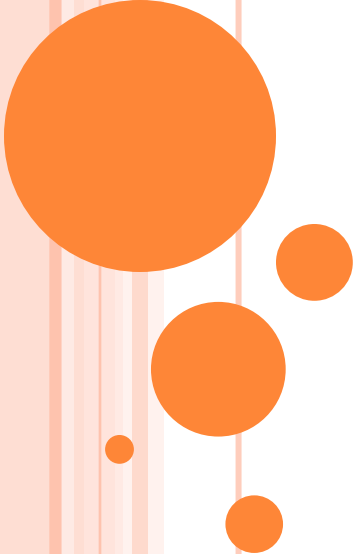


# **UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPORTUNITIES FOR GROWTH**



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# TEAM MEMBERS

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# INTRODUCTION

- Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other whoesalers and related subordinted services.
- The marketing tactic used to increas sales by advertising a product before it's released.

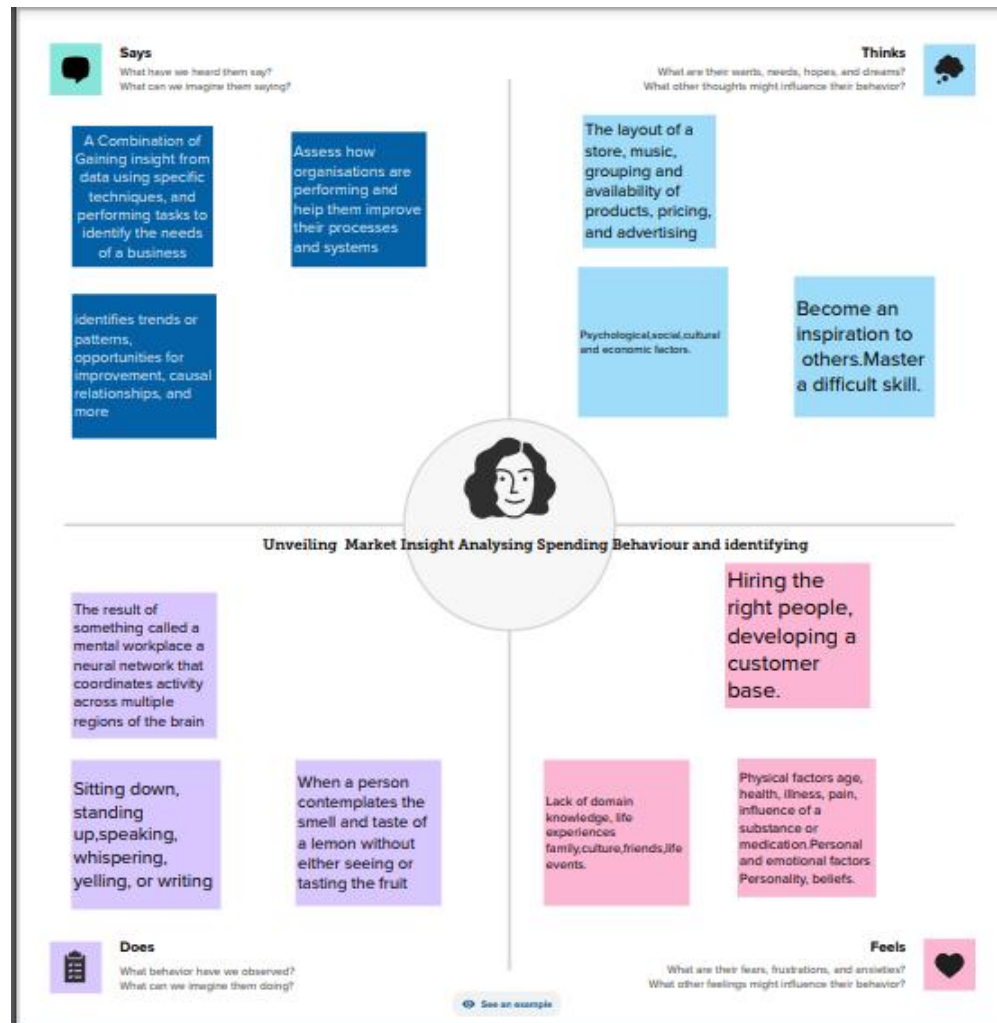


# PURPOSE

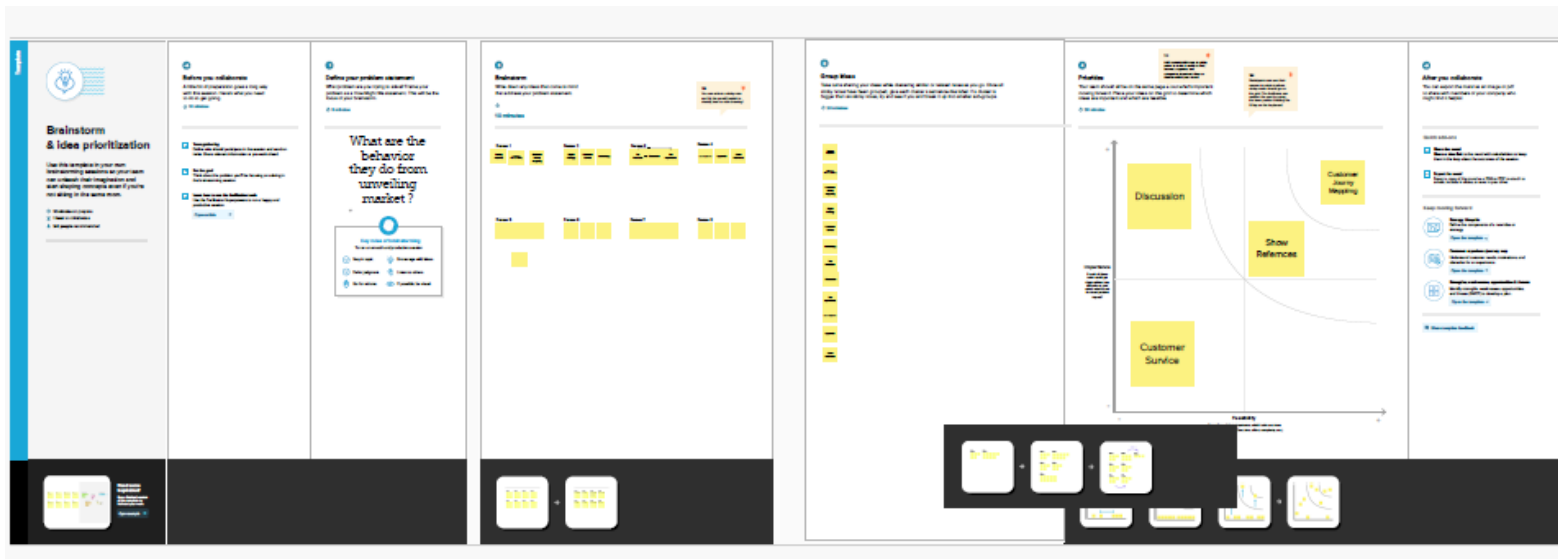
- In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow.
- This project aims to analyze customer spending behaviour and identify opportunities for growth by leveraging data analytics and data-driven decision-making.



# EMPATHY MAP



# BRAINSTORM



# DATA SET

Channel	Region	Fresh	Milk	Grocery	Frozen	Detergents	Delicassen
2	3	12669	9656	7561	214	2674	1338
2	3	7057	9810	9568	1762	3293	1776
2	3	6353	8808	7684	2405	3516	7844
1	3	13265	1196	4221	6404	507	1788
2	3	22615	5410	7198	3915	1777	5185
2	3	9413	8259	5126	666	1795	1451
2	3	12126	3199	6975	480	3140	545
2	3	7579	4956	9426	1669	3321	2566
1	3	5963	3648	6192	425	1716	750
2	3	6006	11093	18881	1159	7425	2098
2	3	3366	5403	12974	4400	5977	1744
2	3	13146	1124	4523	1420	549	497
2	3	31714	12319	11757	287	3881	2931
2	3	21217	6208	14982	3095	6707	602
2	3	24653	9465	12091	294	5058	2168
1	3	10253	1114	3821	397	964	412
2	3	1020	8816	12121	134	4508	1080
1	3	5876	6157	2933	839	370	4478
2	3	18601	6327	10099	2205	2767	3181
1	3	7780	2495	9464	669	2518	501
2	3	17546	4519	4602	1066	2259	2124
1	3	5567	871	2010	3383	375	569
1	3	31276	1917	4469	9408	2381	4334
2	3	26373	36423	22019	5154	4337	16523
2	3	22647	9776	13792	2915	4482	5778
2	3	16165	4230	7595	201	4003	57

# ABOUT DATASET

- Milk-the product sold by the wholesale customers.
- Detergent paper-the product sold by the wholesale customers
- Grocery-the product sold by the wholesale customers.
- Delegation-the process of distributing and entrusting work to another person.





# DASHBOARD

Milk  
2,550,357

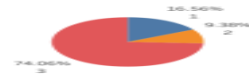
Grocery  
3,498,562

Fresh  
5,280,131

Region Wise Delicassen



Region wise Milk



Region  
1  
2

Milk  
2,550,357

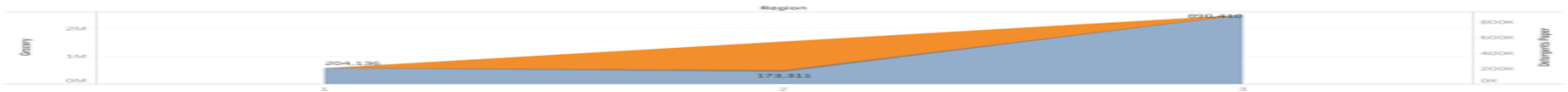
Region Wise Delicassen And Detergent Paper



Chennel Wise Frozen And Delicassen



Region Wise Detergent Paper And Grocery



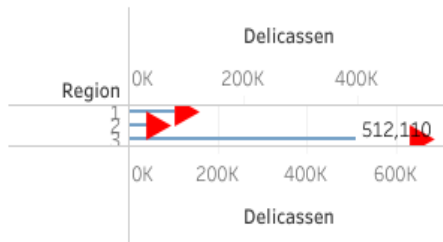
Measure Names

Channel Wise Grocery And detegent Paper

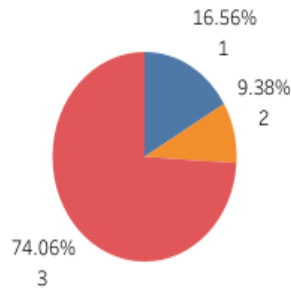


# STORY

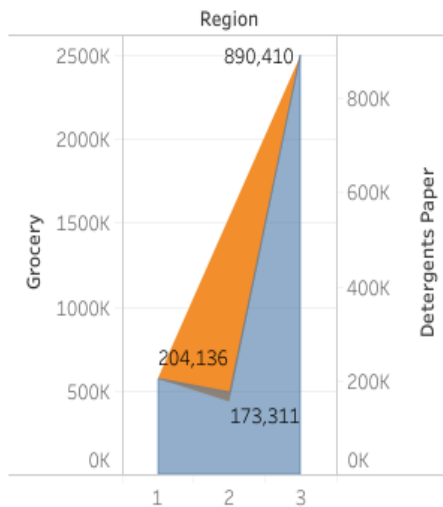
## Region Wise Delicassen



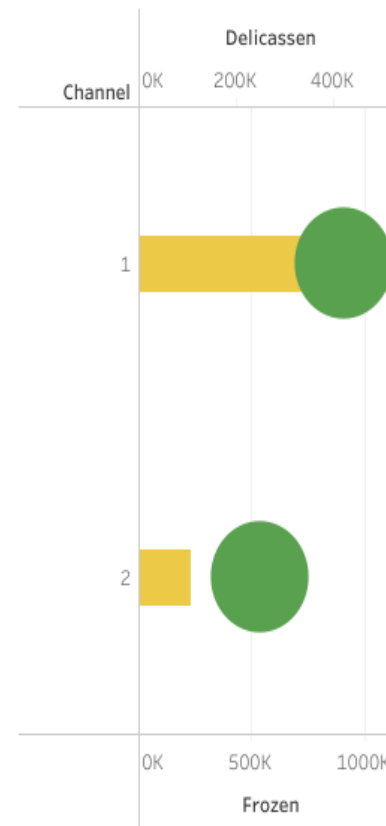
## Region wise Milk



## Region Wise Detergent Paper And Grocery



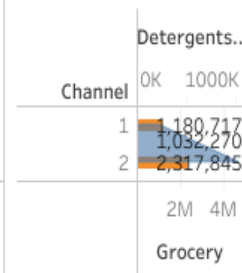
## Chennel Wise Frozen And Delicassen



## Region Wise Delicassen And Detergent



## Channel Wise Grocery And detergent Paper



# ADVANTAGES

- ✓The creation and propagation of a brand.
- ✓Get to know the business.
- ✓Diversification.
- ✓Make a profit
- ✓Access to the product.
- ✓Create a supply chain.
- ✓They are no more schlepping in wholesale.
- ✓Whole removes the requirement for unsold goods in stock.



# DISADVANTAGES

- ✓Market analysis can be expensive.
- ✓Market analysis can be time-consuming.
- ✓Market analysis can be require extra staff..
- ✓Market analysis can be narrow.



# CONCLUSION

A wholesaler must have a license to sell to a retailer, and his goods are typically not offered to customers at the same price as they are to the retailer.



# FUTURE HOPE

This process helps businesses understand customer needs, tailor their products or services, and improve marketing strategies and also ultimately enhancing customer satisfaction and loyalty.

