

INTRODUCTION

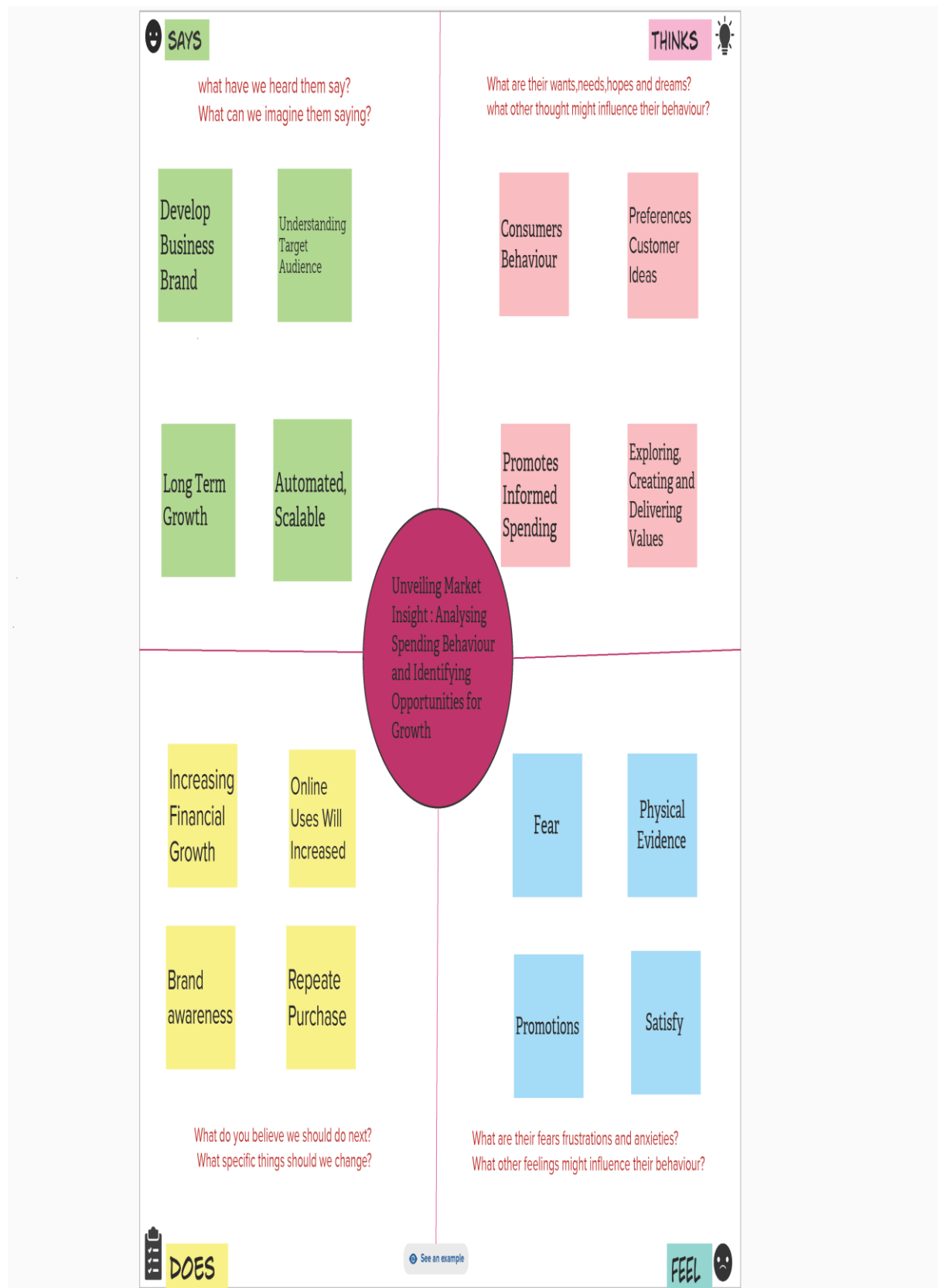
OVERVIEW

Selling products or merchandise to retailers, industrial, commercial, institutional, or other professional businessmen, as well as related auxiliary services, is known as wholesaling or distributing. In general, it refers to the sale of commodities in large quantities to anyone, whether an individual or other than the final user of that product, organization. Buying in bulk is purchasing something in bulk, typically from the supplier or manufacturer, at a reduced price. The store then offers the items for sale to the final customer at a profit-making higher pricing. Marketed food production and consumption take place in different locations. While consumption occurs mostly in urban regions, production is primarily located in rural areas.

PURPOSE

Identifying opportunities for growth is a process of finding ways to improve business performance, expand market reach, or create new products or services that meet the needs of customers. It can help achieve goals, increase competitive advantage, and enhance well-being.

EMPATHY



BRAINSTORM

Brainstorm & idea prioritization

Use this template to your own brainstorming sessions as your team can unleash their imagination and start shaping concepts when it's time to start working on the next steps.

- 1. Welcome page
- 2. Define problem
- 3. Ideation exercise

Before you collaborate

A brief of problem you're trying to solve. Make sure you and your team are on the same page.

1 minute

Define your problem statement

Translating a problem statement into a clear, concise, and actionable statement. This is the first step in the process of solving a problem.

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Brainstorm

Brainstorming is a group activity that encourages creative thinking and problem-solving. It's a time when team members share their ideas and thoughts, and the best ones are selected for further development.

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Group ideas

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Finalize

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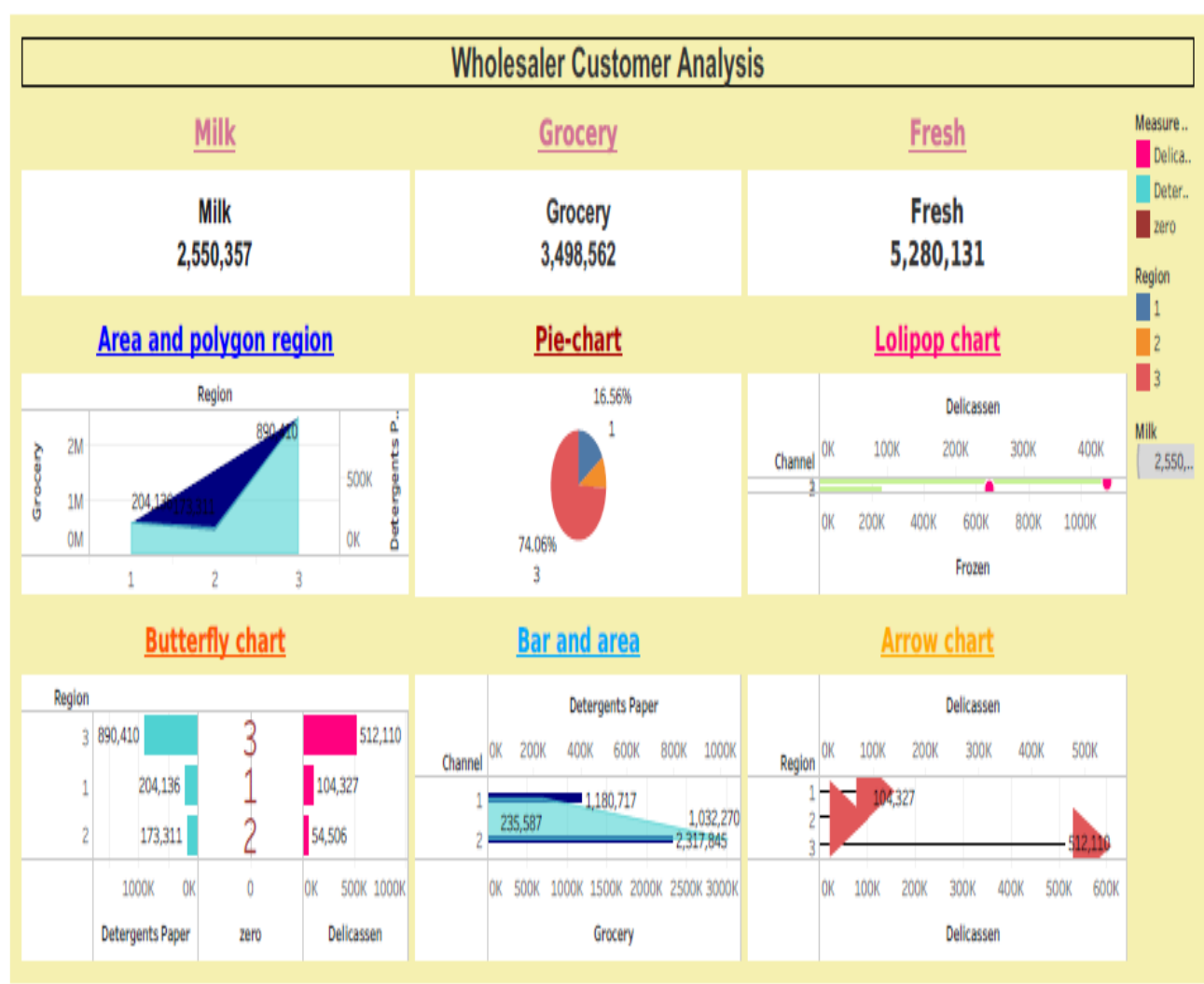
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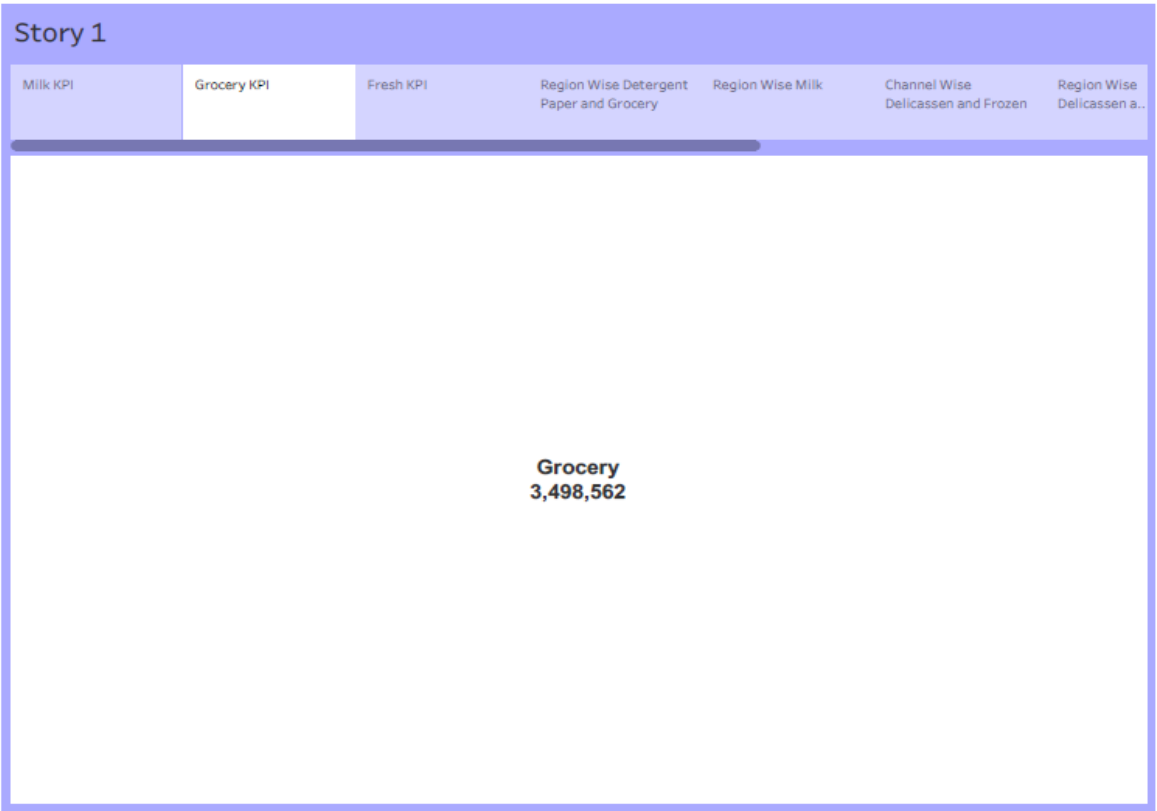
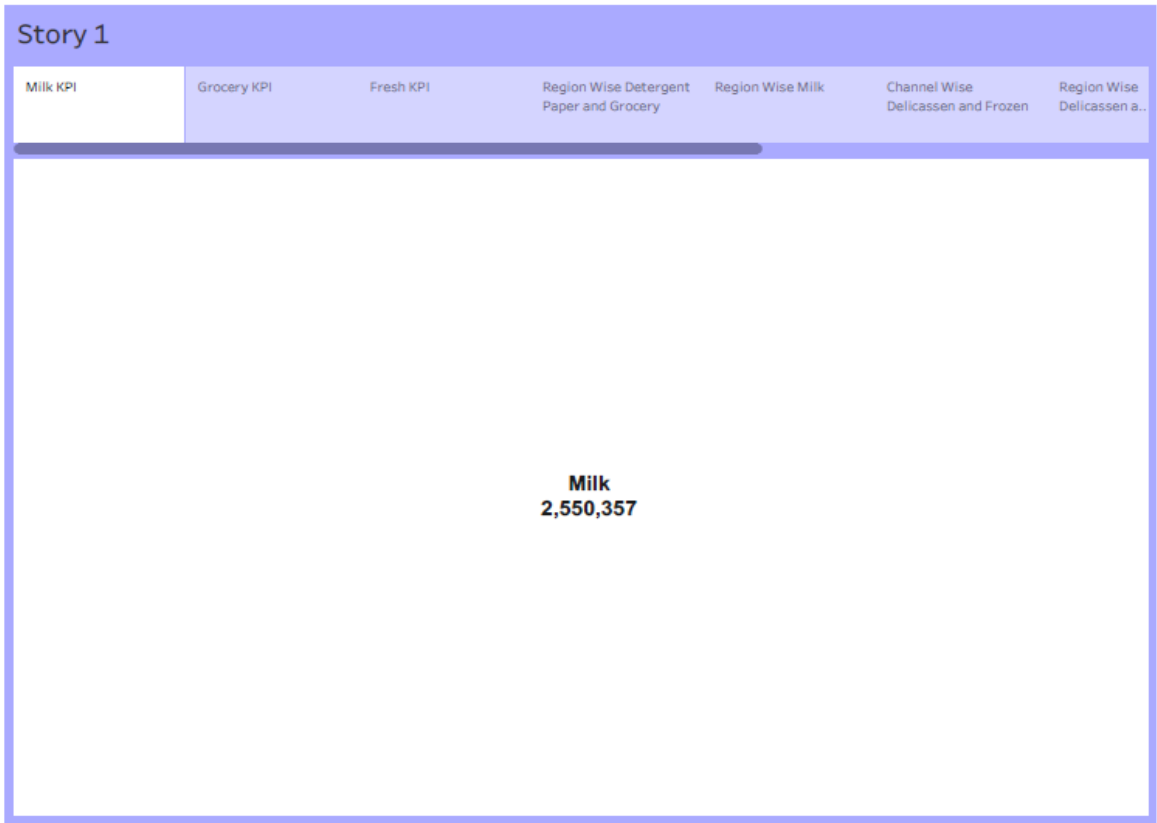
RESULT

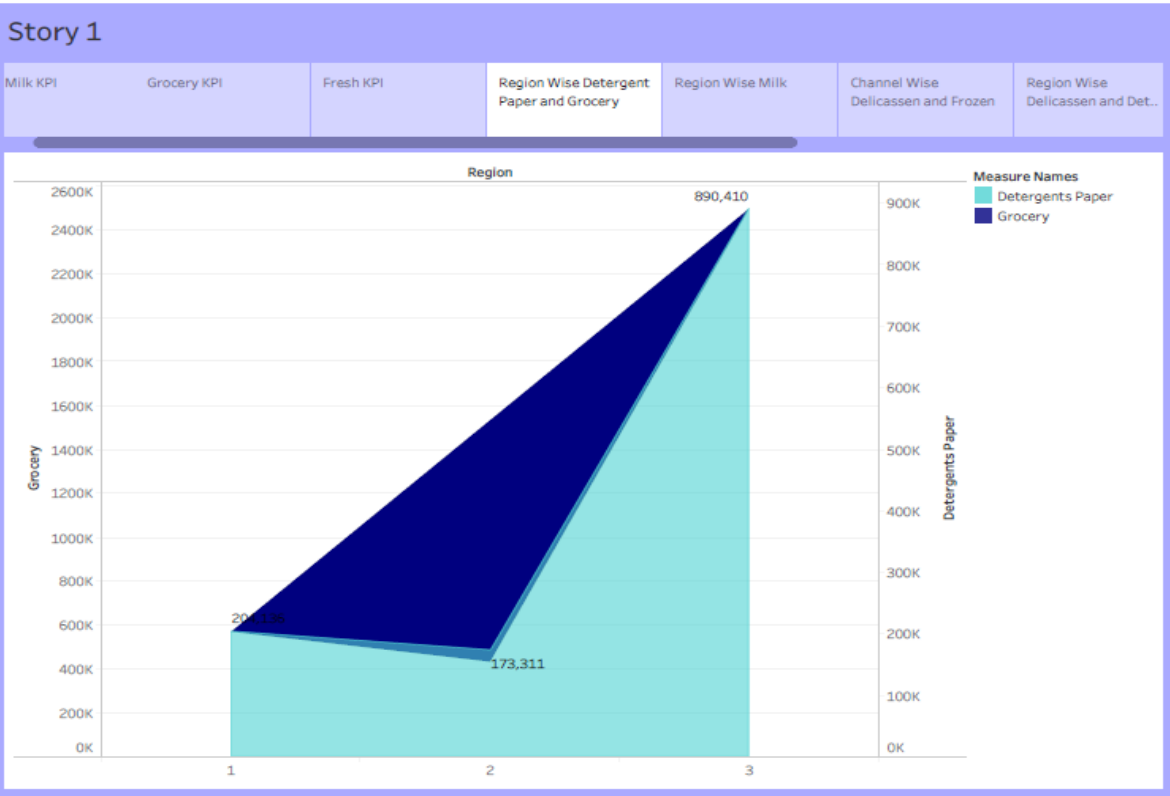
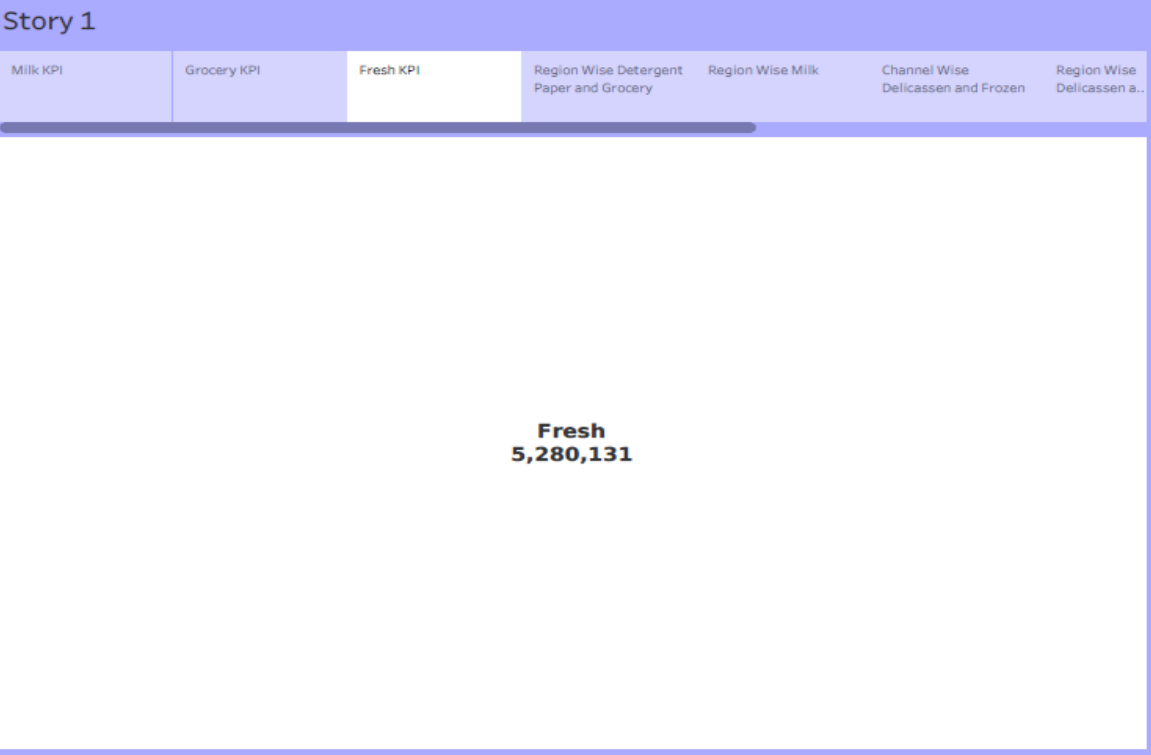
The project uses data from a wholesaling business and aims to understand customer preferences, trends, and patterns across various dimensions. The project also provides a technical architecture and a project description.

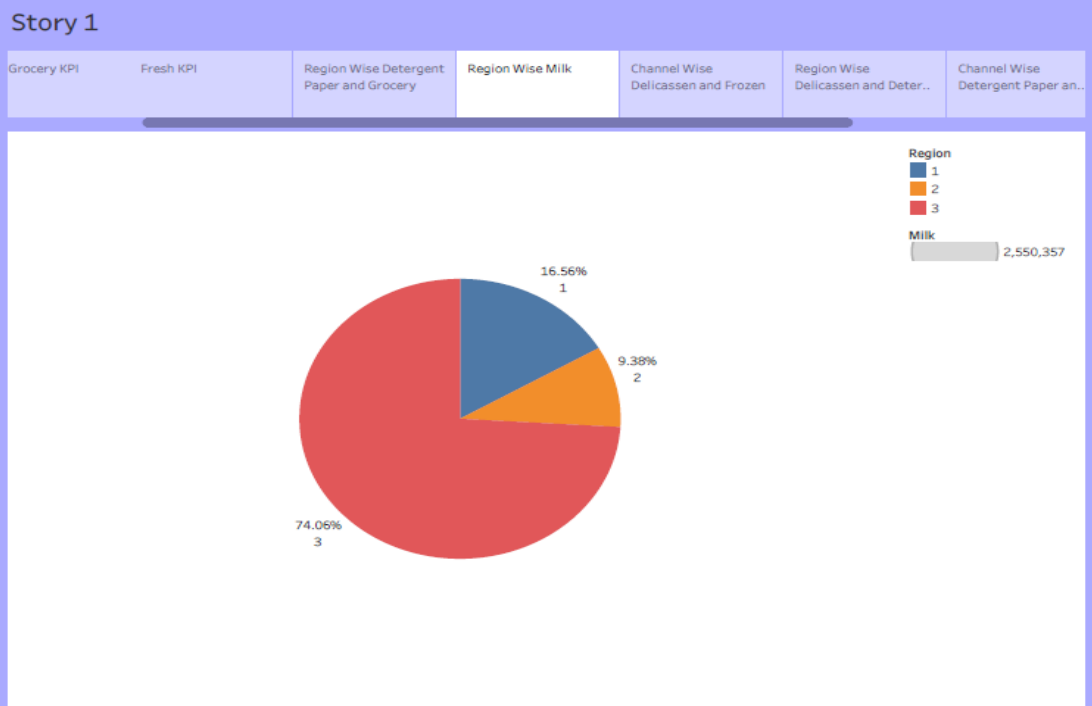
DASHBOARD



STORY

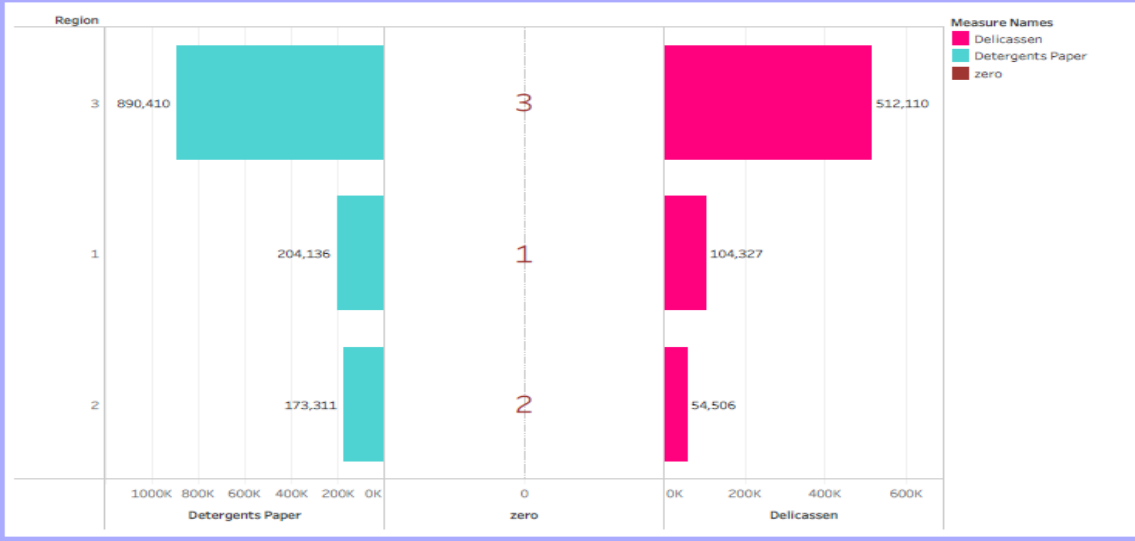






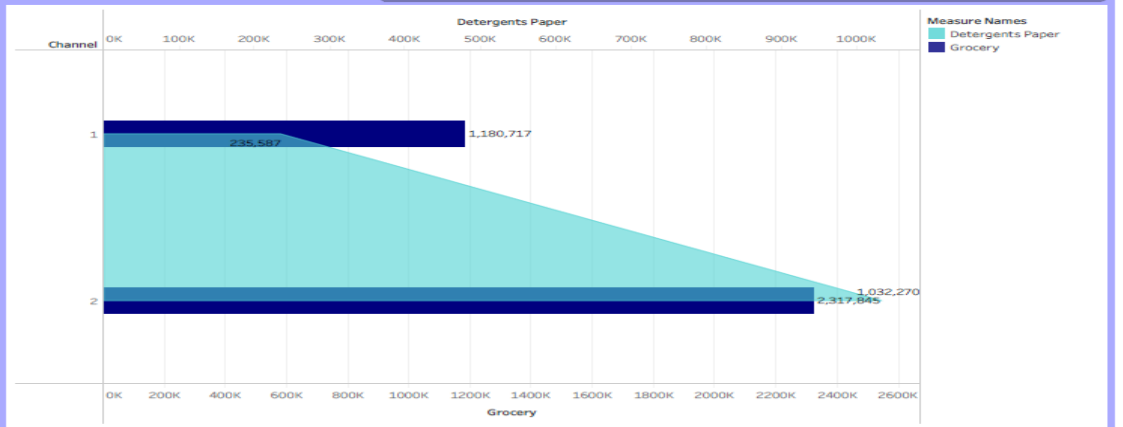
Story 1

Region Wise Detergent Paper...	Region Wise Milk	Channel Wise Delicassen and Frozen	Region Wise Delicassen and Deter...	Channel Wise Detergent Paper and ..	Region Wise Delicassen	Wholesaler Customer Anaysis ..
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Story 1

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ADVANTAGES

- ❖ Less marketing and less competition
- ❖ Fixed profit margin
- ❖ No selling skill required
- ❖ Benefits of bulk buying

DISADVANTAGES

- ❖ Less profit margin
- ❖ Requires more capital and space
- ❖ Possibility of loss
- ❖ Wholesalers are no direct interaction with customers

APPLICATION

- Increasing financial growth
- Developed business brand
- Online uses will increased
- Reduces the handling time and cost involved
- Reduce material cost and increase profit margin
- Improve efficiency

CONCLUSION

This is a guided project that teaches how to create a dashboard and a story using Tableau and analysis spending behaviour and identify opportunities for growth.

LINKS

https://github.com/SLRJ125/unveiling-market-insights-Analaysing-spending_A287A2AE7A30A0783C7417D6BF161AE7

https://public.tableau.com/app/profile/latha.s3487/viz/s1_16965770859030/Dashboard1?publish=yes

https://public.tableau.com/app/profile/latha.s3487/viz/s1_16965770859030/Story1?publish=yes

FUTURE SCOPE

Identifying opportunities for growth is a vital skill for any business leader who wants to stay ahead of the competition and achieve long-term success. The future scope of identifying opportunities for growth is vast and exciting, as there are many sources of inspiration and innovation that can help create value for customers and stakeholders.

Some of the trends and factors that can influence the future scope of identifying opportunities for growth are:

Technology:

Technology is constantly evolving and creating new possibilities for solving problems, enhancing customer experience, and increasing efficiency. Can use technology to develop new products or services, improve existing offerings, or create new business models.

Customer experience:

Customer experience is the sum of all the interactions and emotions that a customer has with brand, product, or service. It is a key driver of customer loyalty, satisfaction, and advocacy.

Sustainability:

Sustainability is the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. It is a growing concern for customers, investors, regulators, and society at large. Use sustainability to create positive social and environmental impact, reduce costs and risks, and enhance reputation and trust.