

UNVEILING MARKETING INSIGHTS – ANALYSIS SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

1. INTRODUCTION:

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

1.1. OVERVIEW:

- ↔ In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow.
- ↔ This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

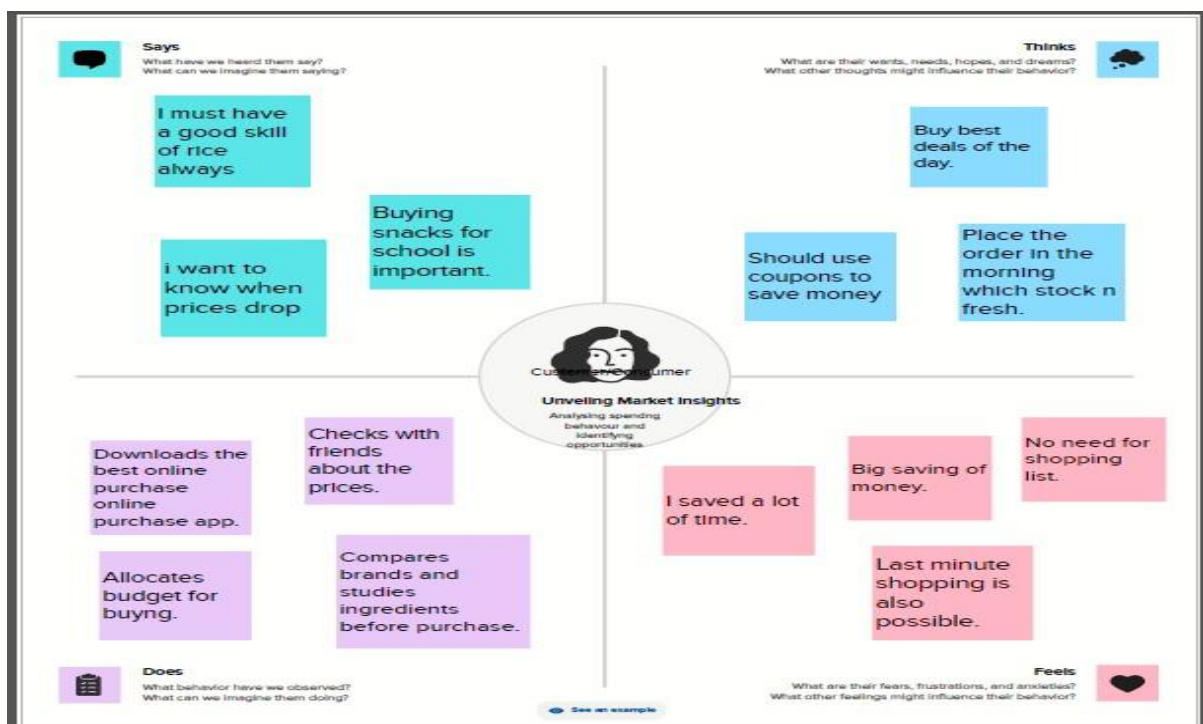
1.2. PURPOSE:

- ↔ 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. PROBLEMS DEFING & DESIGN THINKING:

- ↔ Analyzing spending behavior and identifying opportunities for growth can provide crucial market insights for businesses looking to optimize their strategies and increase market share.
- ↔ For this Created KPI's and interactive Visualizations and Dashboard and story Board to bring clean and deep understanding of the data.

3. EMPATHY MAP:



2.2. BRAINSTORMING:

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-4 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

- 10 minutes

- 1. **Brain gathering**
Invite one friend to participate in the session and send an invite. Share relevant information or pre-work ahead.
- 2. **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- 3. **Learn how to use the facilitation tools**
Use the facilitation components to run a happy and productive session.
[Open article](#)

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

QUESTION

How might we [your problem statement]?

KEY RULES OF BRAINSTORMING

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

PERSON 1

Developing your leadership is an excellent way to advance your career.

Looking for a new job.

PERSON 2

Mentorship is a relationship you build with a knowledgeable industry.

Listen to understand.

Create a timeline for advancement in career.

Employee growth.

PERSON 3

Continuing your education can boost professional development.

Looking rare and attractive.

Focus on continuous improvement.

Screening and seeking is crucial.

PERSON 4

Circumstances that make it possible for you to progress in your career.

Analyzing product and market development.

Build emotional intelligence.

Have a growth mindset.

Must have good stock of rice always.

Taking some sort of risks.

Focus on positive conditions.

Listen to understand.

Try to save money as much as possible.

Provide new tools and responsibilities.

Opportunity seeking.

Think about technology advances.

Try to save money as much as possible.

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Tip: Ask collaborators to go to sticky notes and cluster notes in the same manner and assign color-coded labels to notes within your team.

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Tip: Participants can use their markers to point at where sticky notes should go on the grid. The facilitator can outline the grid by writing the name of the tool leading the group on the facilitator.

Importance

Feasibility

Regimes of their importance, which determine how feasible they are (Cost, risk, effort, complexity, etc.)

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural: Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural: Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to your drive.

Keep moving forward

- Strategy blueprint: Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map: Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats: Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

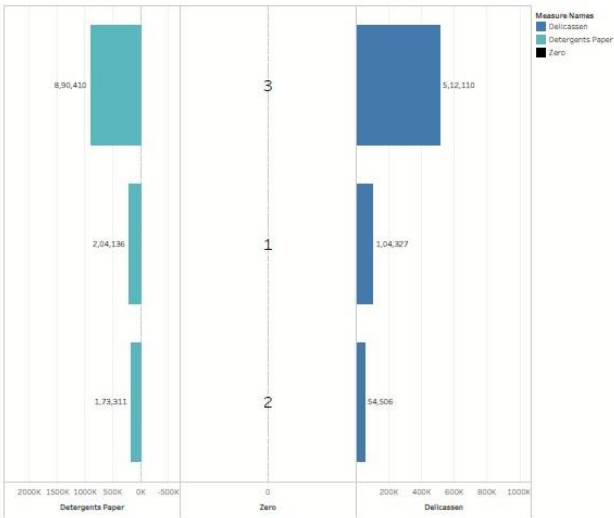
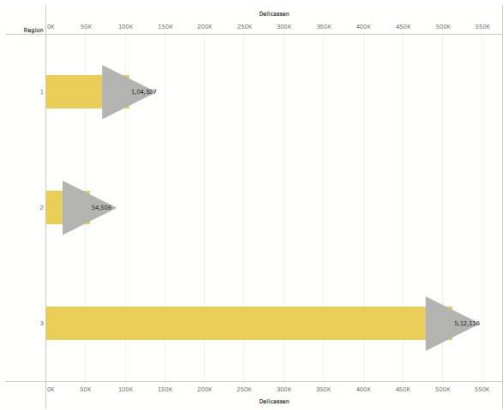
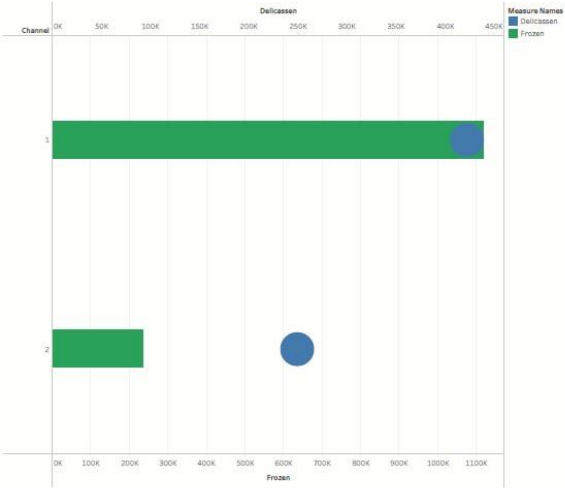
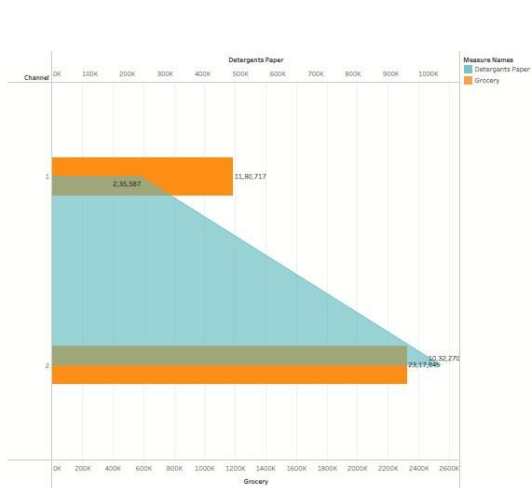
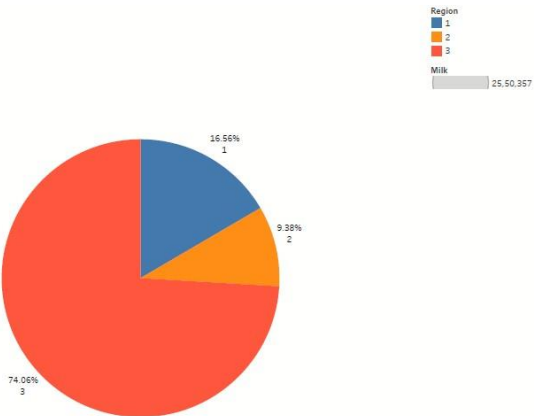
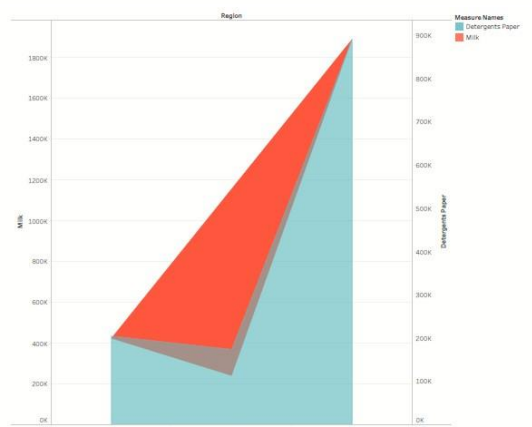
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RESULT:

Milk
25,50,357

Grocery
34,98,562

Fresh
52,80,131



4. ADVANTAGES AND DISADVANTAGES:

4.1.ADVANTAGES:

- ↔ **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.

4.2. DISADVANTAGES:

- ↔ You could outgrow your premises in the short-term. There may not be enough space for everyone to work efficiently.
- ↔ 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.
- ↔ Management may be under pressure, operating reactively rather than proactively.
- ↔ Staff turnover may increase due to heavy workloads. Vital knowledge could be lost as staff leave. Hiring and training new staff takes time and money.
- ↔ However, growing your business because you are experiencing problems can sometimes make your problems bigger, with more money and risk involved.

5. APPLICATION:

- ↔ Your business may become a market leader if you take advantage of strong opportunities.
- ↔ You can capitalise on your success, expand into other locations, and employ more staff to cater for increased demand.
- ↔ Generate more sales and profits.
- ↔ Influence market price.
- ↔ Reach new customers and markets.
- ↔ Put more money back into your business.

6. CONCLUSION:

- ↔ A literature survey for the project involves reviewing academic articles, books, and other sources related to the related industry including statistical, economic, financial models.
- ↔ It also discusses various factors that affect consumer spending nature etc.

7. FUTURE SCOPE:

- ↔ The survey can provide a comprehensive understanding of the significance, challenges, and opportunities associated with the industry.
- ↔ This targeted marketing approach reduces unnecessary advertising noise and enhances the relevance of promotional messages for consumers.
- ↔ As businesses identify growth opportunities and optimize their strategies, they often experience increased revenue and expansion.

