

Report

Unveiling Market Insights: Analysing spending Behavior and Identifying Opportunities for Growth

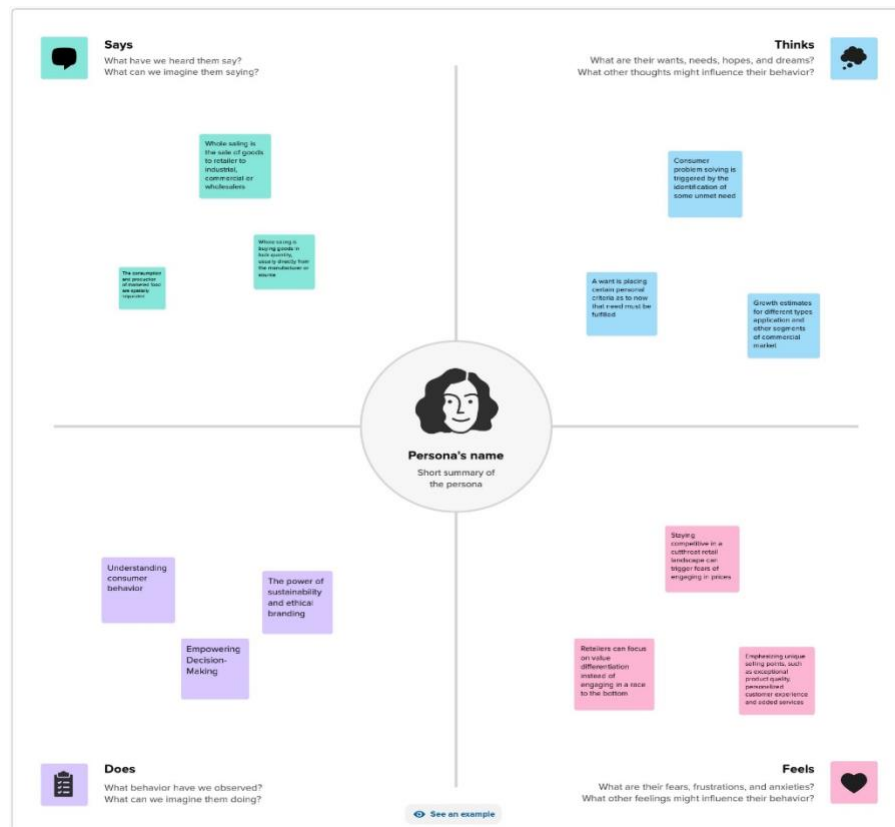
Introduction:

Simply put, a market insight is the discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjective **data analysis**.

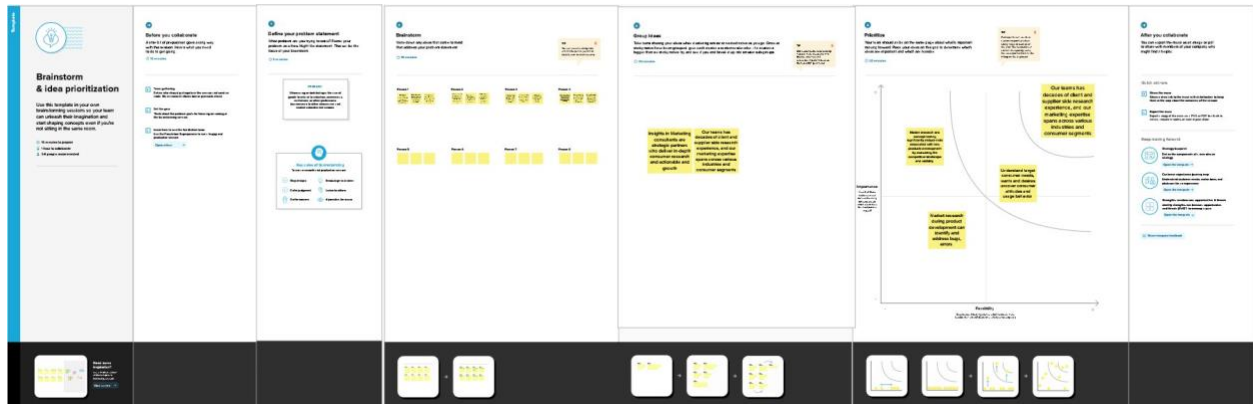
Purpose:

Marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting. This is especially true when marketing a previously unused or unknown innovation.

Problem thinking & Design thinking:



1) Empathy map

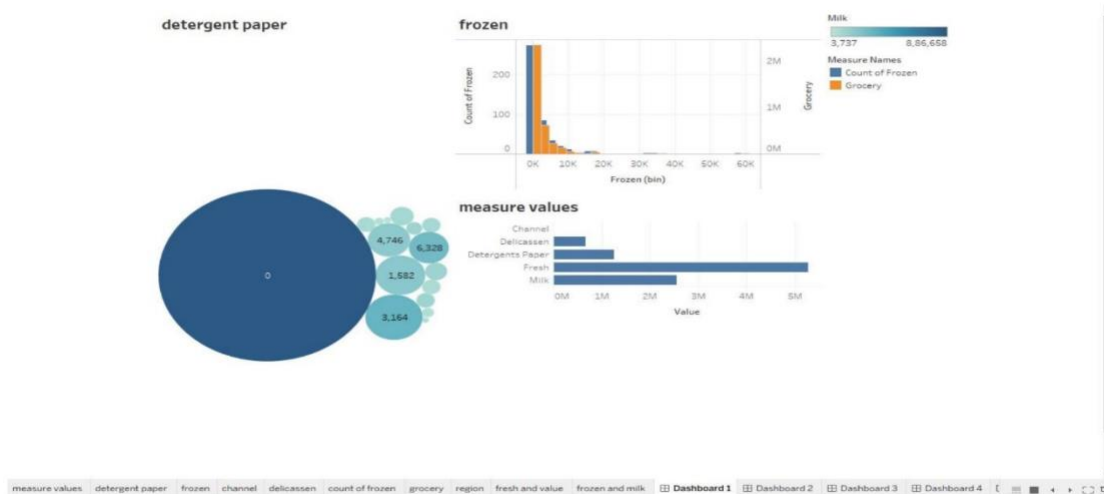


2) Brainstorming map

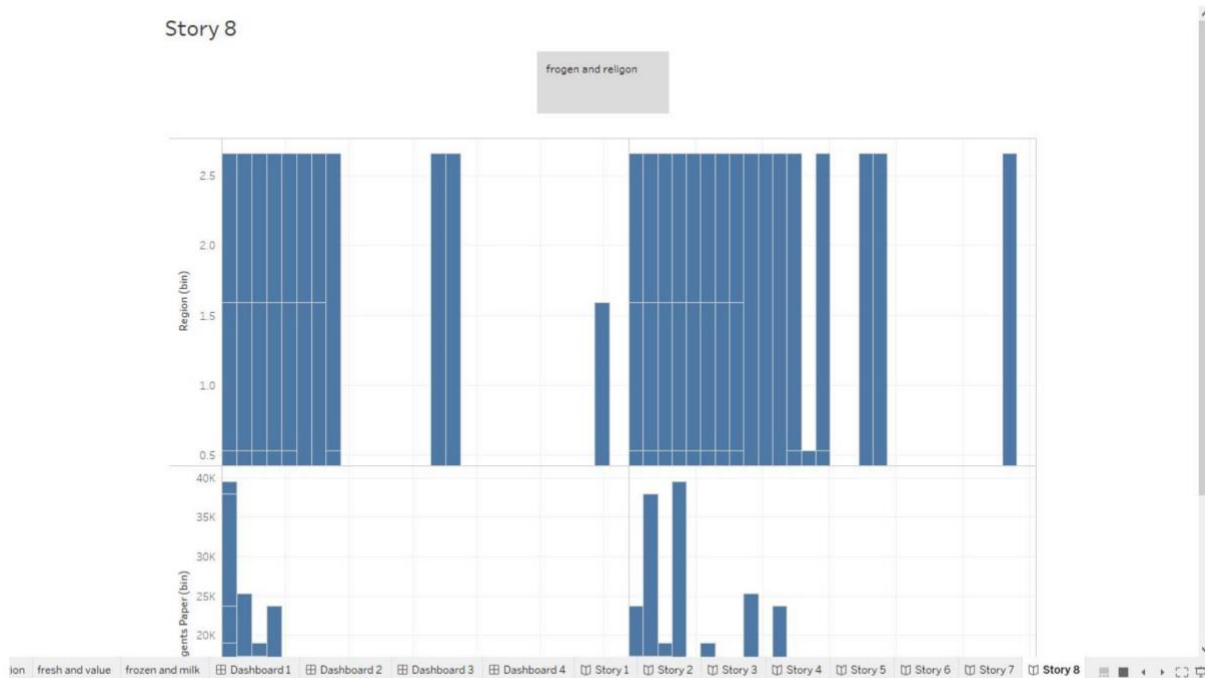
Result:

To marketing insights are the information you gather through data analysis or research, which you can directly act upon to benefit your marketing strategy.

Dashboard:



Story:



Result:

To identify and track relevant key performance for each aspect of talent management.

Advantages:

Identify skills gaps and development opportunities.

Disadvantage:

The implementation of talent management program could be expensive in terms of time, Resources and financial costs.

Application:

A talent management system is an integrated software platform that supports the entire employee life cycle from a acquisition through succession planning.

Conclusion:

Talent management process has provide new ways to human resource department to handle problems faced in hiring talent.

Future scope:

Recruitment

Hiring

Engagement

Performance management.