

PROJECT-REPORT

**UNVEILING MARKET INSIGHTS:
ANALYSING SPENDING
BEHAVIOUR AND IDENTIFYING
OPPORTUNITIES FOR GROWTH**





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☆ INTRODUCTION

1.OVERVIEW

The Marketing Concept focuses on the needs of the buyer. 2. The Sales Concept is preoccupied with the seller's need to convert his/her product into cash.

2.PURPOSE

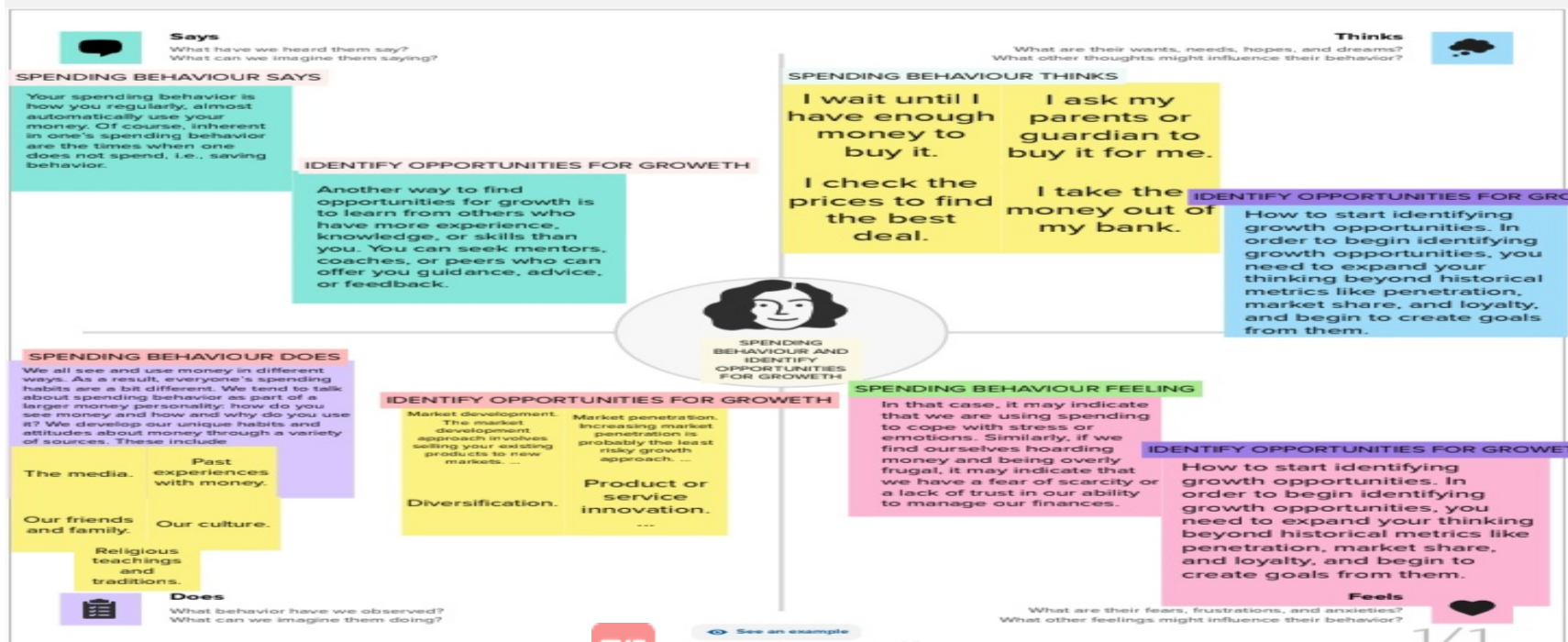
It is essential because it helps businesses understand their customers' needs, wants and desires and create products accordingly.



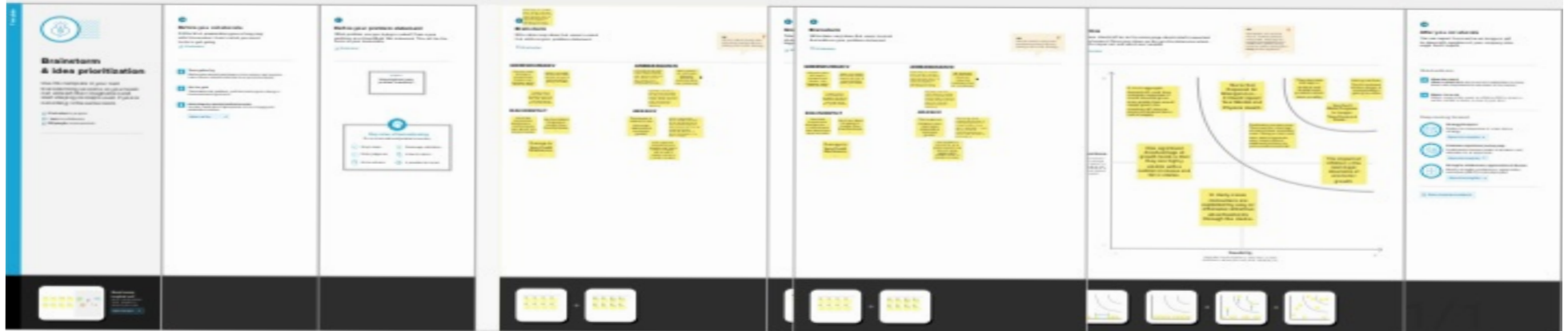
2. PROBLEM DEFINITION & DESIGN THINKING

☆ *EMPATHY MAP*

Analysing Spending Behaviour And Identifying Opportunities For Growth



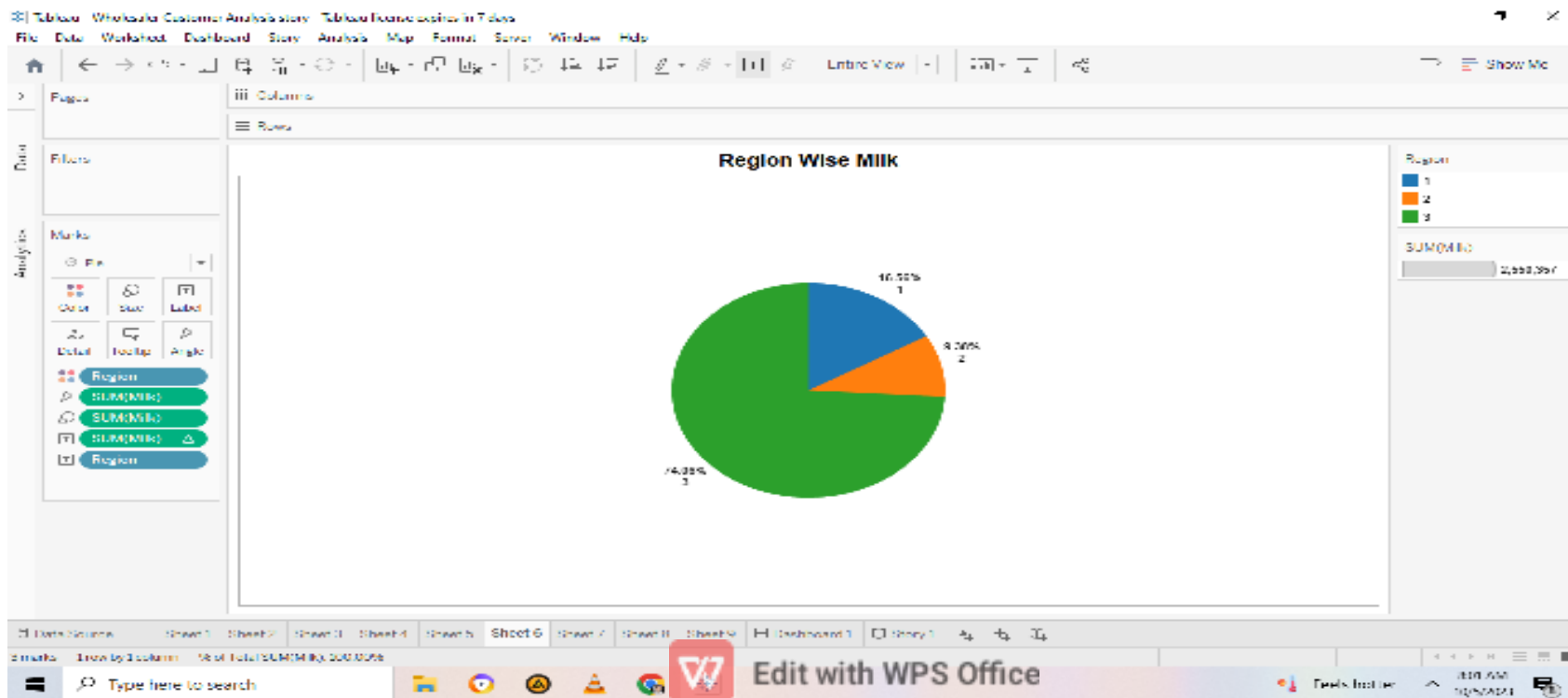
☆ DEATING & BRAINSTORMING MAP



★ RESULT:

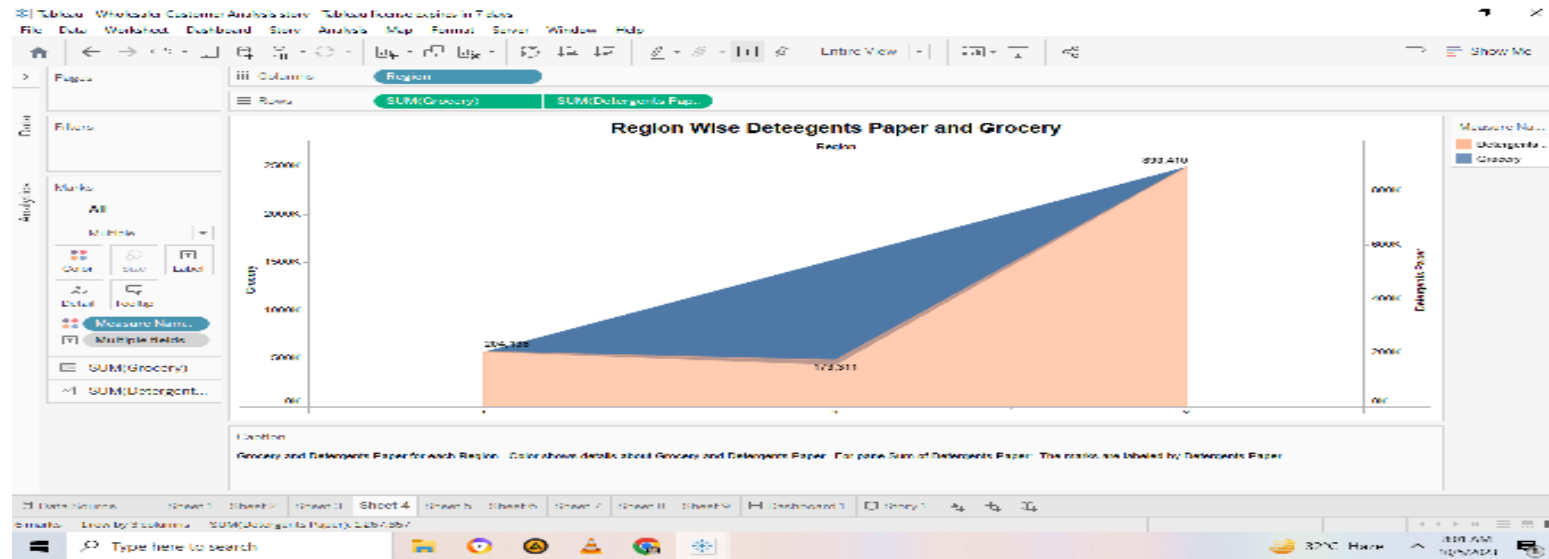
Using tableau software we analysing
Spending Behaviour And we Identifying
Opportunities For growth

Region Wise Milk

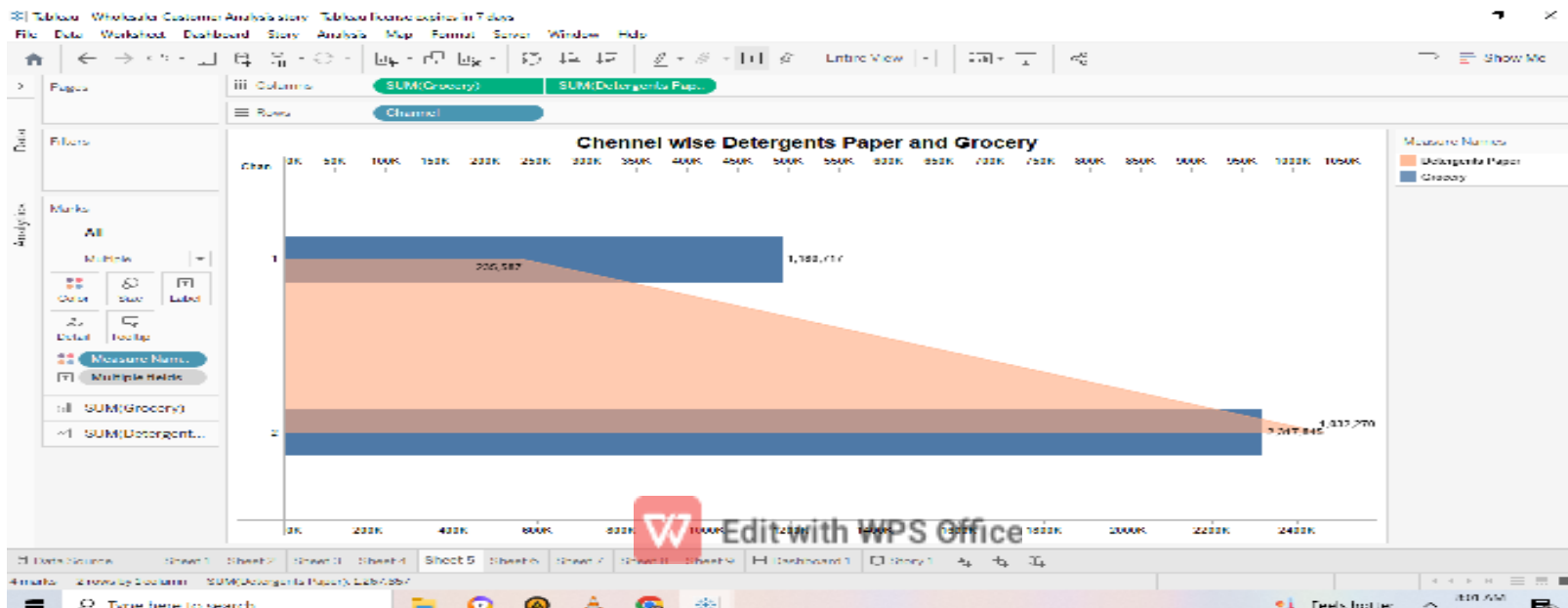


MARKET SHARE :

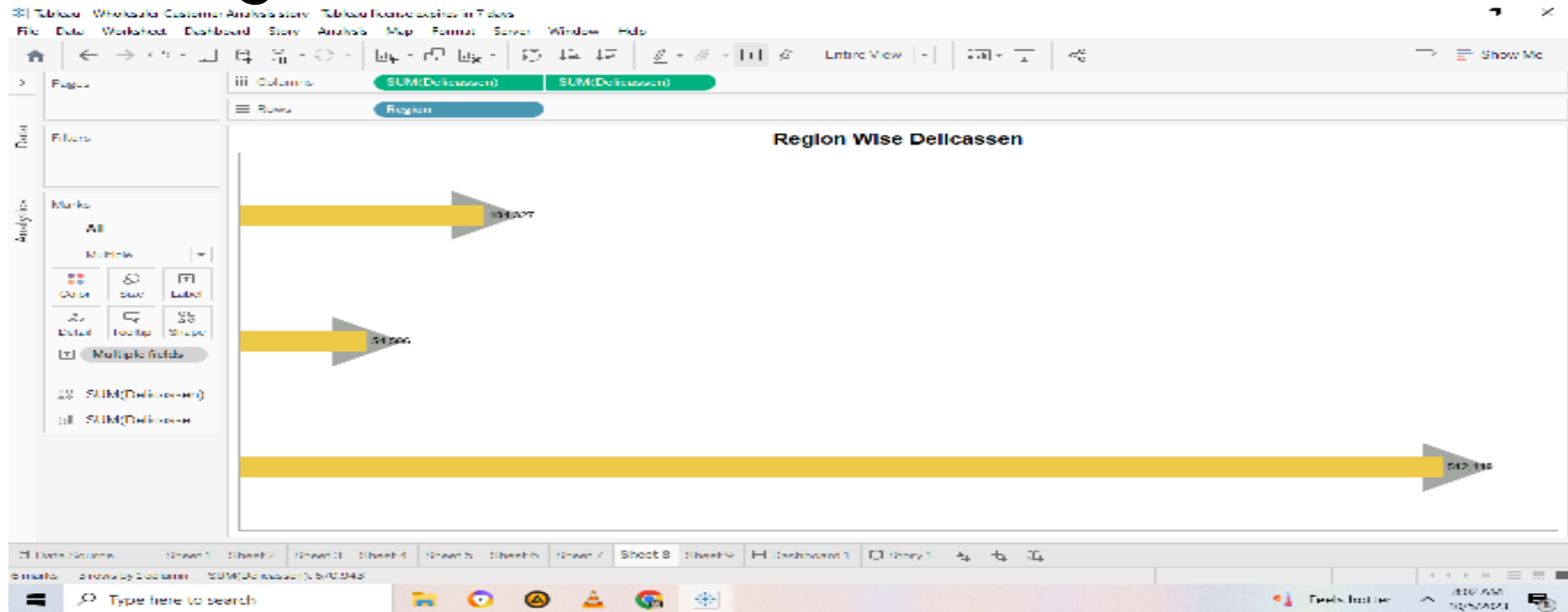
Region Wise Detergents Paper and Grocery



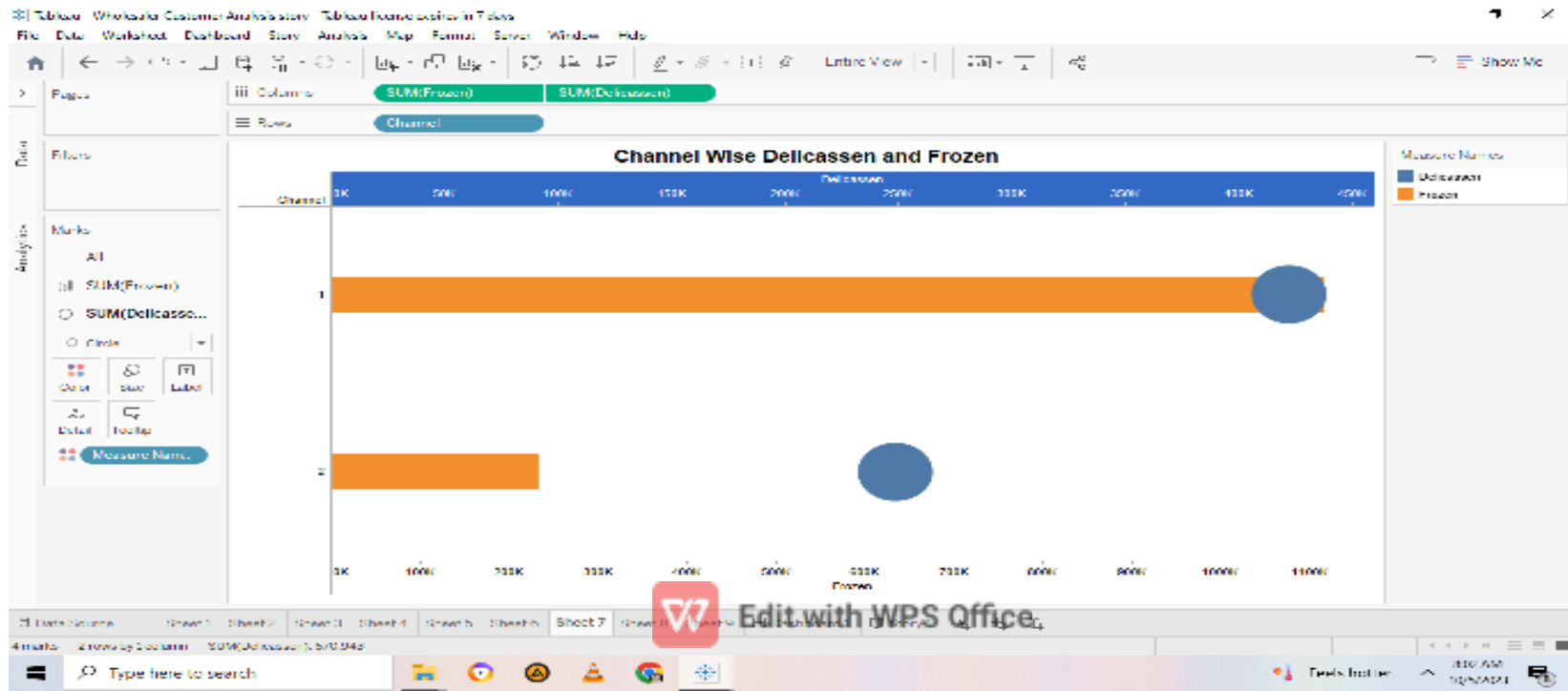
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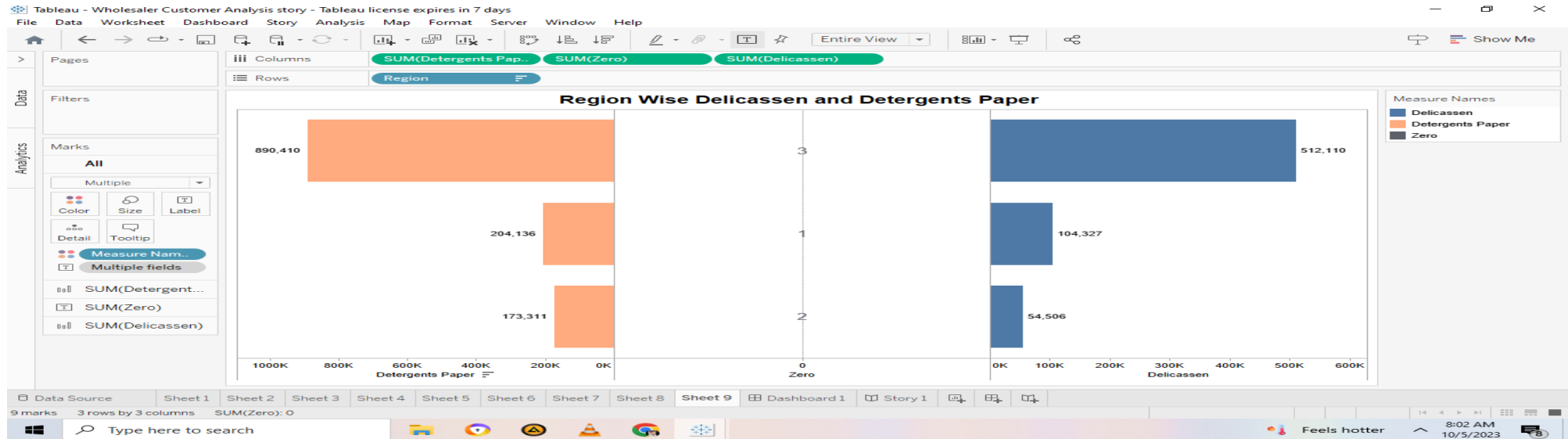
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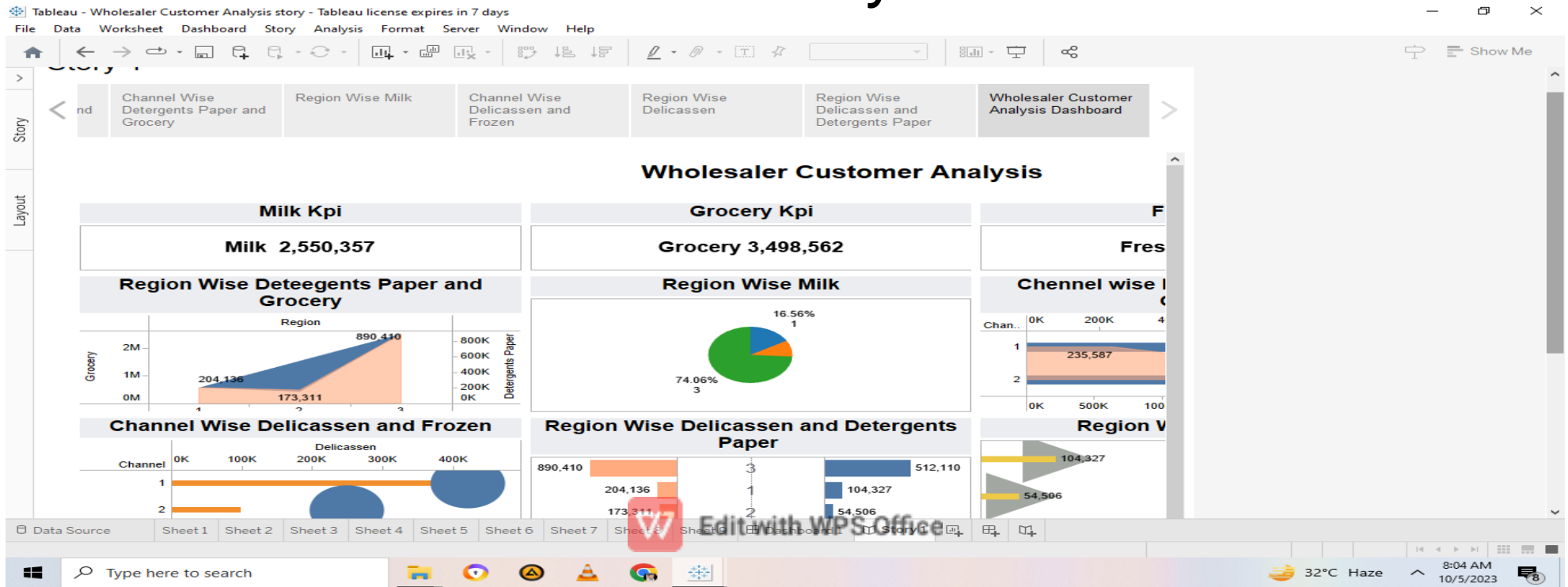
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Region Wise Delicassen and Detergents Paper



Wholesaler Customer Analysis



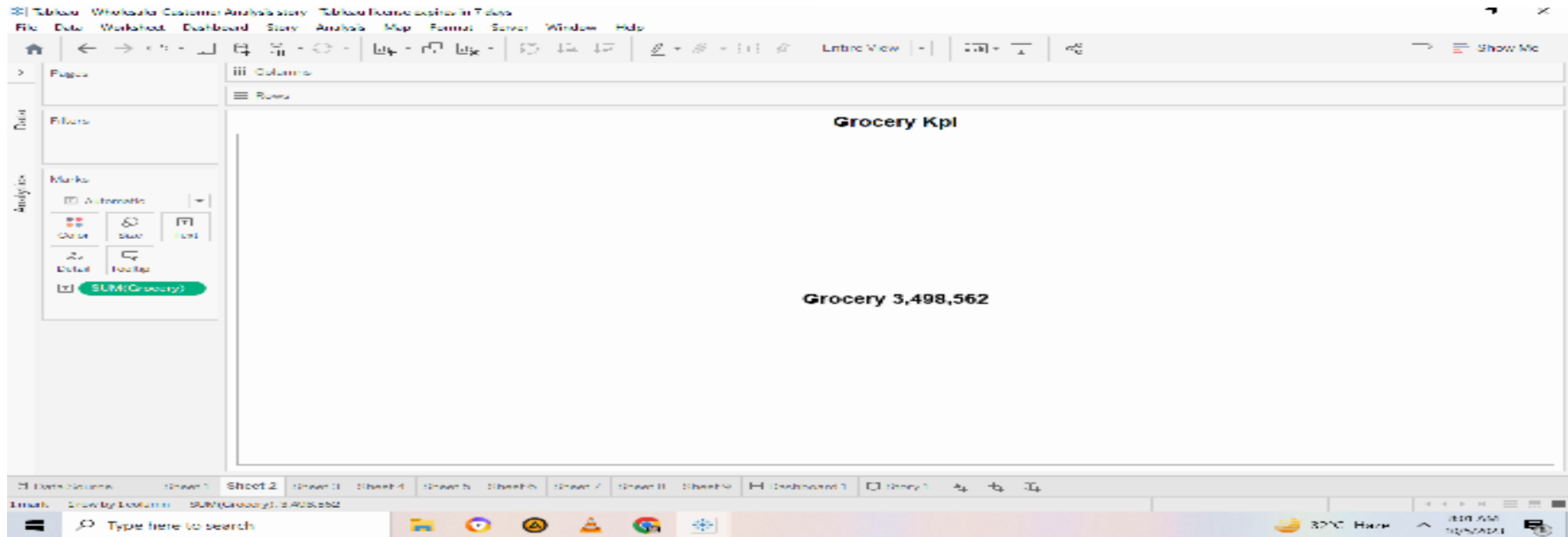
★ DASH BOARD:1

Wholesaler Customer Analysis

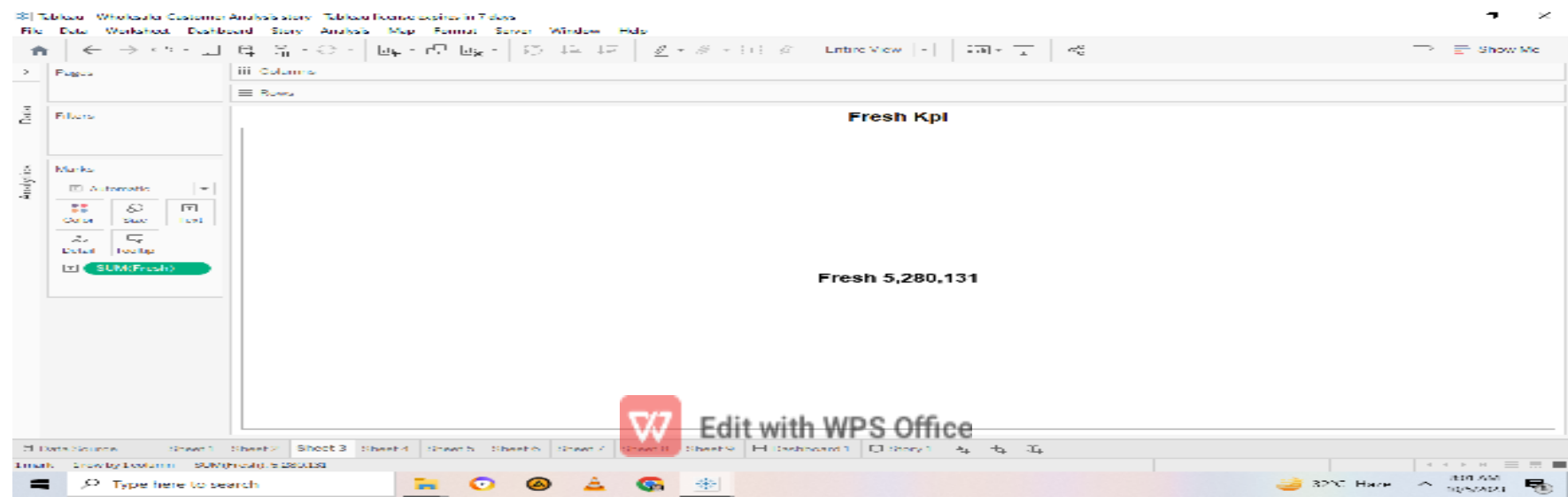


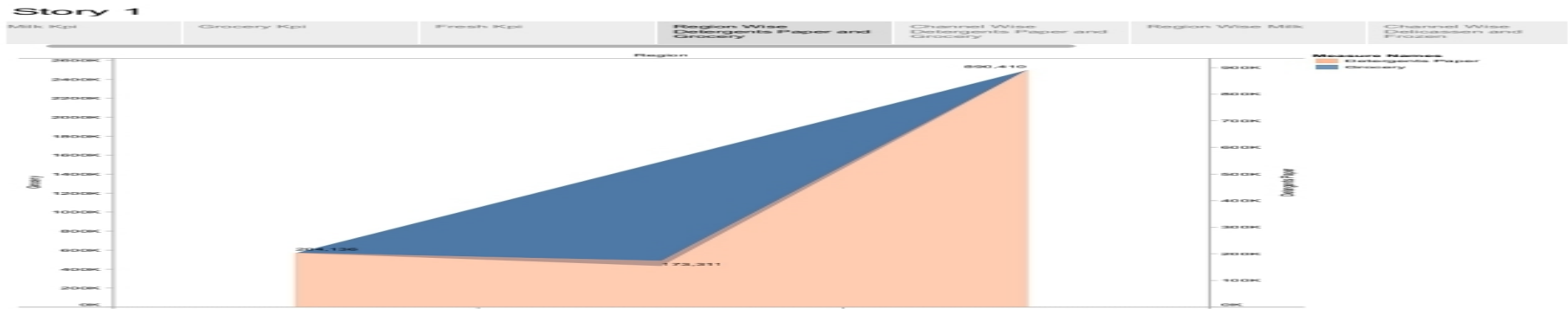
☆ STORY:

Grocery Kpi

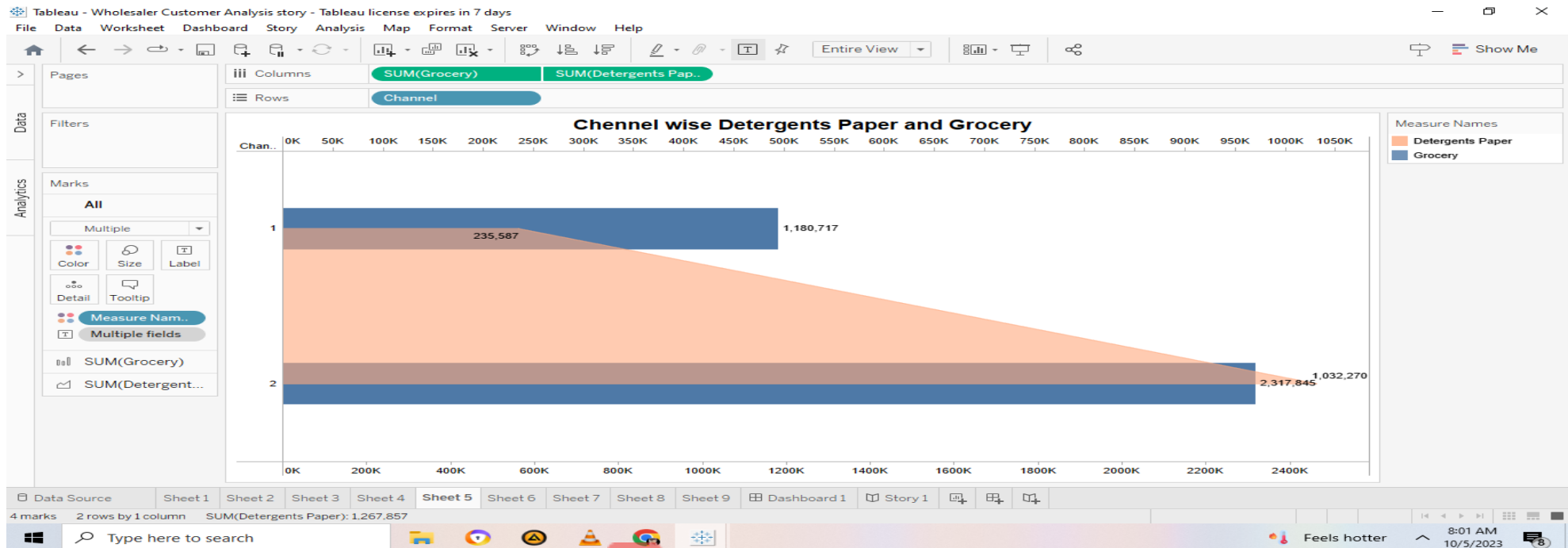


Fresh Kpi



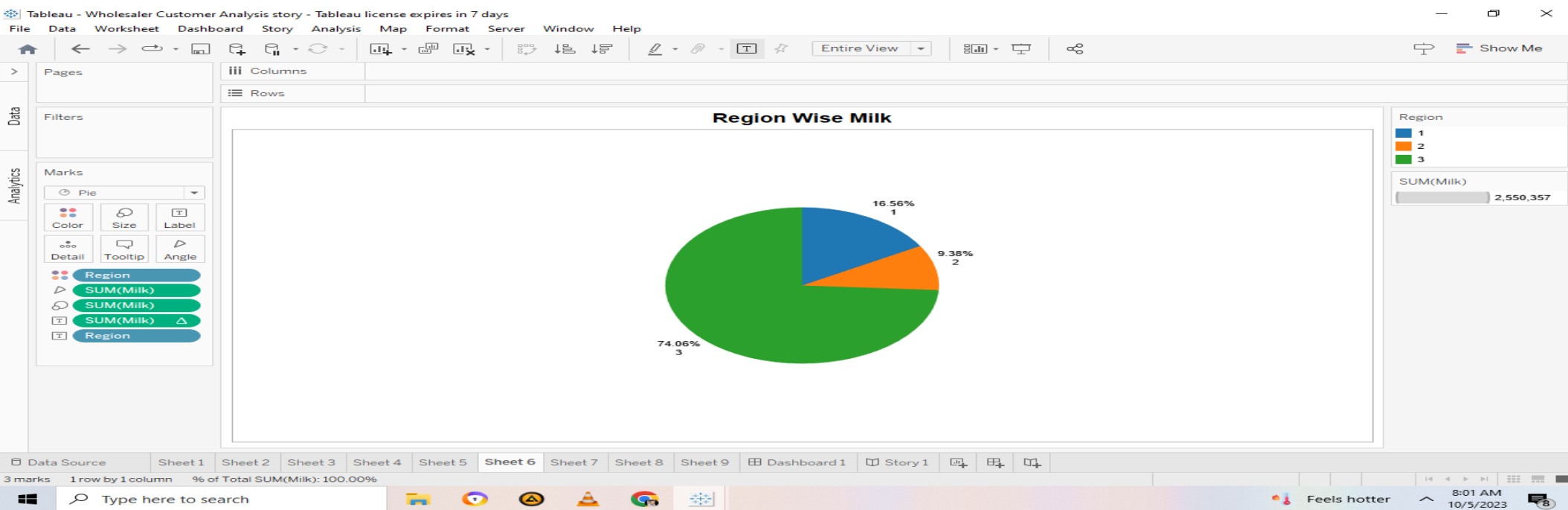


Channel wise Detergents Paper and Grocery

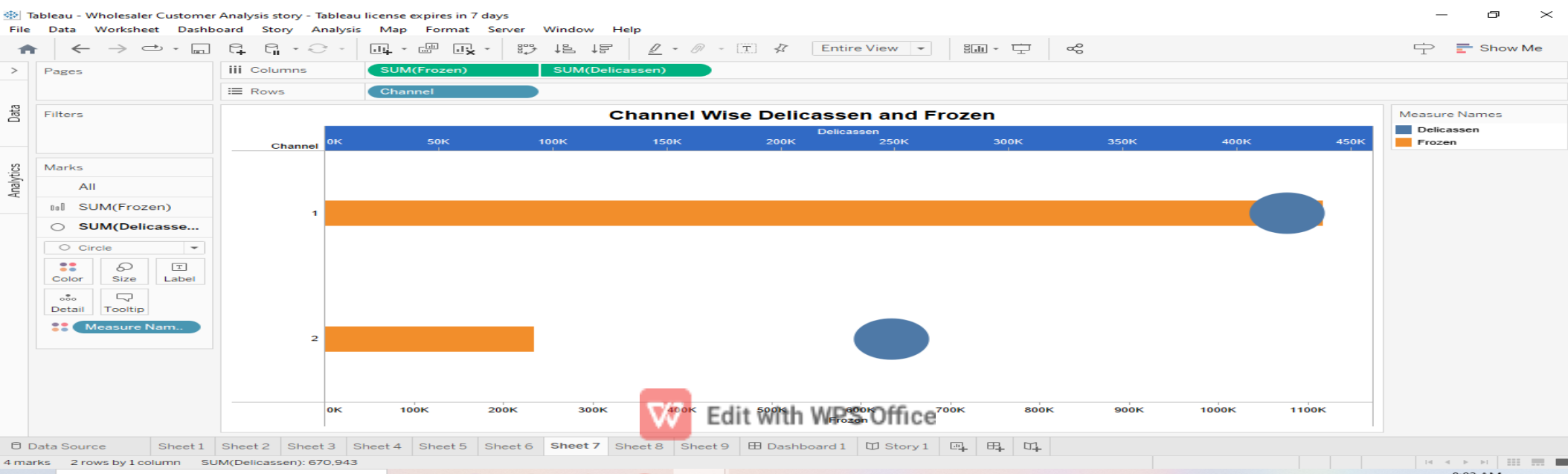


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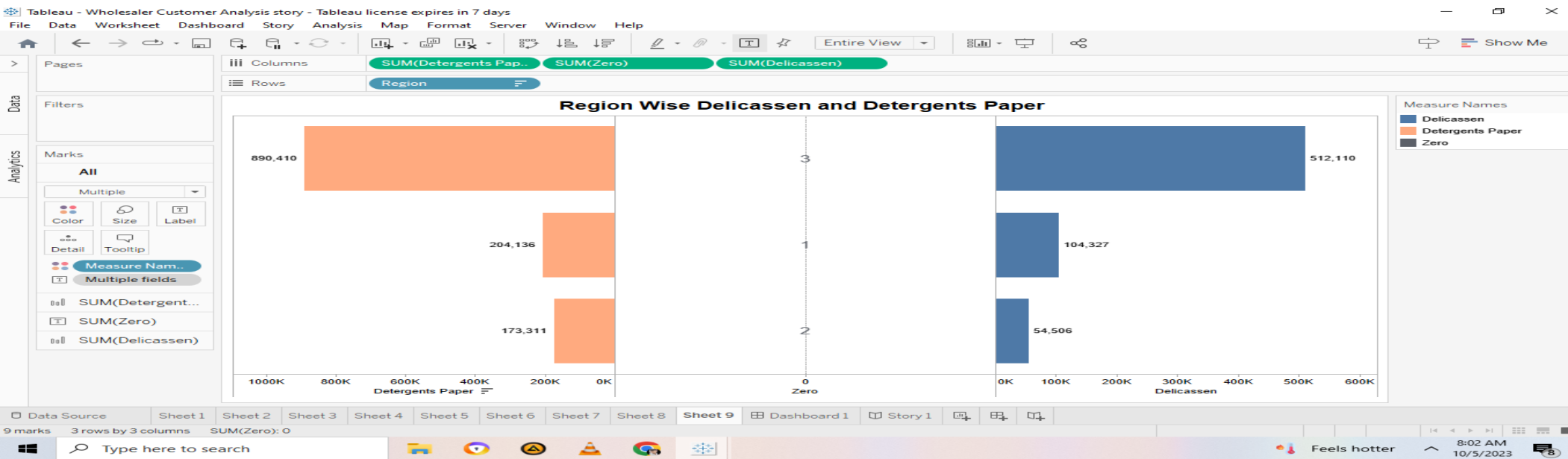
Region Wise Milk



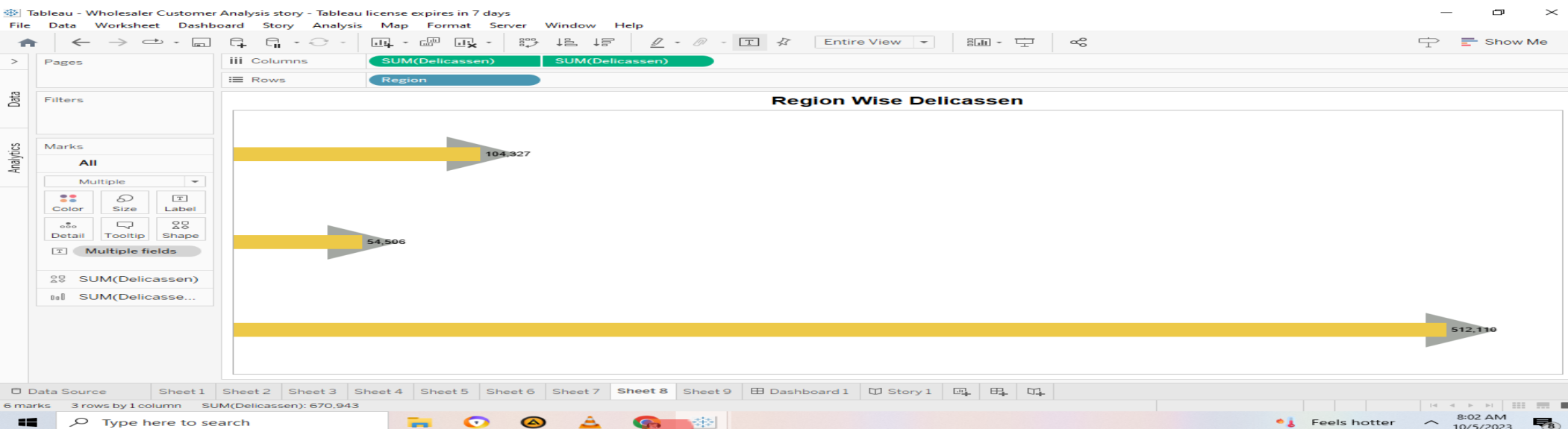
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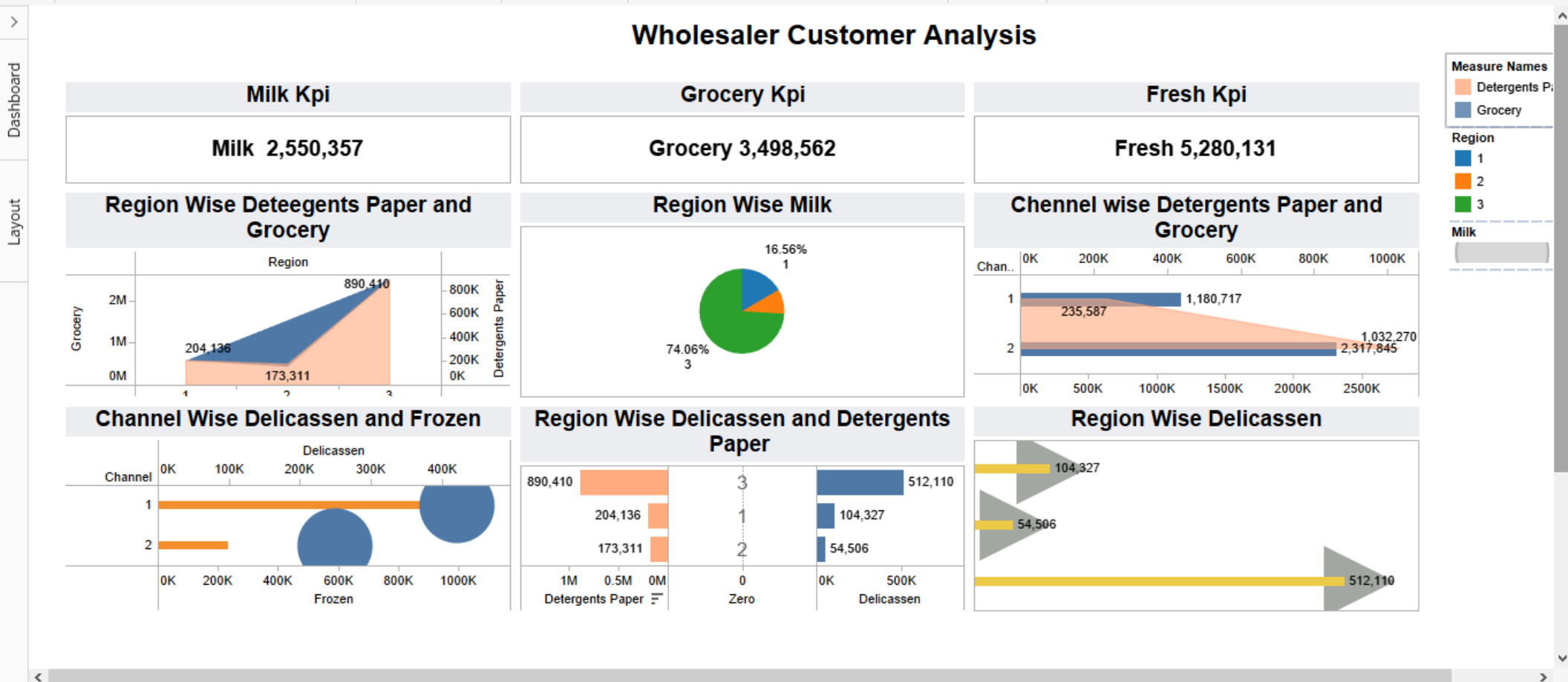
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Wholesaler Customer Analysis

Tableau - Wholesaler Customer Analysis story - Tableau license expires in 7 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help



Data Source Sheet1 Sheet2 Sheet3 Sheet4 Sheet5 Sheet6 Sheet7 Sheet8 Sheet9 Dashboard 1 Story 1

ADVANTAGES:

Consumer segmentation. ...

Purchase situation analysis. ...

Direct competitor analysis. ...

Indirect competitor analysis. ...

Complementary product and service analysis. ...

Diversification analysis. ...

Foreign market analysis. ...

Environmental analysis.

increase your resources and stock.

generate more sales and profits.

reach new customers or markets.

put more money back into your business.

influence market price.

reduce external risks (eg from competition,
market or technology changes)



★ *DISADVANTAGES:*

Morale may drop if staff cannot cope with the extra work. Productivity can decrease. There may be a shortage of cash to meet expansion costs. Taking on more and more work to generate more income places additional pressure on your premises and staff.

it is relatively slow.

there maybe be a long period between investment and return on investment.

growth may be limited and is dependent on the reliability of sales forecasts.



★ APPLICATIONS:

Artificial Intelligence (AI) potential has been explored in digital marketing.

•

Marketers can now focus more on the customer and meet their needs in real-time using AI.

•

AI tools can also be used to analyse the performance of a competitor's campaigns and reveal their customers' expectations.



★ Conclusion:

Conclusion. Marketing research is crucial for ensuring that a company can understand the mindset of its customers

the concept of market structure is central to both economics and marketing.



★ *Future scope :*

Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Considering the numerous ways social media affects individuals and businesses alike, in this article, the authors focus on where they believe the future of social media lies when considering marketing-related topics and issues

