



# UNVEILING MARKET INSIGHTS

# ***GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN***



## ***■ OUR TEAM MEMBERS***

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# ***CONTENTS:***

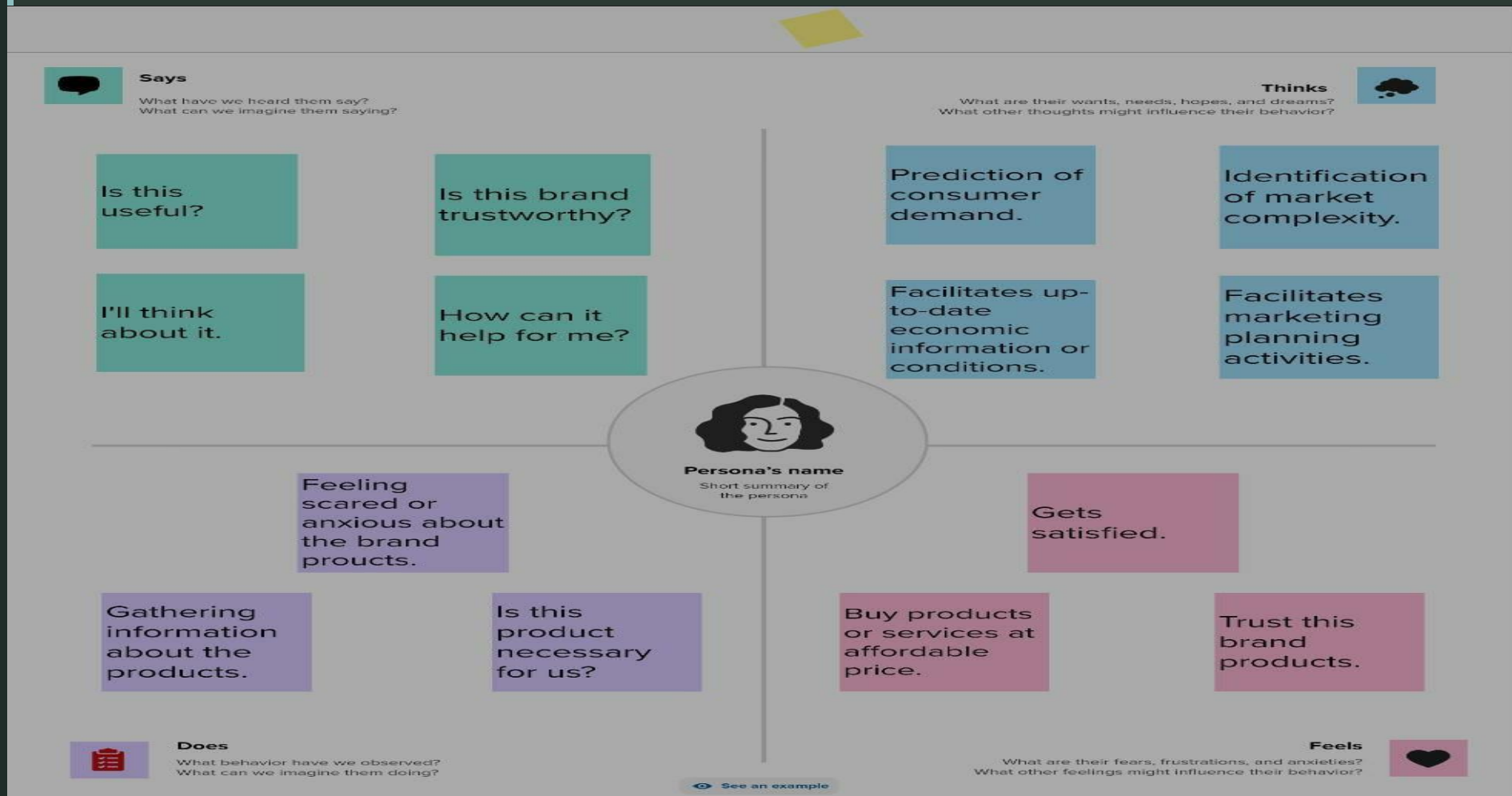
- 1. Introduction***
- 2. Problem definition and design thinking***
- 3. Result***
- 4. Advantages***
- 5. Disadvantages***
- 6. Future scope***
- 7. conclusion***
- 8. Appendix***

# Introduction

- *Unveiling market insights is the process of uncovering valuable information and trends within a specific market or industry. It involves in-depth research, data analysis, and a keen understanding of consumer behavior, competitive landscapes, and emerging opportunities. By unveiling these insights, businesses can make informed decisions, adapt their strategies, and stay competitive in a dynamic marketplace. It's a crucial aspect of strategic planning and can lead to more effective marketing, product development, and overall business success.*

# Problem definition and design thinking

## Empathy map



# Brain storming

1

**Define your problem statement**  
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.  
🕒 5 minutes

How to increase target audience?

Key rules of brainstorming  
To run an smooth and productive session

🗨️ Stay on topic.

💡 Encourage wild ideas.

🚫 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be loud.

2

**Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
🕒 10 minutes

Person 1

Person 2

Person 3

Person 4

1. Invest time in data analysis.

1. Facilitators and moderators engage in one-on-one conversations with respondents.

1. To employ research experts who can give you a bespoke survey.

1. Frequent follow-up questions will allow the respondents to open up and give hidden facts that the researcher may miss.

2. Understand how to define processes.

2. Make the necessary adjustments.

2. Intended audience can give the required information.

2. Allow mobile technology for the creation of questions within 1-2 days.

3. Researchers will know how to negotiate follow-up inquiries.

3. Screeners questions are the solution for preventing non-targeted audience from completing a survey.

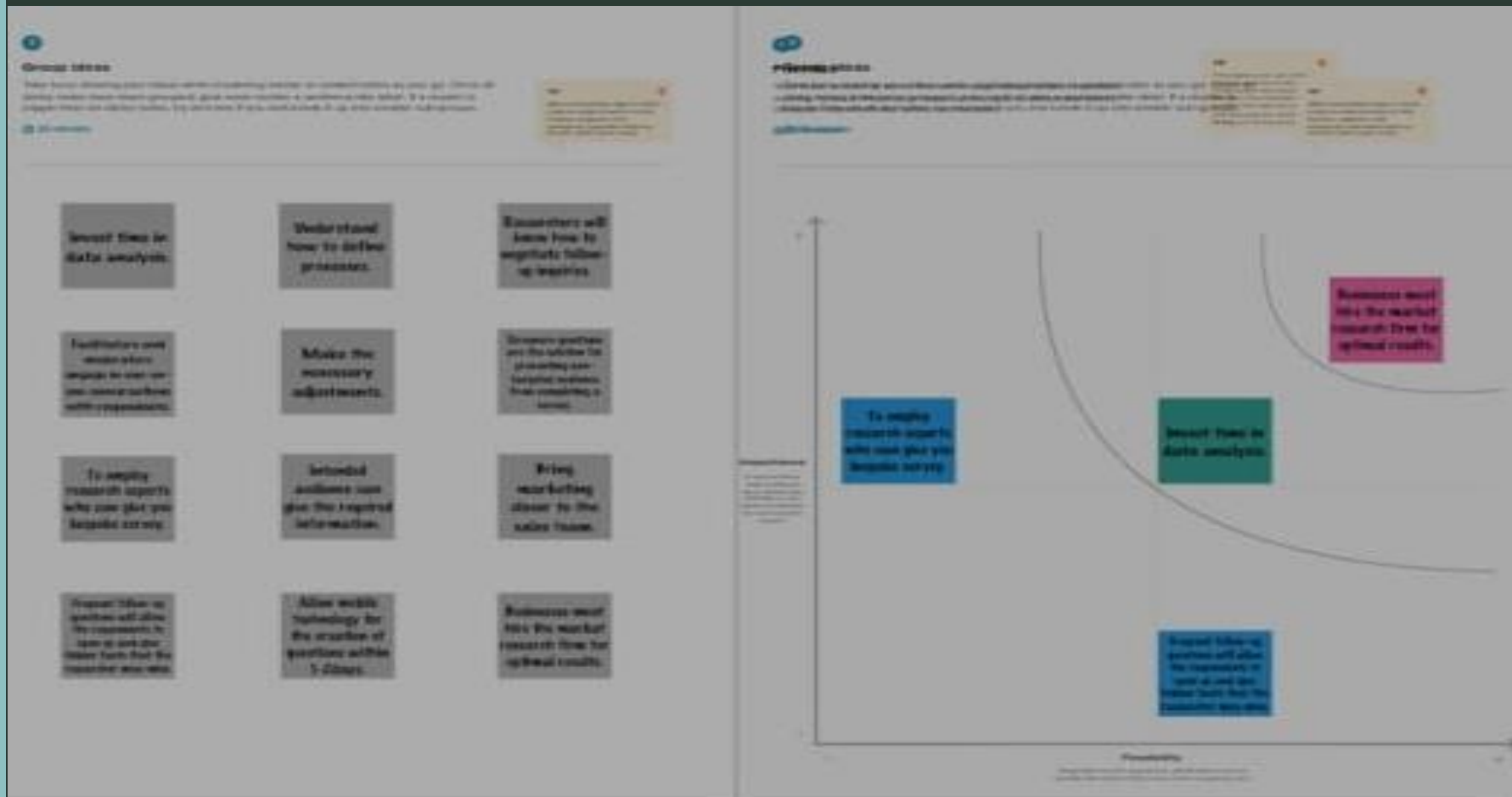
3. Bring marketing closer to the sales team.

4. Businesses must hire the market research firm for optimal results.

3

**Group**  
Take turns sticky notes bigger than  
🕒 20 minutes

# Brain storming





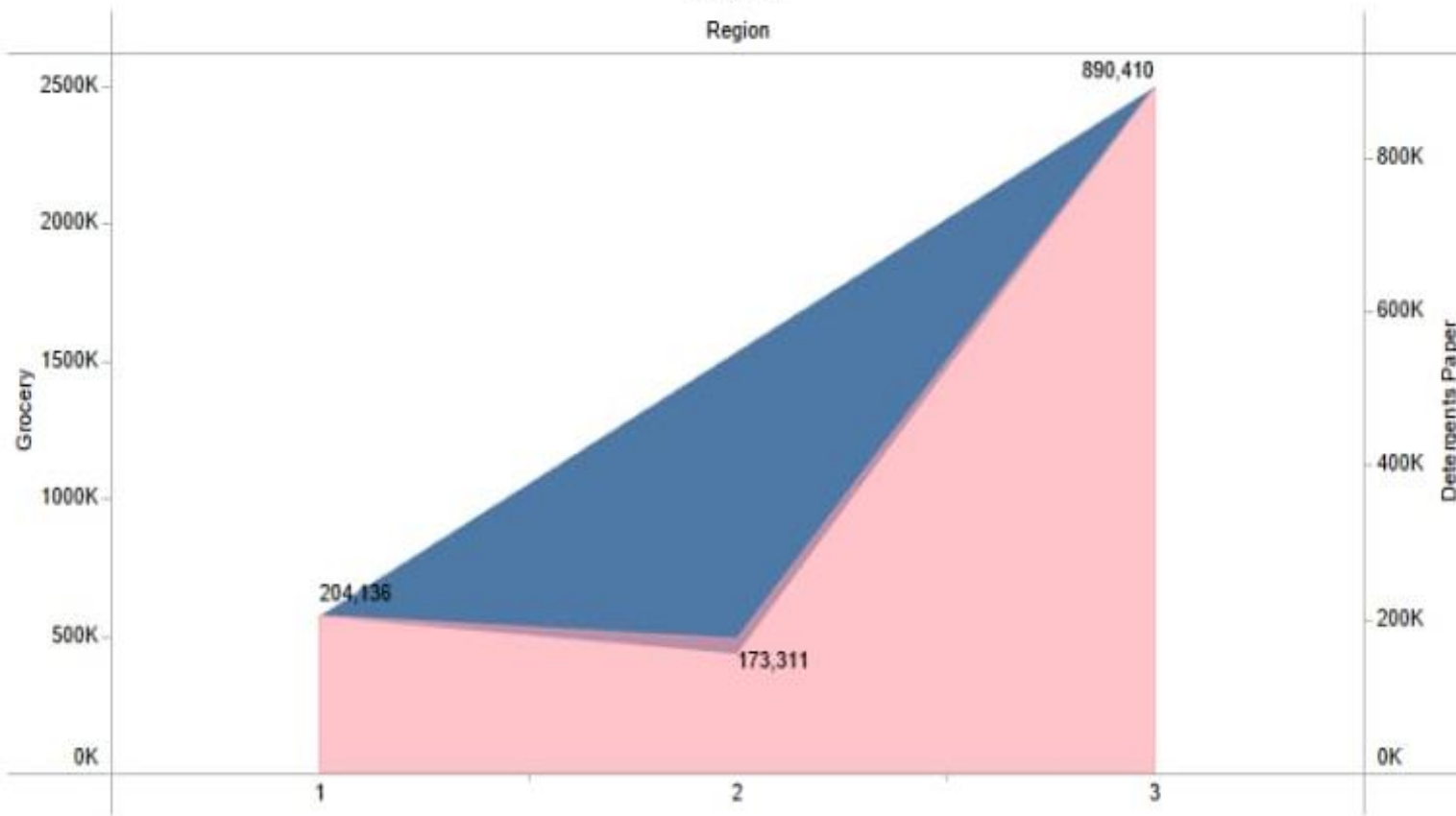


**GROCERY**  
**3,498,562**

**FRESH**  
**5,280,131**

Sheet 4

Region



Measure Names

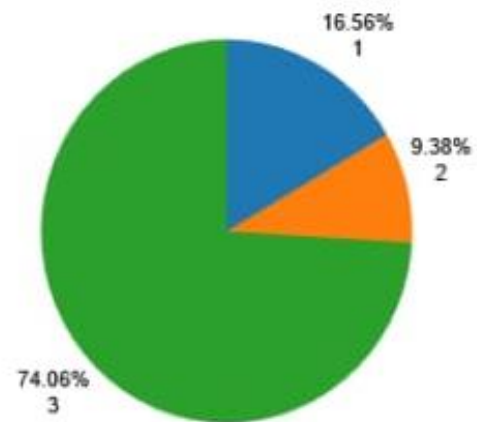
Detergents Paper

Grocery

Caption

Grocery and Detergents Paper for each Region. Color shows details about Grocery and Detergents Paper. For pane Sum of Detergents Paper: The marks are labeled by Detergents Paper.

Sheet 5



Region



SUM(Milk)

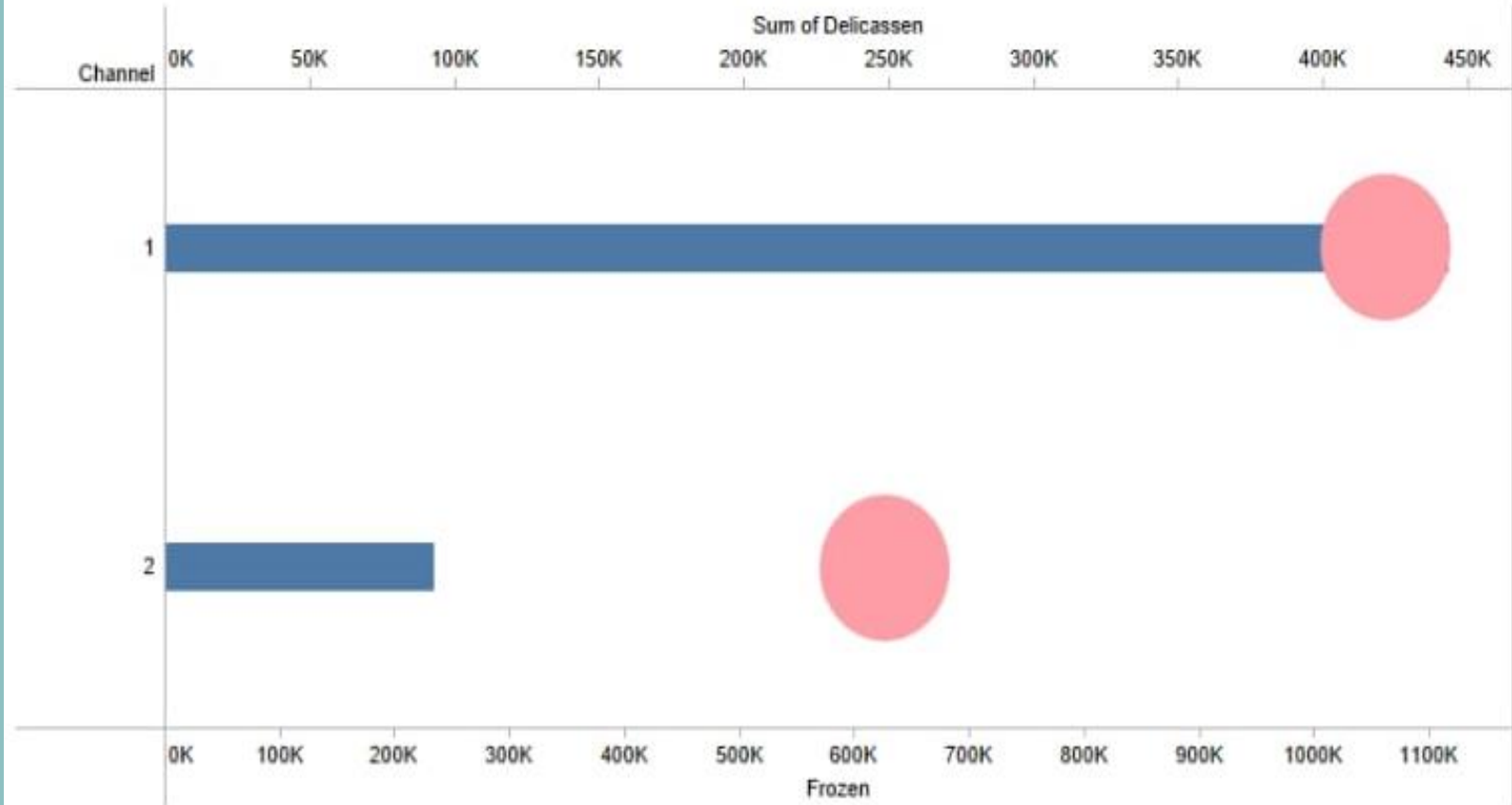
2,550,357

Caption

% of Total Milk and Region. Color shows details about Region. Size shows sum of Milk. The marks are labeled by % of Total Milk and Region.



Sheet 6



Measure Names

Frozen

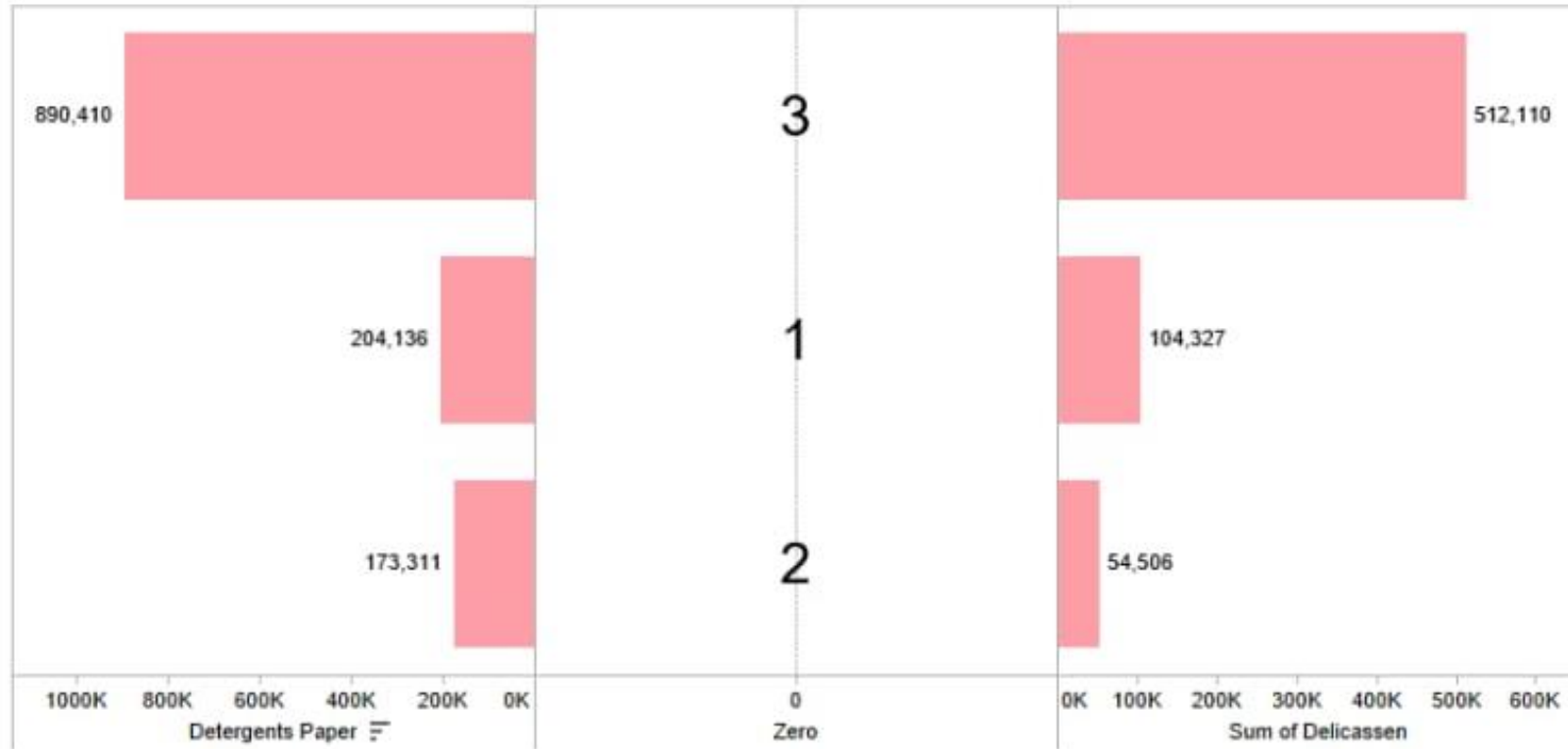
Sum of Delicassen

Caption

Frozen and sum of Delicassen for each Channel. Color shows details about Frozen and sum of Delicassen.



Sheet 7



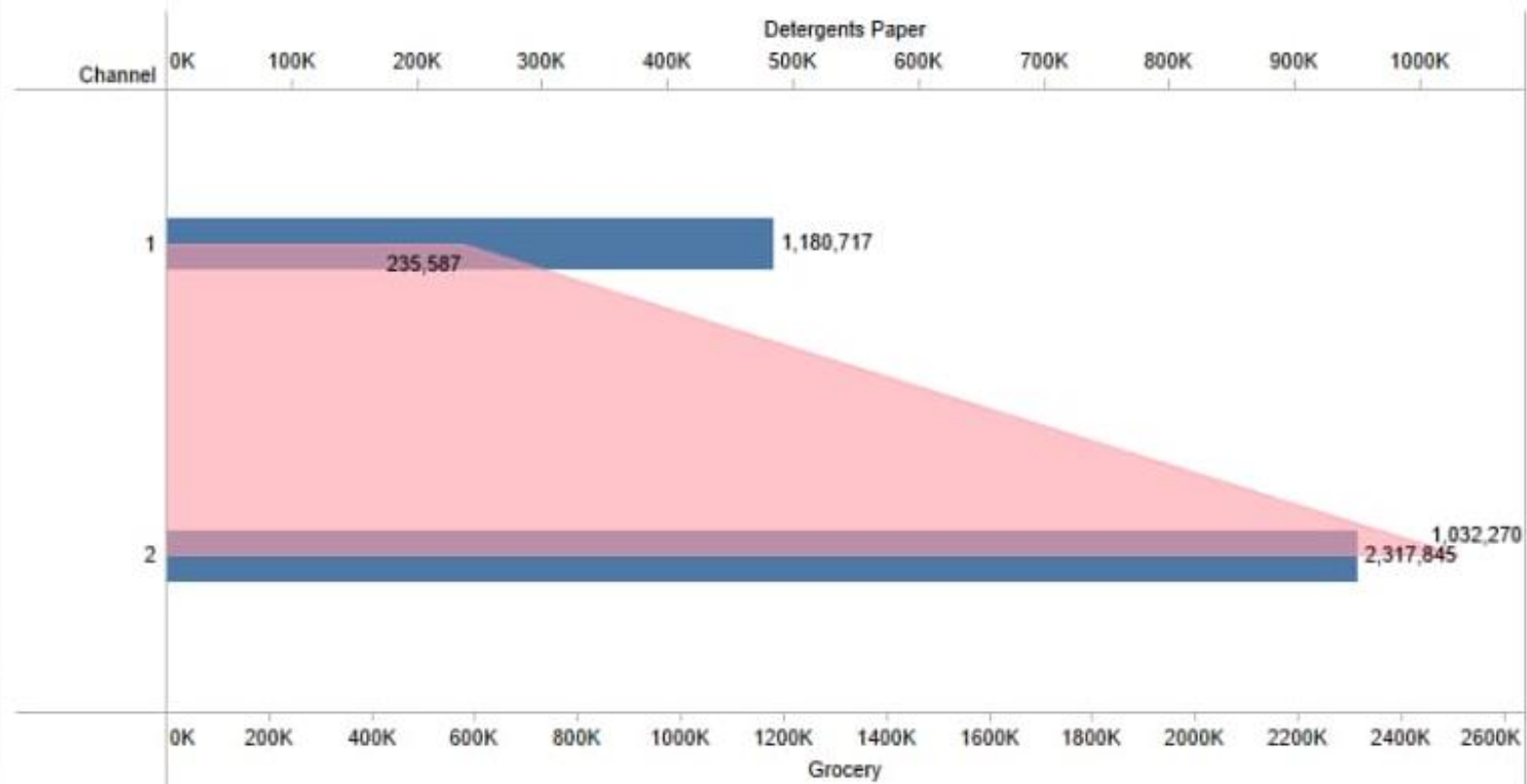
Measure Names

- Detergents Paper
- Sum of Delicassen
- Zero

Caption

Detergents Paper, Zero and sum of Delicassen for each Region. Color shows details about Detergents Paper, Zero and sum of Delicassen. For pane Sum of Detergents Paper: The marks are labeled by Detergents Paper. For pane Sum of Delicassen: The marks are labeled by sum of Delicassen.

Sheet 8

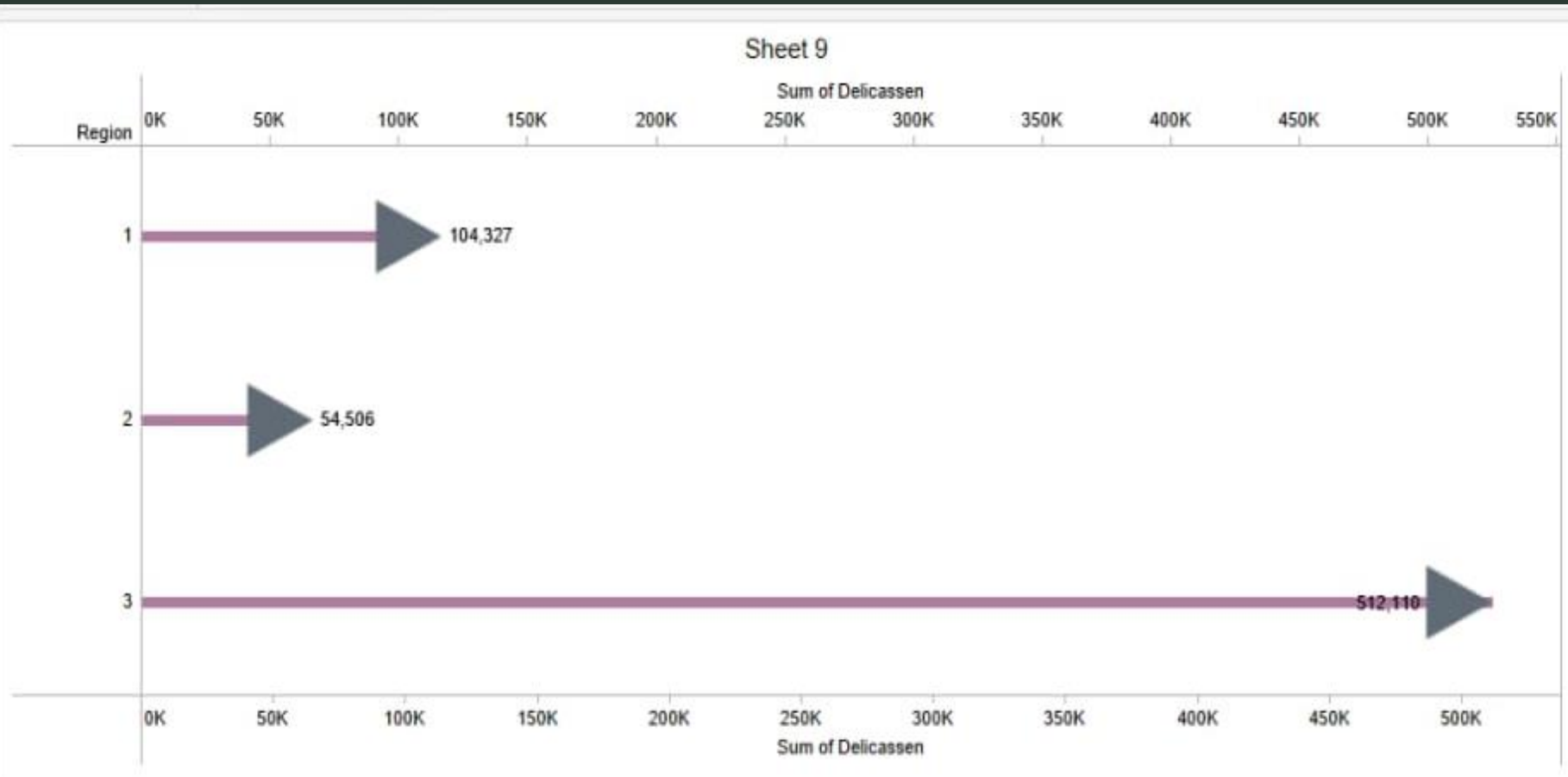


Measure Names

- Detergents Paper
- Grocery

Caption

Grocery and Detergents Paper for each Channel. Color shows details about Grocery and Detergents Paper. For pane Sum of Grocery: The marks are labeled by Grocery. For pane Sum of Detergents Paper: The marks are labeled by Detergents Paper.



Caption

Sum of Delicassen and sum of Delicassen for each Region. For pane Sum of Delicassen (2): The marks are labeled by sum of Delicassen.



Wholesaler Customer Analysis

Measure Names

- Detergents Paper
- Grocery

Region



1

2

3

Milk



2,550,357

Sheet 1

MILK  
2,550,357

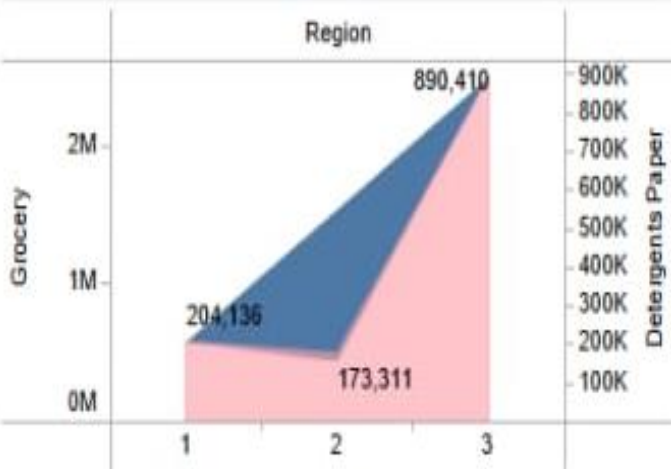
Sheet 2

GROCERY  
3,498,562

Sheet 3

FRESH  
5,280,131

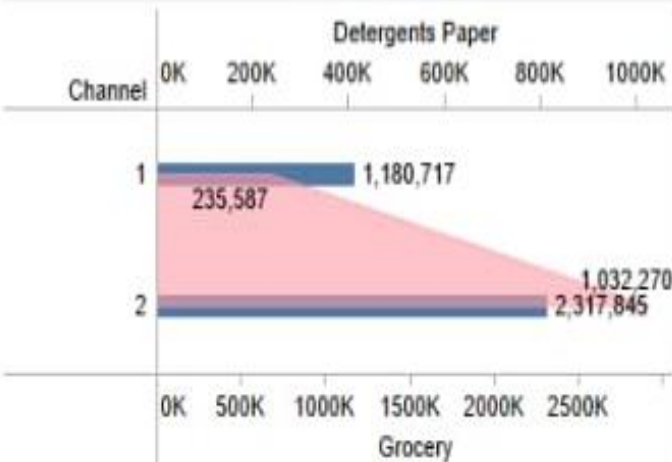
Sheet 4



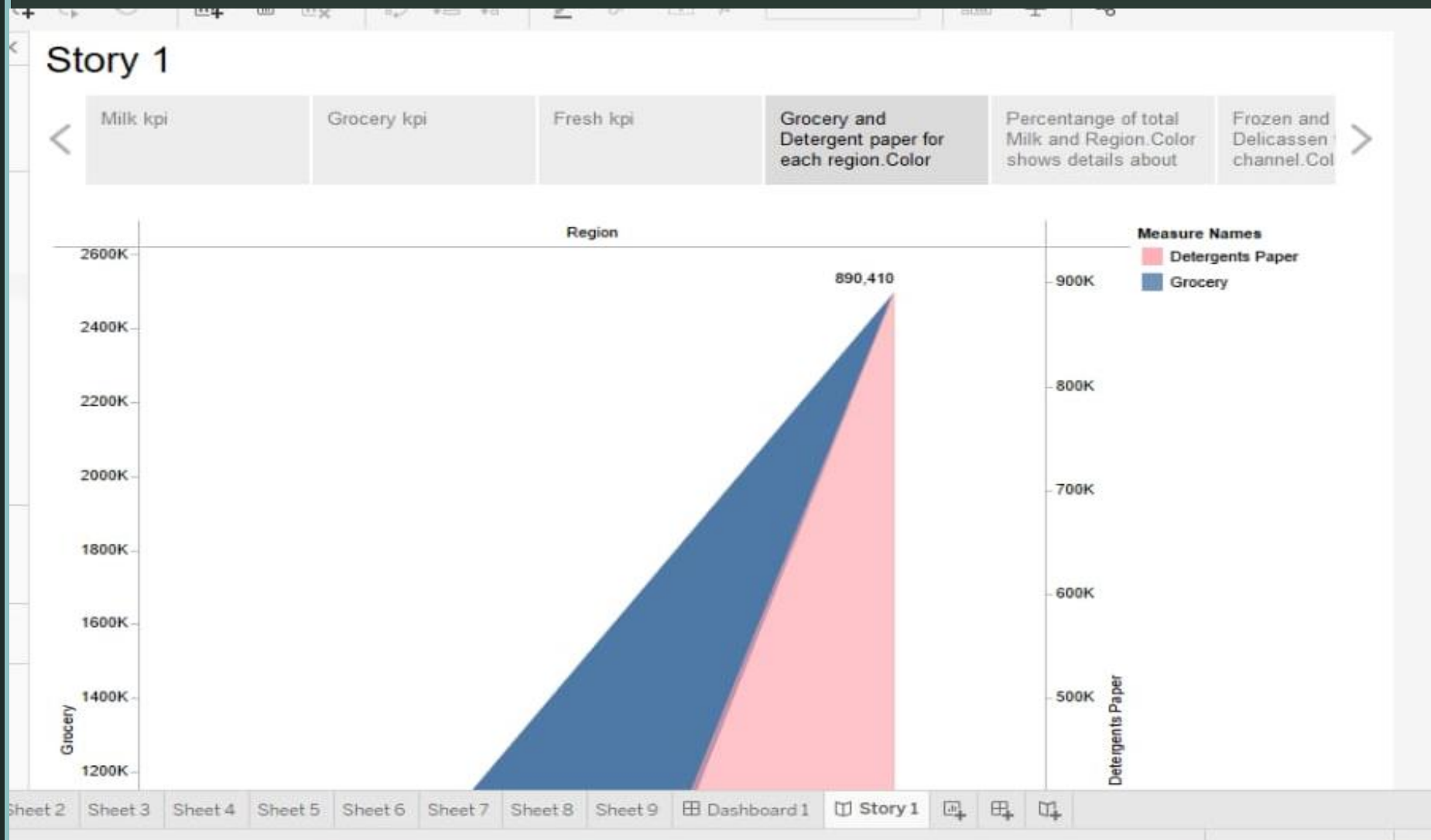
Sheet 5



Sheet 8



# Story





# Advantages

- 1. Informed Decision-Making: Market insights provide data and information to make informed decisions, reducing the risk of making costly mistakes.*
- 2. Competitive Advantage: Understanding market trends and consumer behavior can help a business gain a competitive edge by offering what consumers want.*
- 3. Improved Products and Services: Insights can guide product development and service improvements, leading to higher customer satisfaction.*
- 4. Targeted Marketing: Insights allow for more precise and effective marketing campaigns, reducing wastage of resources and increasing conversion rates.*

# Disadvantage

1. *Cost and Resources: Gathering and analyzing market insights can be expensive and time-consuming, especially for smaller businesses.*
2. *Data Overload: Too much data can be overwhelming and lead to analysis paralysis, making it difficult to extract actionable insights.*
3. *Changing Trends: Markets evolve rapidly, and insights may become outdated quickly, necessitating constant monitoring.*
4. *Interpretation Errors: Incorrect interpretation of data can lead to misguided decisions and strategies.*





# MARKET INSIGHT

GROWTH CONTINUES

## Future scope

- 1. Big Data Analytics: With the increasing volume of data generated, there will be a growing need for advanced big data analytics tools to extract meaningful insights from vast datasets.*
- 2. Artificial Intelligence and Machine Learning: AI and ML will play a pivotal role in automating data analysis, predictive modeling, and providing real-time insights for decision-making.*
- 3. Predictive Analytics: Predictive analytics will continue to evolve, allowing businesses to anticipate market trends, customer behavior, and demand patterns.*
- 4. Data Visualization: Interactive and user-friendly data visualization tools will help businesses and individuals gain a better understanding of complex market insights.*

# Conclusion

- *Unveiling market insights is an indispensable tool for businesses in today's dynamic landscape. By delving into consumer behavior, analyzing competition, and staying attuned to market trends, companies can position themselves for success. The data-driven decisions that result from these insights empower businesses to adapt, innovate, and thrive. As markets evolve, the ability to gain and leverage these insights will remain a critical factor in achieving and maintaining a competitive edge. So, in the ever-shifting world of business, remember: to thrive, you must unveil, understand, and act on the insights that the market offers. "*

A woman with long brown hair in a ponytail, wearing a dark business suit, stands with her back to the camera. She is looking at a large wall of digital screens displaying various data visualizations, including bar charts, line graphs, pie charts, and maps. The overall color scheme is blue and white, giving it a high-tech, data-driven appearance.

*Thank You*