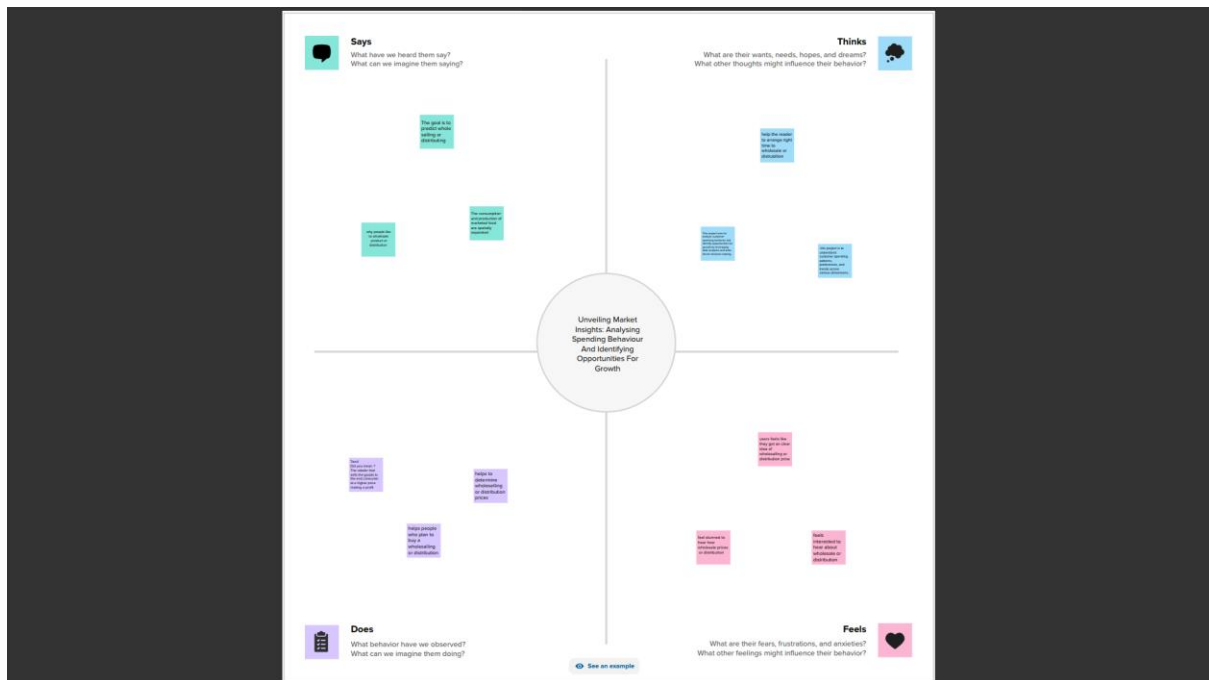
*Run the code block below to load the wholesale customers dataset, along with a few of the necessary Python libraries required for this project. You will know the dataset loaded successfully if the size of the dataset is reported.*

### **1.2 PURPOSE**

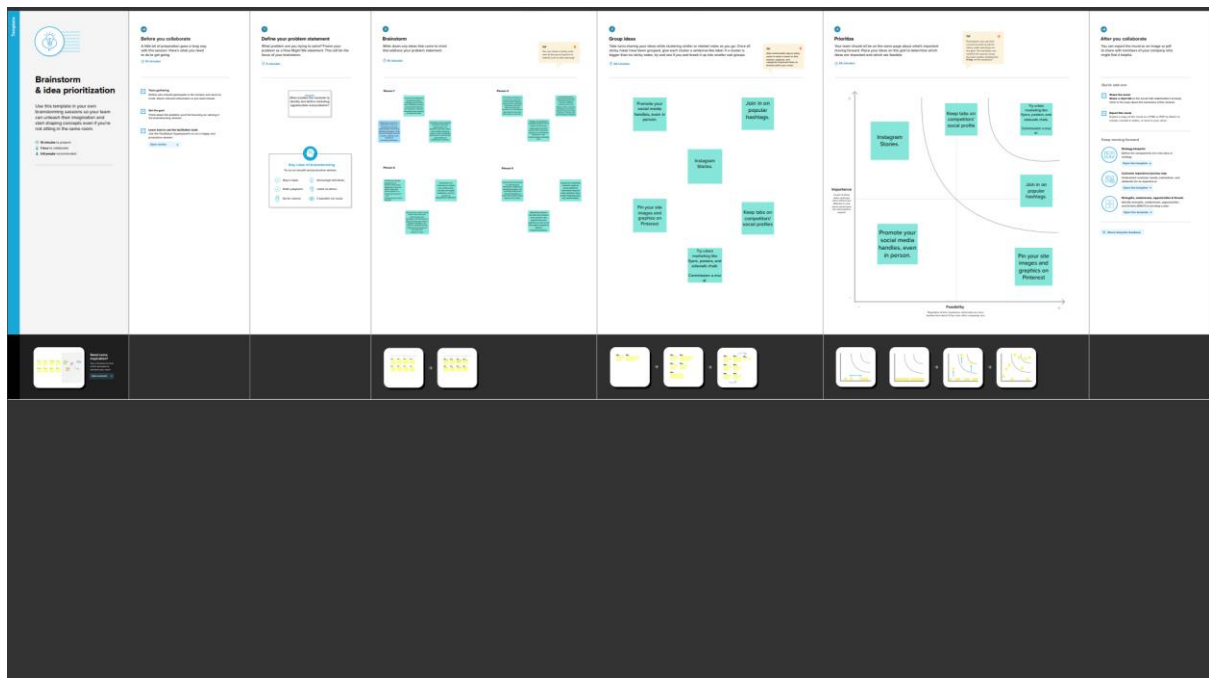
*One goal of this project is to best describe the variation in the different types of customers that a wholesale distributor interacts with. Doing so would equip the distributor with insight into how to best structure their delivery service to meet the needs of each customer.*

## 2. PROBLEM DEFINATION & DESIGN THINKING

### 2.1 EMPATHY MAP

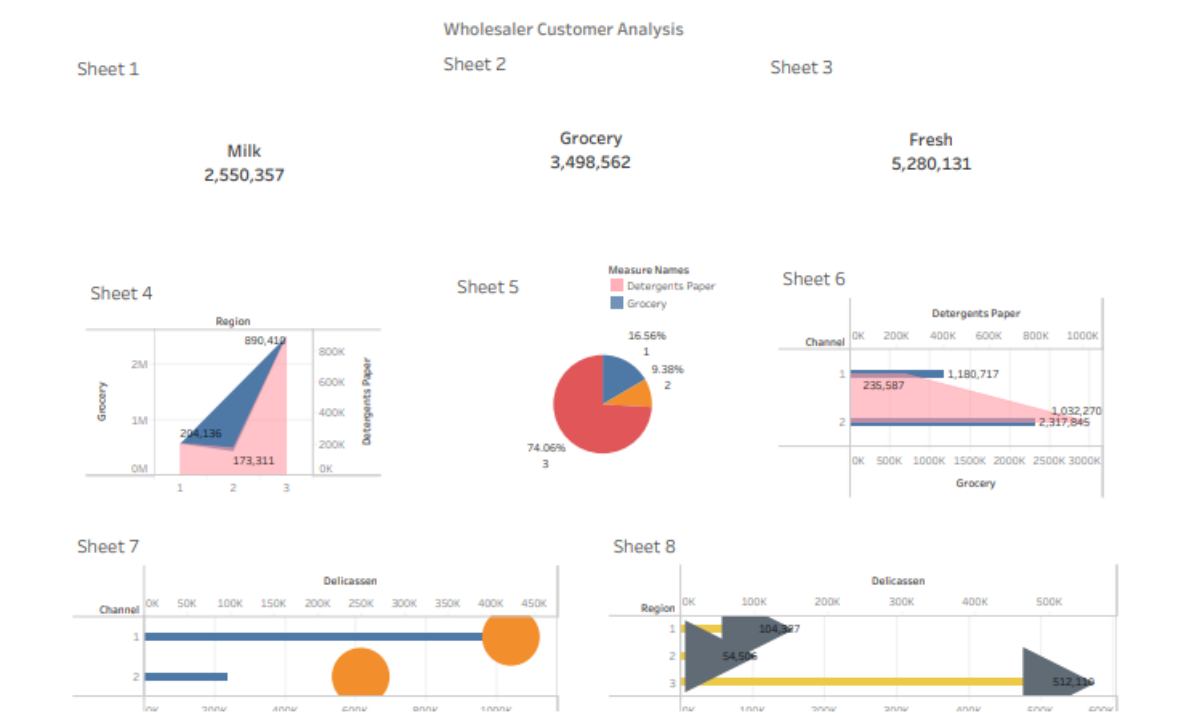


### 2.2 IDEATION & BRAINSTORMING MAP



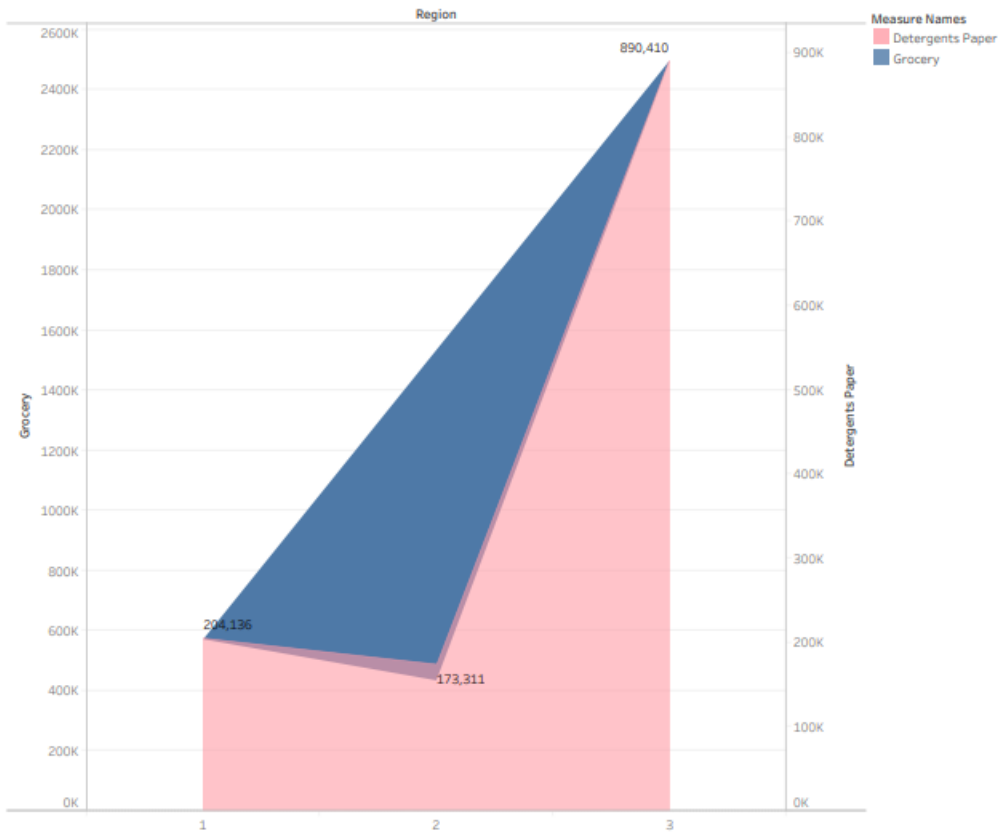
RESULT

DASHBOARD



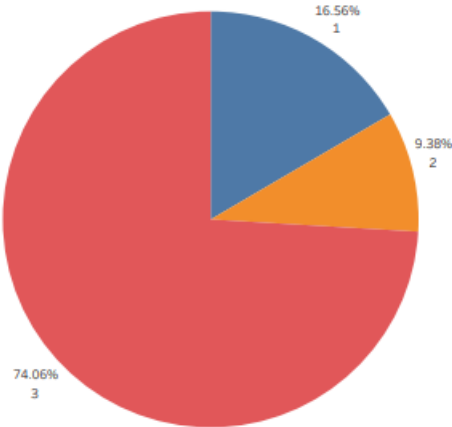
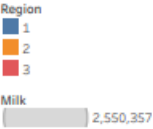
Story 1

Milk kpi	Grocery kpi	Fresh kpi	Region wise Detergent Paper and Grocery	Region wise Milk	Channel wise Detergent paper and ...	Channel wise Delicassen and Fro...
----------	-------------	-----------	---	------------------	--------------------------------------	------------------------------------



Story 1

Grocery kpi	Fresh kpi	Region wise Detergent Paper and Grocery	Region wise Milk	Channel wise Detergent paper and ..	Channel wise Delicassen and Frozen	Region wise Delicassen
-------------	-----------	---	------------------	-------------------------------------	------------------------------------	------------------------



## Story 1



## ADVANTAGES

*# Clearly define the target market and customers to source goods for the right audience*

*# Sell products that meet the great needs of consumers*

*# Build and promote your brand on social networks effectively*

*# Manage accurate customer contact information*

*# Manage sales pipeline or territory results through effective opportunity tracking*

*# Provide data for coaching by sales managers*

## **DISADVANTAGES**

- *Wholesalers get more discount and allowance from distributors because of large scale purchase*
- *Wholesaling business does not require more marketing costs*
- *Wholesalers do not have to face tough competition like retailers*
- *Selling skill is not require*
- *There will be a fixed profit margin*

## **APPLICATION**

*Empowers marketers to easily collect & process data from nearly any online source. Create a multiplier effect that enables marketers to maximise the efficiency. Request Demo. Integrated Solutions.*

## **CONCLUSION**

*In this section, you will begin exploring the data through visualizations and code to understand how each feature is related to the others. You will observe a statistical description of the dataset, consider the relevance of each feature, and select a few sample data points from the dataset which you will track through the course of this project.*

*Run the code block below to observe a statistical description of the dataset. Note that the dataset is composed of six important product categories: 'Fresh', 'Milk', 'Grocery', 'Frozen', 'Detergents Paper', and 'Delicatessen'. Consider what each category represents in terms of products you could purchase*

## ***FUTURE SCOPE***

*The future of wholesale depends on the resilience of its customers. ...  
Analysis by Countries, Development Factors and Business Update*