

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

Team-3

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1. INTRODUCTION

1.1 Overview

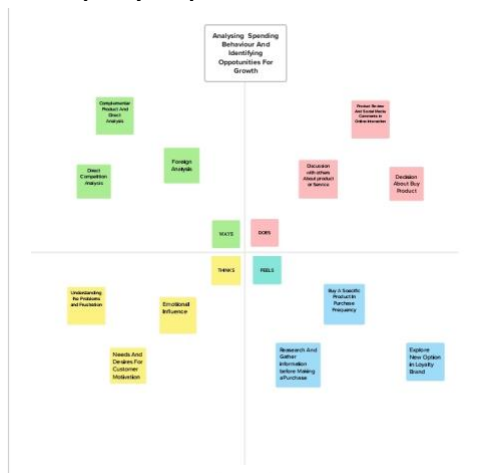
Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise.

1.2 Purpose

This analysis helps wholesalers make informed decisions about product offerings, pricing, inventory management, and marketing efforts. Ultimately, the goal is to enhance customer satisfaction, increase sales, and drive business growth.

2. PROBLEM DEFINITION & DESIGNING THINKING

2.1 Empathy Map

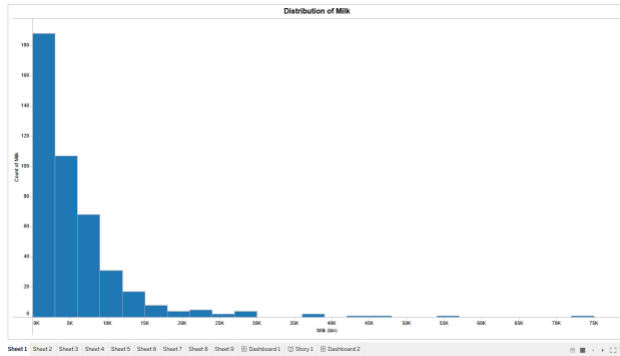


2.2 Ideation & Brainstorming Map

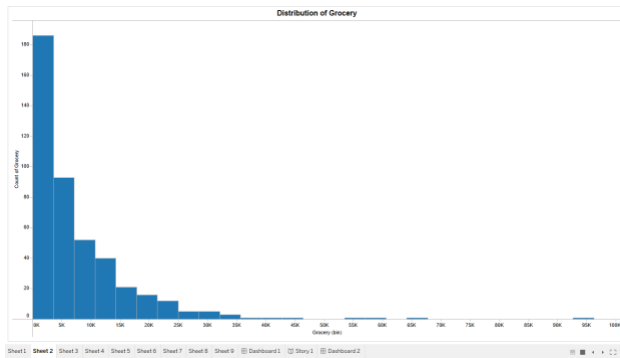


3. RESULT

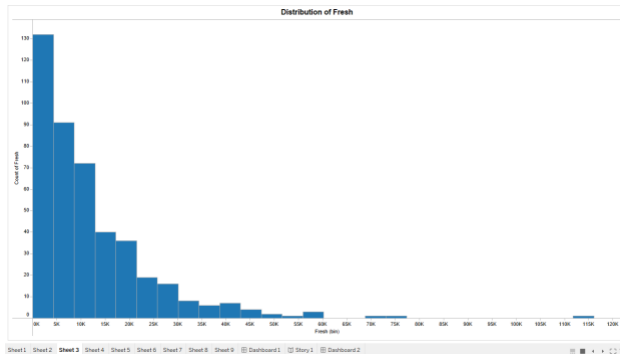
3.1 The Milk buyers in India.



3.2 The Grocery buyers in India.

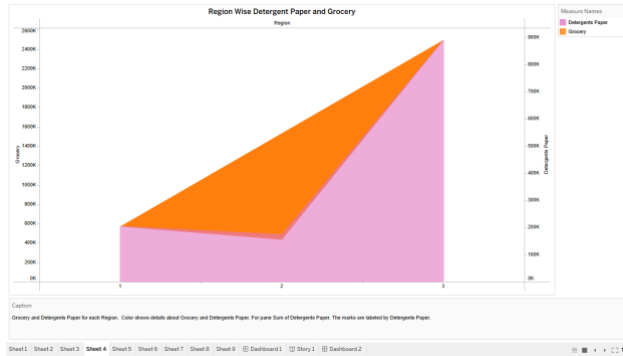


3.3 The Fresh buyers in India.



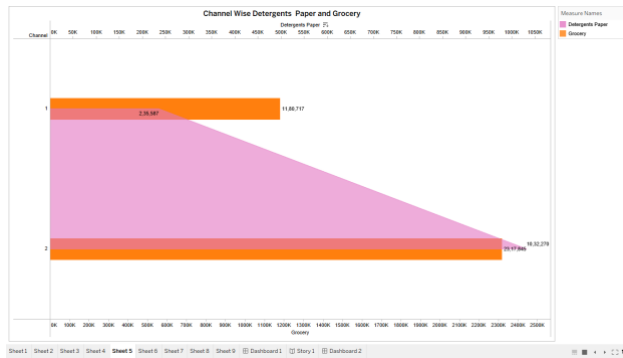
3.4 Region Wise Detergent Paper and Grocery.

Grocery (24,95,251) is maximum compared to the Detergent Paper (8,90,410) in the Region Wise.



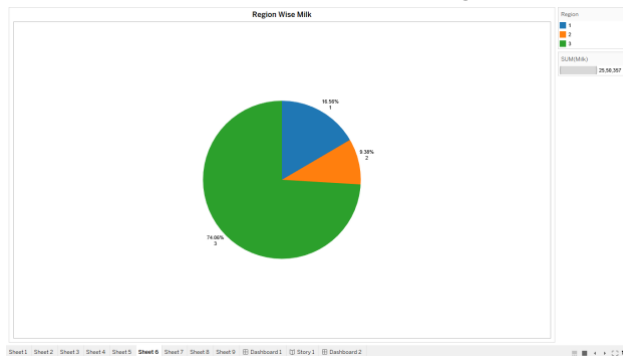
3.5 Channel Wise Detergent Papers and Grocery.

Grocery (23,17,845) is maximum compared to the Detergent Paper (10,32,270) in the Channel.



3.6 Region Wise Milk.

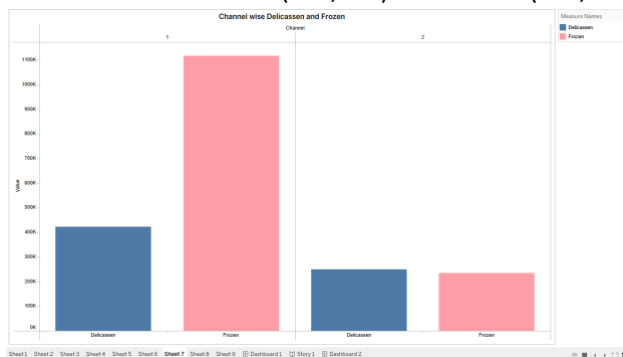
The content of the Milk (18,88,75) in Region 3 is more than the other two Regions.



3.7 Channel Wise Delicassen and Frozen.

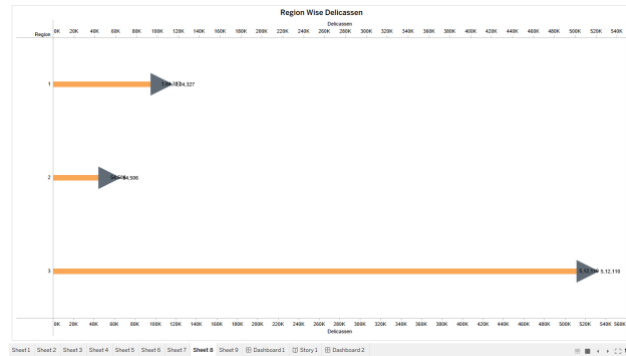
In Channel 1 Delicatessen (421,955) and Frozen (1,116,979) is High.

In Channel 2 Delicassen (248,988) and Frozen (234,671) is Low.



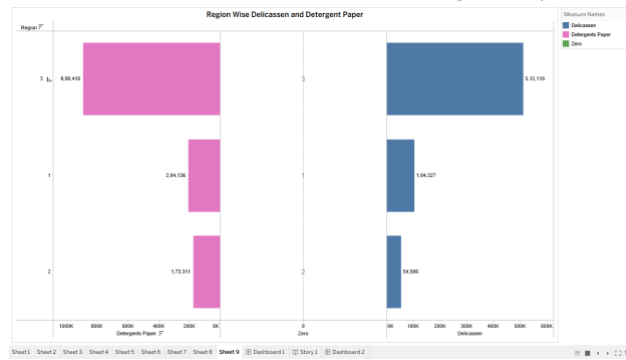
3.8 Region Wise Delicassen.

Region Wise Delicassen Region 3 (5,12,110) is Higher than the remaining two Regions (1,04,327&54,506).



3.9 Region Wise Delicassen and Detergent Paper.

Delicassen (5,12,110) is less than Detergent Paper (8,90,410).



4. ADVANTAGES

1. More discount and allowance
2. Less Marketing and Advertisement
3. Profit margin is fixed
4. Less Competition

DISADVANTAGES

1. It requires huge capital
2. Needs more space
3. Less profit margin
4. Possibility of loss

5. APPLICATIONS

It can help wholesalers identify their most valuable customers, understand their purchasing patterns, and tailor their marketing strategies accordingly. By analyzing customer data, wholesalers can optimize their product offerings, pricing strategies, and inventory management to better meet customer demands. Overall, it's a valuable tool for wholesalers to enhance customer satisfaction and drive business growth.

6. CONCLUSION

Wholesaler customer analysis helps wholesalers gain valuable insights into customer behaviour and preference.