

# **PROJECT REPORT**

## **UNVELING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFIYING OPPORTUNTIES FOR GROWTH**

### **TEAM MEMBERS:**

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### **MENTOR:**

**C. RAMACHANDRAN**

**This project was all about how to use tableau software, which involved the following Steps:**

- Empathy map
- Brainstorming map
- Collection and Connection of data set
- Preparation of Visualization sheets
- Dashboard
- Story
- Publishing in Tableau

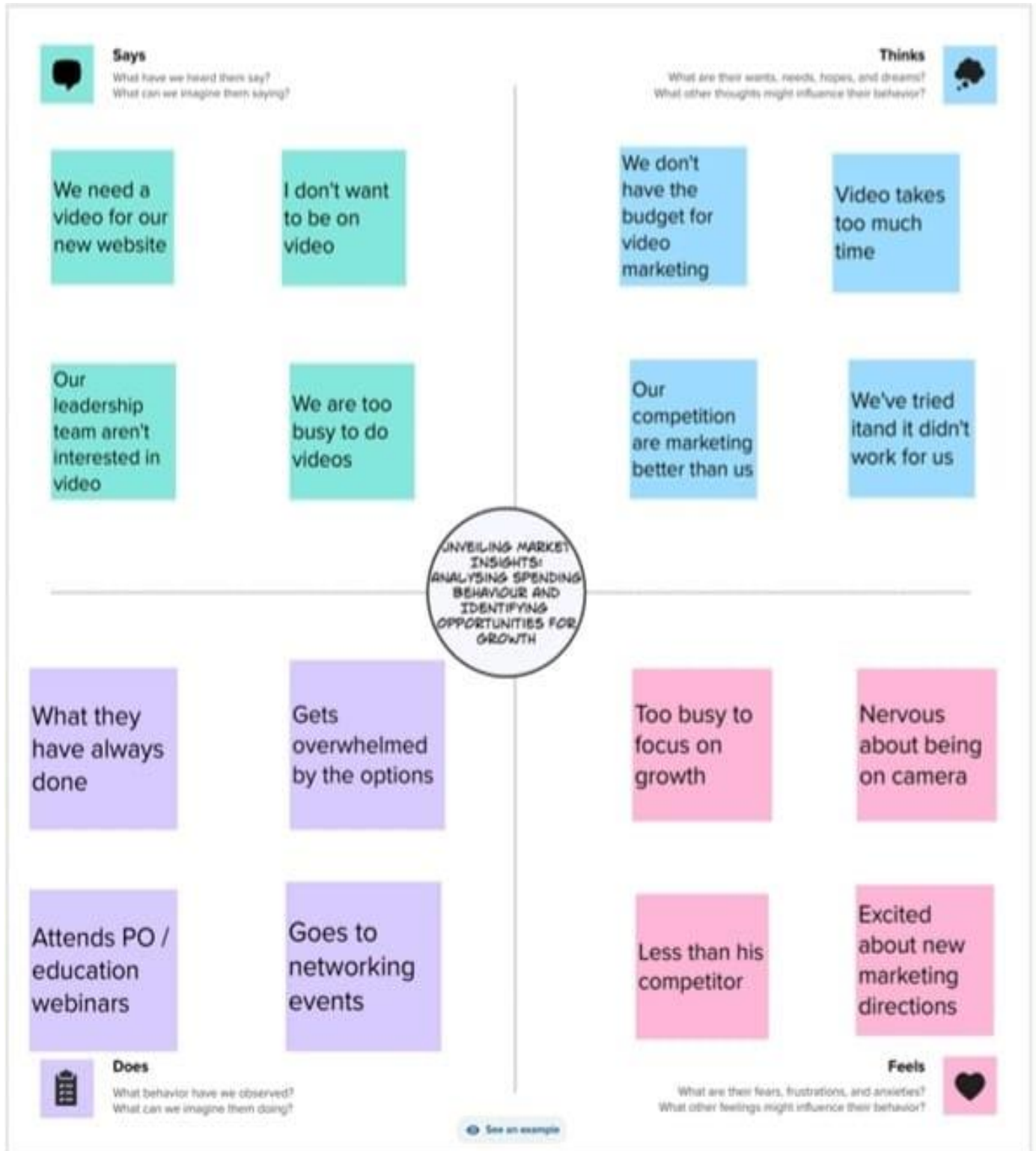
### **INDRODUCTION:**

Wholesaling of distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) 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 the merchandise. Wholesaling is buying goods in bulk quantity, usually directly form 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.

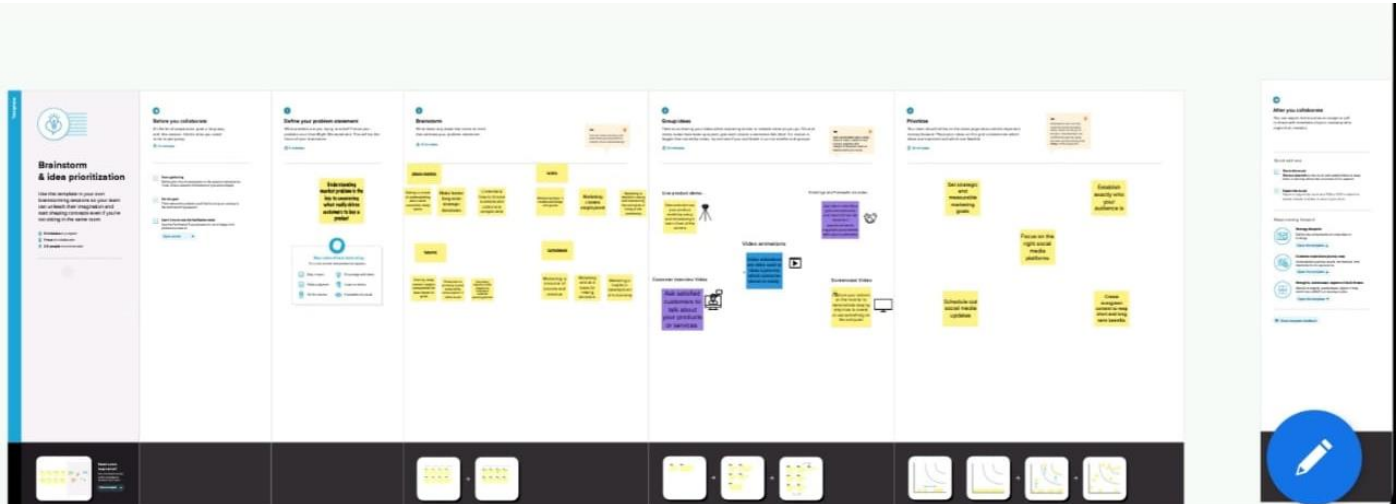
## EMPATHY MAP:

Our team started our project with the creation of Empathy Map. Firstly we collected the points about Unveiling market insights: Analysing spending Behaviour and Identifying opportunities for Growth.



## BRAINSTORMING MAP:

In the brainstorming Map, each contributed 3 points regarding the unveiling market insights: Analysing spending Behaviour and identifying opportunities for Growth.



## RESULT:



Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent paper and Grocery	Channel Wise Detergent paper and ...	Region Wise Milk	Channel Wise Delicassan a...
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MILK  
2,550,357

Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent paper and Grocery	Channel Wise Detergent paper and ...	Region Wise Milk	Channel Wise Delicassen &...
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Grocery  
3,498,562

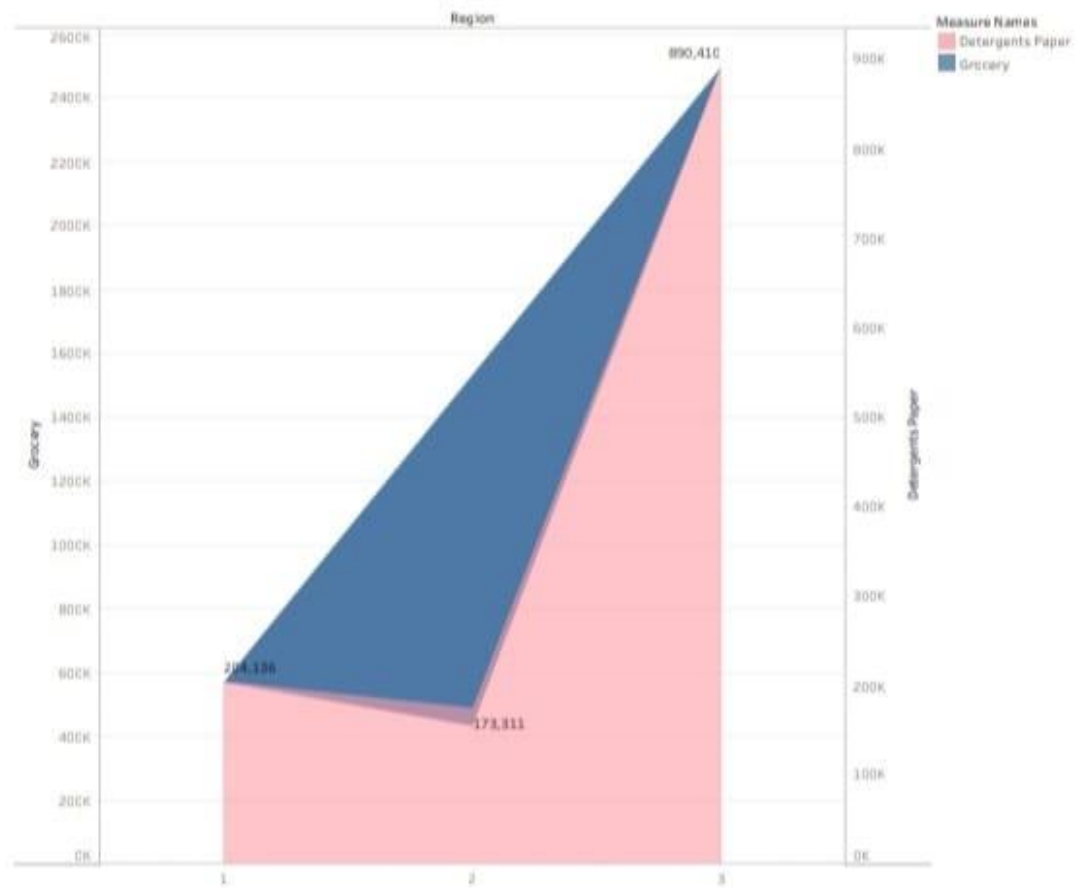
## Story 1

Milk Rp1	Grocery Rp1	Fresh Rp1	Region Wise Detergent paper and Grocery	Channel Wise Detergent paper and ...	Region Wise Milk	Channel Wise Delicassen a-
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Fresh  
5,280,131

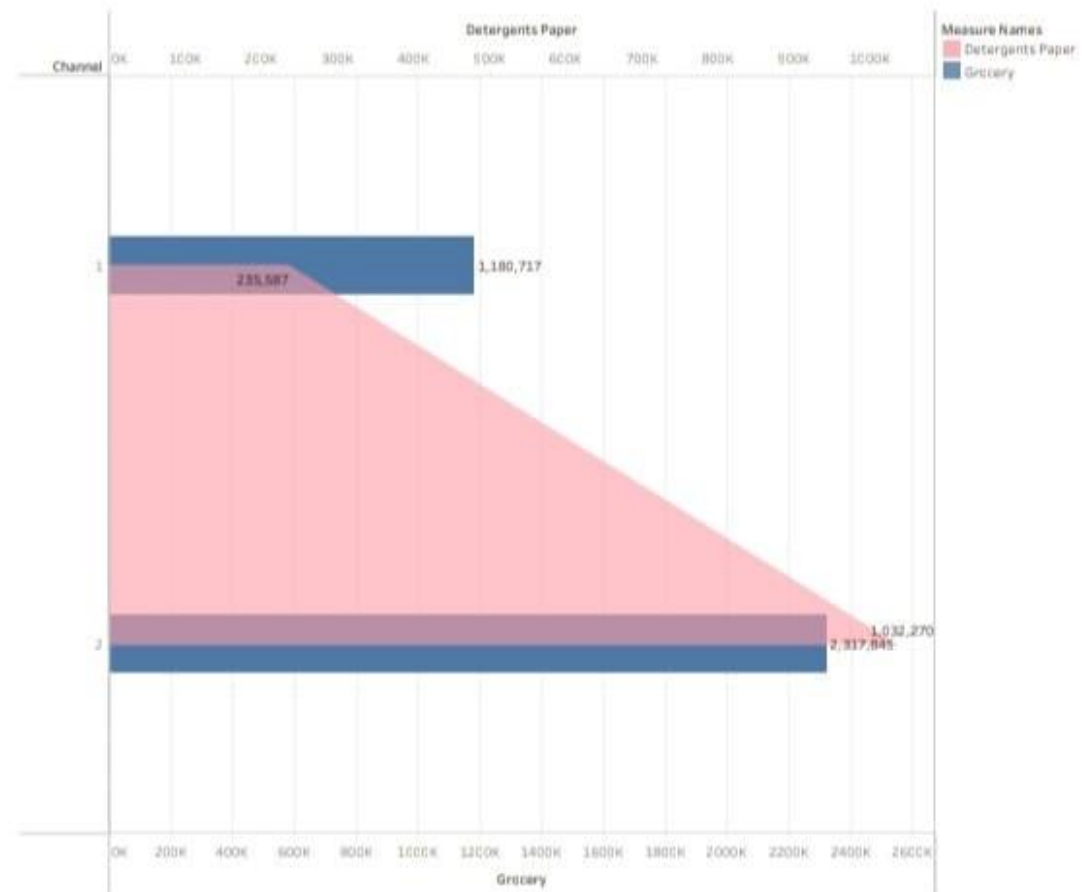
## Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent paper and Grocery	Channel Wise Detergent paper and ...	Region Wise Milk	Channel Wise Delicassan and Fro...
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## Story 1

Grocery Rp1	Fresh Rp1	Region Wise Detergent paper and Grocery	Channel Wise Detergent paper and ..	Region Wise Milk	Channel Wise Delicassan and Frozen	Region Wise Delicassan
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## Story 1

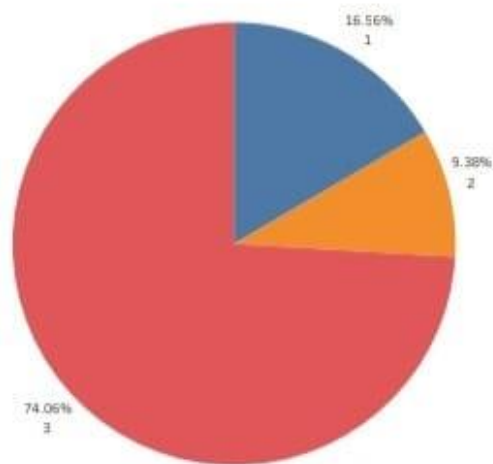
Fresh Koi	Region Wise Detergent, paper and Grocery	Channel Wise Detergent paper and ..	Region Wise Milk	Channel Wise Delicassen and Frozen	Region Wise Delicassen	Region Wise Delicassen and Det..
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Region



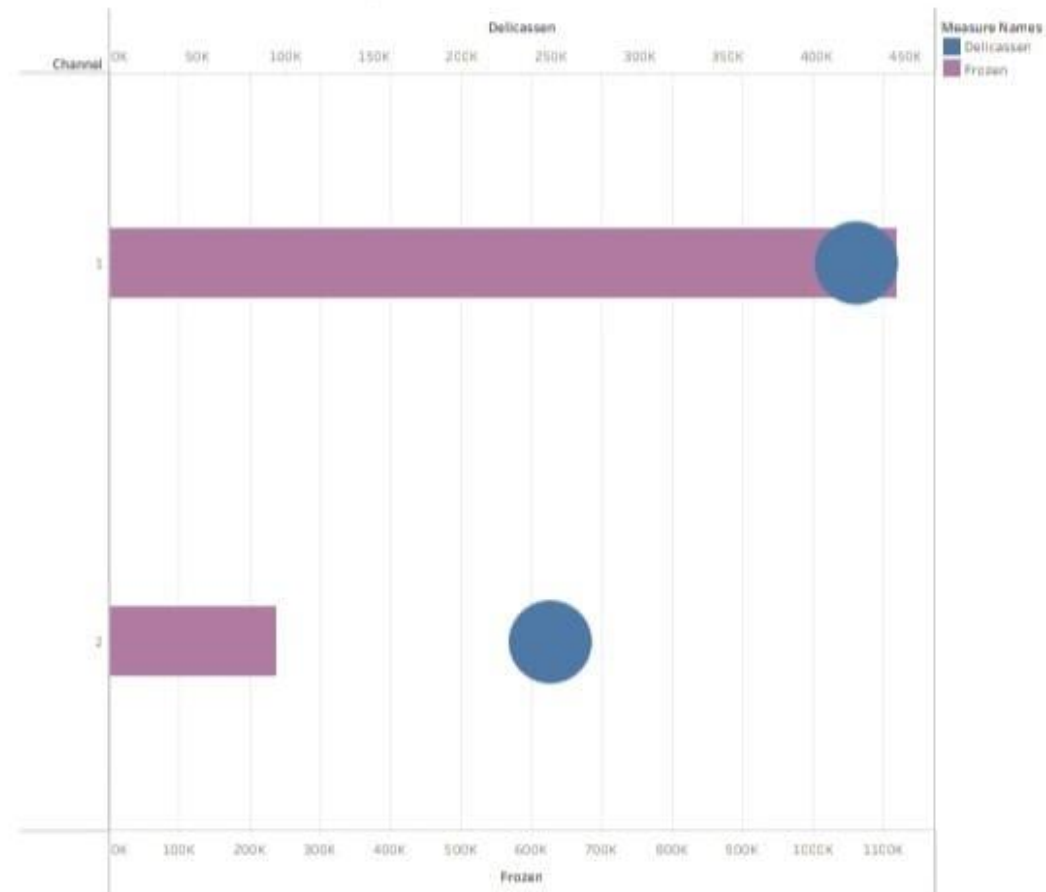
Milk

2,550,357



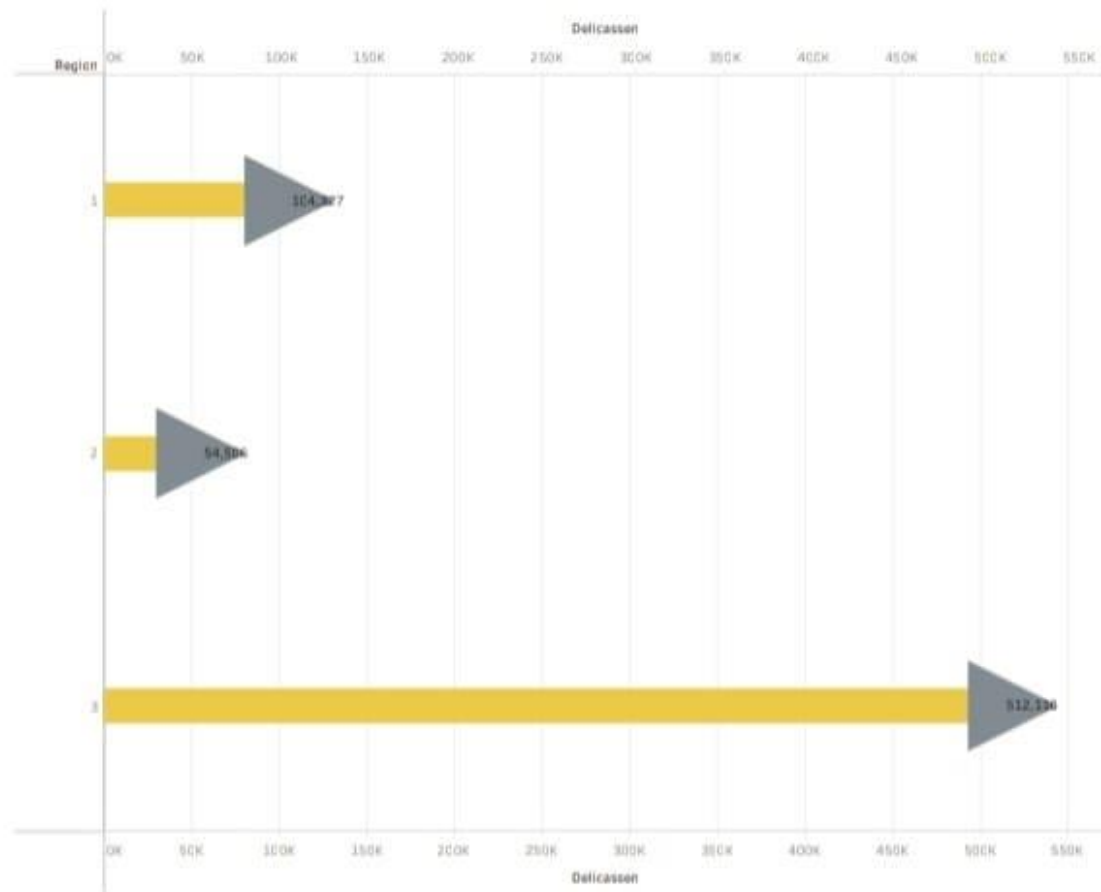
## Story 1

Region Wise Detergent paper...	Channel Wise Detergent paper and ..	Region Wise Milk	Channel Wise Delicassen and Frozen	Region Wise Delicassen	Region Wise Delicassen and Deter...	Wholesale Customer Analysis Dashboard
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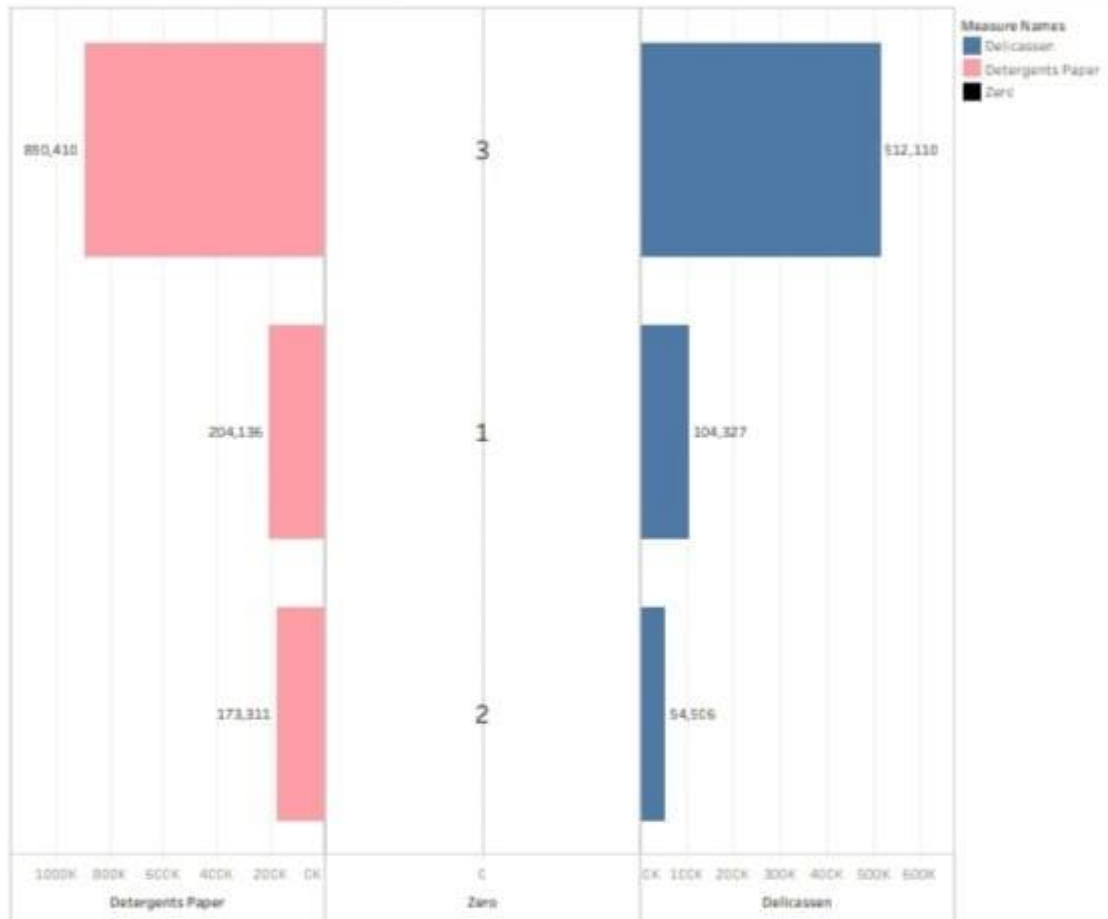
## Story 1

Region Wise Detergent p...	Channel Wise Detergent paper and ...	Region Wise Milk	Channel Wise Delicassan and Frozen	Region Wise Delicassan	Region Wise Delicassan and Deter...	Wholesale Customer Analysis Dashboard
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## Story 1

Region Wise Detergart p...	Channel Wise Detergent paper and ...	Region Wise Milk	Channel Wise Dellcassen and Frozen	Region Wise Dellcassen	Region Wise Dellcassen and Deter...	Wholesale Customer Analysis Dashboard
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## **ADVANTAGES:**

### **DATA-DRIVEN DECISION MAKING:**

Helps business make informed decisions based on real consumer trends and preferences.

### **IDENTIFYING OPPORTUNITIES:**

Enables businesses to identify new market opportunities and consumer segments for targeted marketing strategies.

### **COMPETITIVE ADVANTAGE:**

Provides insights into competitors' strategies, allowing business to stay ahead in the market.

### **OPTIMIZED MARKETING:**

Helps in tailoring marketing campaigns and product offerings to meet consumer demands more effectively.

### **RISK MITIGATION:**

Allows businesses to anticipate potential risks and challenges in the market, minimizing the impact on growth.

## **DISADVANTAGES:**

Managing and interpreting large datasets can be challenging and may require specific technical expertise.

### **COSTS:**

Market research and data analysis can be expensive, especially for small businesses with limited budgets.

### **TIME-CONSUMING:**

Collecting, processing, and analysing data can be time-consuming, delaying decision-making processes.

### **DATA PRIVACY CONCERNS:**

Gathering consumer data raises concerns about privacy and data protection, which can affect customer trust.

### **MISINTERPRETATION:**

Misinterpreting data can lead to misguided strategies, affecting business growth and market position. To maximize the advantages and mitigate the disadvantages, businesses

often rely on skilled analysts, effective data management systems, and ethical data collection practices.

## **APPLICATIONS:**

### **DATA INTEGRATION:**

Applications should seamlessly integrate data from multiple sources, including customer data from multiple sources, including customer databases, sales records, and online platforms, to provide a comprehensive overview of spending patterns.

### **CUSTOMIZABLE DASHBOARDS:**

Effective applications offer customizable dashboards that allow users to tailor the display of information based on specific metrics and KPIs relevant to spending behaviour and growth analysis.

### **PREDICTIVE ANALYTICS:**

The inclusion of predictive analytics capabilities aids in forecasting future trends, enabling businesses to proactively adjust strategies based on anticipated changes in consumer spending behaviours.

### **SEGMENTATION ANALYSIS:**

The ability to segment data based on various parameters such as demographics, geographic location, or purchasing habits helps in identifying specific consumer groups with distinct spending behaviours

### **REAL-TIME MONITORING:**

Applications equipped with real-time monitoring features enable businesses to respond swiftly to changing market dynamics and consumer preferences, facilitating agile decision-making.

### **COMPETITOR BENCHMARKING:**

A vital feature is the capability to conduct comprehensive competitor benchmarking, which allows businesses to evaluate their performance relative to industry standards and identify areas for potential growth.

### **MOBILE ACCESSIBILITY:**

Ensuring that the application is accessible across multiple devices, including mobile platforms, provides convenience for users to access crucial insights on the go and make informed decisions in real-time.

## **DATA SECURITY MEASURES:**

Robust data security protocols within the applications ensure the protection of sensitive customer information, fostering trust and compliance with data protection regulations.

## **DATA VISUALIZATION:**

Applications offering advanced data visualization tools, such as interactive graphs, charts, and heat maps, facilitate the interpretation of complex data sets, making it easier to identify spending behaviour trends and growth opportunities.

## **CUSTOMIZED REPORTING:**

The provision of customizable reporting capabilities enables the generation of tailored reports based on specific parameters, aiding in the communication of insights to various stakeholders within the organization for informed decision-making.

These aspects collectively contribute to a comprehensive and effective approach to unveiling market insights, analysing spending behaviour, and identifying growth opportunities using specialized applications.

## **COLLECTION AND CONNECTION OF DATA SET:**

Regarding our project Title, A dataset is been collection from the Nan Mudhalvan, Smartinternz platform and connected the dataset to the Tablaeu.

## **PREPARTION OR VISUALIZATION SHEETS:**

We ourselves created 5 questions on consumer's point of view and tried to answer these questions through visualization sheets using Bar graphs, donut chat and histogram.

## **DASHBOARD:**

We created a dashboard placing all the visualization sheets in single dashboard.

## **STORY:**

After the completion our dashboard, we have created a story section in which we extracted the observation from the visualization sheets.

## **PUBLISHING IN TABLEAU:**

We have published our dashboard and story in our team leader's Tableau public ID.

## **CONCULSION:**

From this project we learned to analyse a dataset and the usage of Tableau software.