

## Unveiling Market Insights

### Analysing Spending Behaviour and Identifying Opportunities for growth

#### Introduction

Market insights encompass a wide range of information about market dynamics, customer behaviours, trends and competitive landscapes.

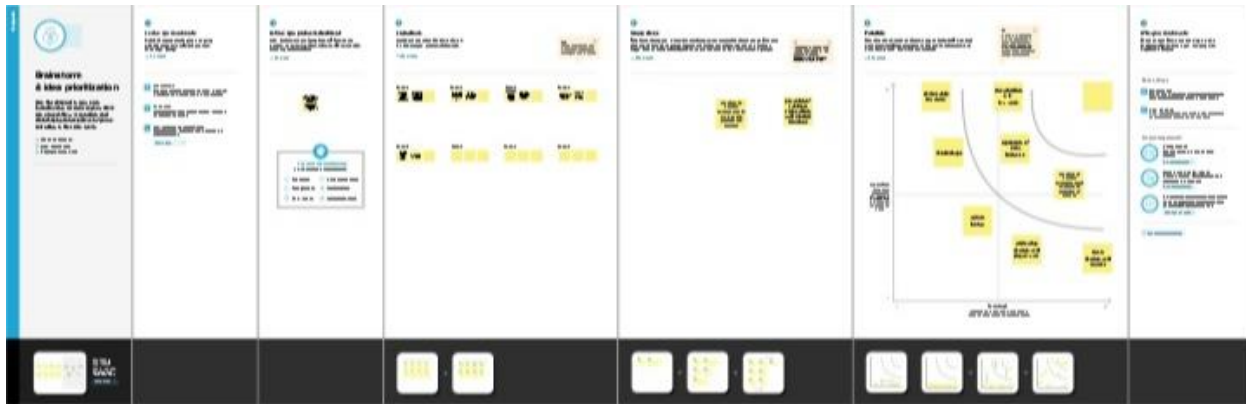
#### Purpose

Provide a solid foundation for a strategic decision-making, minimising risks associated with uncertainty.

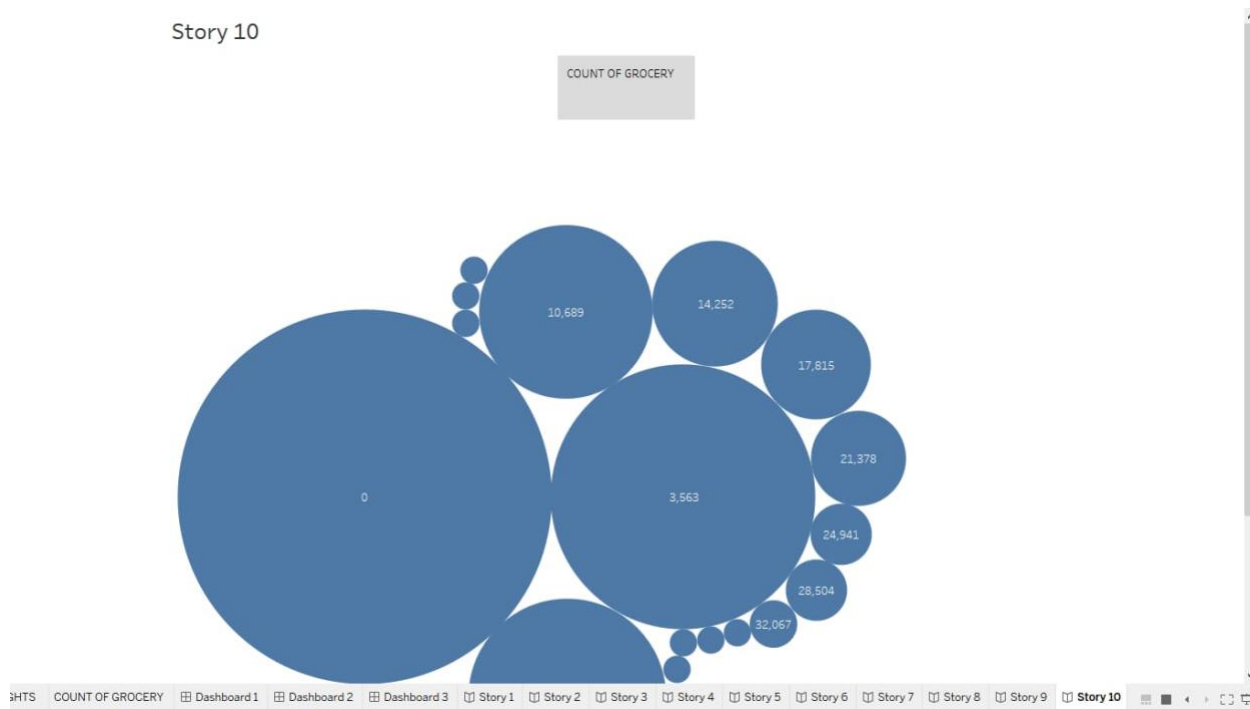
#### Problem thinking and design thinking



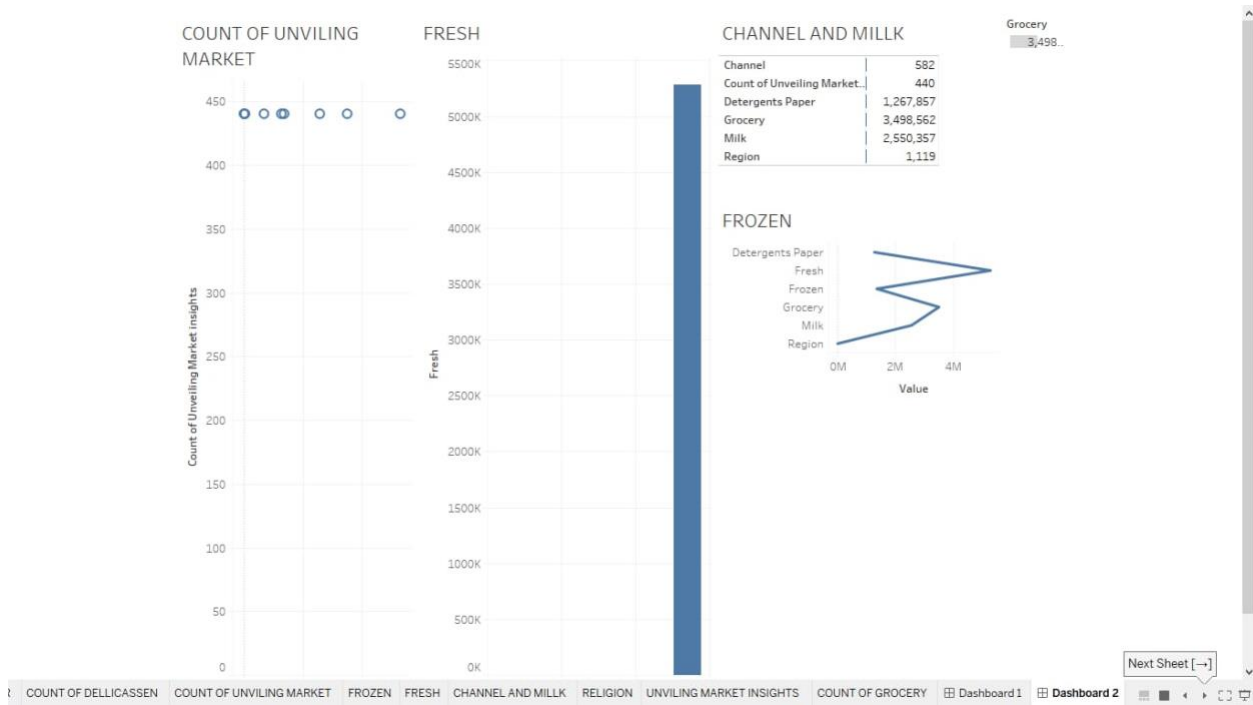
#### 1) Empathy map



## 2) Brain storm



## 3) Story



#### 4) Dashboard

##### Result

To identify and track relevant key performance for each aspect of talent management.

##### Advantage

Access to unique insights gives organisation a competitive advantages by allowing them to Tailor their offerings to meet customer needs.

##### Disadvantage

One of the most common issues in marketing analytics is a surplus of incoming data.

**Application**

The goal of the field of Market Insights is to learn about and analyse the Market .

**Conclusion**

Market insights enable businesses to identify customer preferences, industry trends, and competitor strategies .

**Features of Scope**

- Product design
- Implementation of product
- Pricing of product.