PROJECT TITLE :

Unveiling Market Insights : Analysing Spending Behaviour And Identifying Opportunities For Growth

CHOSEN TOPIC :

Wholesaler Customer Analysis

1. INTRODUCTION :

Wholesale marketing is the act of buying goods in bulk from a manufacturer at a discounted price and selling to a retailer for a higher price for them to repackage and in turn resell in smaller quantities at an ever higher price to customers.

1.1 Overview

In this project we will apply unsupervised learning techniques on product spending data collected for customers of a wholesaler distributed to identify customer segments hidden in the data. I'll first explore the data by selecting a subset to sample and determine if any product categories highly correlate with one another. After that, I will apply preprocess the data by scaling each product category and then identifying and removing unwanted outliers. Finally, comparing the segmentation found with an additional labeling.
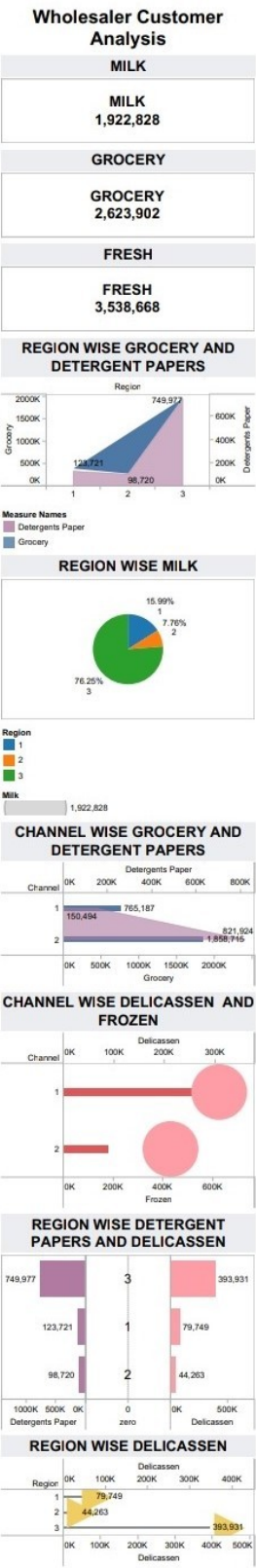
1.2 Purpose

A wholesale distributor operating in different regions having information on annual spending of several items in their stores across different regions and channels. This marketing strategy or action that increases the customer base or profitability of a wholesale business. In the case of products of retail changing sold across different region under different sales channel are very crucial in making business decisions. Hence, knowing to explore and generate value out of such data can be a invaluable skill to have improved efficiency in enhancing value sustainability in today's market.

2. PROBLEM DEFINITION & DESIGN THINKING :

2.1 Empathy map

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

A market opportunity is a newly identified need that a company can use to grow.

Marketers provides information about the industries, customers, competitors and other market values.

Marketing campaighs influence purchasing decisions a lot.

Marketing strategy include effective segmentation, branding, product design, pricing and customer decision.

A market analysis provides insights into potential customers through industry analysis and target market analysis.

Each customer has his unique buying behavior and patterns are collective and offer marketers a unique characterization.

MARKTERS

Market opportunity analysis helps to identify needs of customers according plan and design and deliver the products or services to derive customer satisfaction.

Category solutions helps the retailers and customer goods companies develop effective assortment strategies based on buyer behaviour data.

Market insights helps determine the suitability and sustainability of products in a particular market.

The rising popularity of social media (social GRP) led to a rise in demand for social media scheduling tools.

Analysing data and signals that indicate changes in customer behaviour preferences, needs and expectations.

Customer insights drives growth by leveraging customer, buyer and market insights.

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example

2.2 Ideation & Brainstorming Map

3. RESULTS :

Wholesaler Customer Analysis

MILK
MILK   **1,922,828**

GROCERY
GROCERY   **2,623,902**

FRESH
FRESH   **3,538,668**

REGION WISE GROCERY AND DETERGENT PAPERS

Measure Names
- Detergents Paper
- Grocery

REGION WISE MILK

Region
- 1
- 2
- 3

Milk 1,922,828

CHANNEL WISE GROCERY AND DETERGENT PAPERS

CHANNEL WISE DELICASSEN AND FROZEN

REGION WISE DETERGENT PAPERS AND DELICASSEN

REGION WISE DELICASSEN

4. ADVANTAGES & DISADVANTAGES

Advantages :

- Transparency and high market information , Cooperation possibilities of products , logistics and sales.
- New business areas or products can be tried easy at low costs.
- All customer groups are included and Modern facilities to help increasing product quality.
- Buy in bulk, saving manufacturers the delivery costs of many small runs and They bear the risk of holding stock.
- Break down the bulk supplies and sort into quantities retailers will buy.
- Give advice/market research to manufacturers, knowing what goods will sell well.
- Labels the products for the retailer.

Disadvantages :

- Loss control over how the product is advertised.
- Profits have to be split as the wholesaler is the middleman.
- Manufacturers have to provide point of sale material for wholesaler Eg Posters
- May be more expensive for small shop to buy from wholesaler than to go direct to manufacturer.
- Takes longer for fresh produce to reach themselves in retailers.
- Wholesaler may be located a long way from the shops.
- Less control over logistics and image related factors and products sold at lower price point .
- Requires higher production capacity.

5. APPLICATIONS :

Market opportunity helps to identify needs of customers according plan, design & deliver the product or services to derive customer satisfaction.

Need-based customer segments of interest for wholesalers as Price focused, Quality/Brand focused, service focused, partnership focused. A Digital marketing strategy that lacks the right mix of effective content is doomed to fail. However, simply generating content may not help you reach your objectives. Marketing is applied when communicating the value of a company's product to potential customers. Decision making strategies of marketing are PRODUCT, PRICE, PLACE, PROMOTION, PEOPLE, PRESENTATION. Marketing focuses on developing knowledge and skills around marketing, pricing, distribution and management, while also focusing on economics and interpersonal skills. It includes customer satisfaction, Branding, Advertising, Market segmentation, and sales analysis.

1. Linear programming models have been used in the advertising field as a decision aid in selecting an effective media mix.
2. Media selection problem can be approached with LP from two perspectives:
    i. Maximize audience exposure.
    ii. Minimize advertising costs.

6. CONCLUSION :

By selling to distributors and retail stores, a wholesaler's products able to reach thousands of customers in a given week. This benefits each type of businesses along the consumer supply chain. A wholesale distributer recently tested a change to their delivery method to some customers, by moving from a morning delivery service five days a week to a cheaper evening delivery service three days a week. The solution for the problem we defined by creating KPI's interactive Visualizations and Dashboard and Story Board to bring clean and deep understanding of the data and give solutions to make wholesale marketing efficiently.

7. FUTURE SCOPE :

The wholesale marketing future is not merely a one-stop shop but an end-to-end value-added service provider, a Direct-to-consumer (D2C) retailer, and a customer agent. The smart wholesale distribution hub presents an opportunity to derive value sustainably in today's markets. You've been hired by the wholesale distributor more money than what was being saved and what types of customers

they have to help them make better, more informed business decisions in the future.