

1. INTRODUCTION

1.1 OVERVIEW:

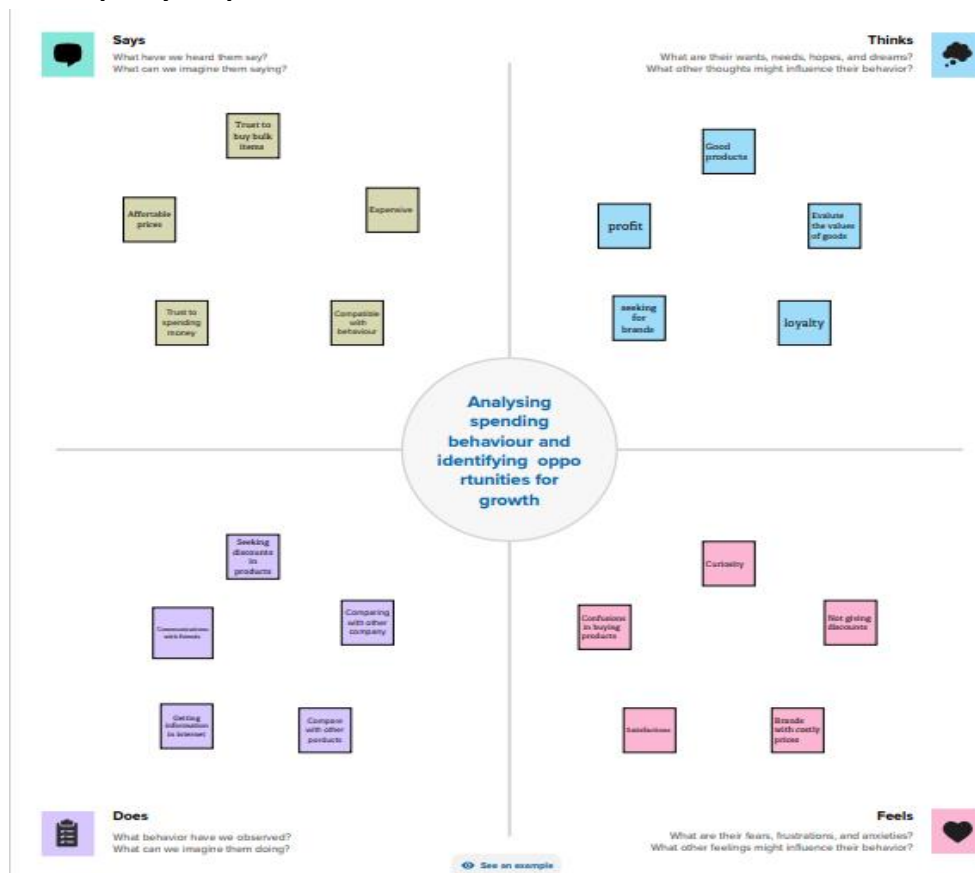
Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or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

1.2 PURPOSE:

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

2. Problem Definition & Design Thinking

2.1 Empathy Map:

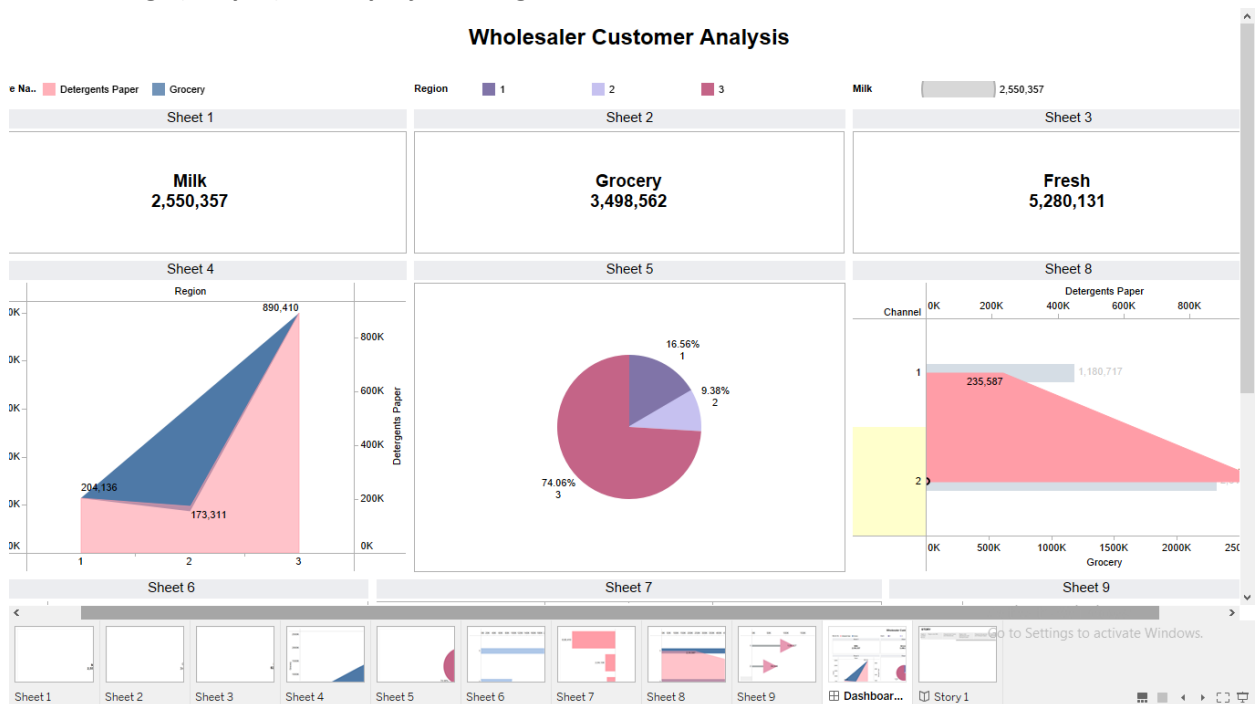


2.2 Ideation & Brainstorming Map:



3.Result:

Final findings (Output) of the project along with screenshots.



4.Advantages and disadvantage:

- ✓ This knowledge empowers them to make informed decisions regarding product development, [pricing strategies](#), and marketing campaigns. With market research, businesses can identify market gaps, understand consumer demand, and tailor their offerings to meet customer needs.

✓ Market research enables targeted marketing efforts. By understanding the target market, businesses can tailor their marketing messages and strategies to resonate with specific customer segments. This leads to more personalised and effective marketing campaigns, resulting in higher customer engagement and conversion rates.

✓ Market research enables businesses to stay updated on industry developments, anticipate market shifts, and proactively adapt their strategies to stay ahead.

⊗ The first disadvantage is the cost and time involved. Conducting market research can be expensive and time-consuming, especially for small businesses with limited budgets and resources. The process involves data collection, analysis, and interpretation, which requires investments in terms of time, staffing levels, and technology.

⊗ The second disadvantage is the potential for data accuracy and reliability issues. The quality of market research data heavily relies on the data collection methods and sample size. If not conducted carefully, there is a risk of obtaining biased or inaccurate data, leading to faulty insights and misguided decisions.

⊗ The third disadvantage is the potential for information overload. With the abundance of data available through market research, businesses may face the challenge of processing and analysing large volumes of information. Without proper analysis tools and expertise, it can be overwhelming to extract actionable insights from the data.

5.Applications:

- ❖ This data could be useful for government official matters.
- ❖ Making solid business decisions.
- ❖ Securing funding from investors.
- ❖ Determining new business opportunities.
- ❖ Avoiding business failures.

6. Conclusion:

At first, I started as like the guy in the video said and then he started to omit some parts like calculation field and some worksheets but that is understandable from his point of view, because we started getting how to access the tableau by our own with some support from the tutors, faculties and you tube . It was so good to learn a new thing. Especially while preparing the dashboard and story it felt in such a way like I have become an analyst myself in these few days, but I know I have a long journey ahead It gave us a basic idea about this field and what we need in order to get into this field.

7.Future scope:

With a some more data regarding prices and air traffic we might be able to give a much more detailed view to the public which will be more useful to them at peak seasons.