***1. Gain Customer Insight:***

Consumer insight, often referred to as customer insight, is the comprehension and interpretation of consumer data, actions, and feedback into conclusions that may be used to enhance product development and customer service. The reasoning underlying client demands and needs that can be used to increase features, create new products, and improve consumer benefits are known as insights. The goal of gathering customer insights is to match a company's commercial objectives with its customers' demands.

Brands gather enormous amounts of customer data in order to acquire customer insights and stay competitive as surveillance technology develops, gets more data rich, less intrusive, and less expensive. Brands frequently undertake consumer surveillance without taking into account the effects on customer relationships. Customers may face privacy invasions as a result of customer surveillance operations and resort to customer secrecy tactics that obfuscate or conceal their data. We suggest a set of surveillance prompts to structure market intelligence databases to increase the effectiveness of customer surveillance activities and thereby reduce the number of such activities while increasing data integrity and the potential value of customer insights in order to lessen this reaction.

Customer data is abundant because to clever products, social media, and inventive market research, but it is dispersed across the organization due to its diverse sources and structures. Customer insights can be greatly improved by combining these many sorts of data, which would not have been achievable through individual analysis. It enables rapid product development with genuinely unique solutions that are suited to the consumer and is a key step for the shift from the present primarily hypothesis-based product design approach to a data-driven one. This essay describes how to detect consumer needs and requirements holistically using a concept called the "digital shadow of the customer." It is an idea that was adopted from the Internet of Production and its virtual representations of goods and operations.