

# WELCOME TO SMARTINTERNZ



**Smart  
Internz**

## Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

III B,SC MATHEMATICS

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UNDER THE GUIDENCE OF

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Guest Lecture UG and PG & Department of mathematics



**MUTHURANGAM GOVERNMENT ARTS COLLAGE VELLORE - 6320026**



# CONTENT OF THE THESIS

- INTRODUCTION
- PROBLEM DEFINITION & DESIGN THINKING
- ADVANTAGES & DISADVANTAGES
- RESULT
- APPLICATIONS
- CONCLUSION
- FUTURE SCOPE
- APPENDIX

# INTRODUCTION

## 1.1 OVERVIEW:

- ✓ Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, Institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from 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 .In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow. This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.



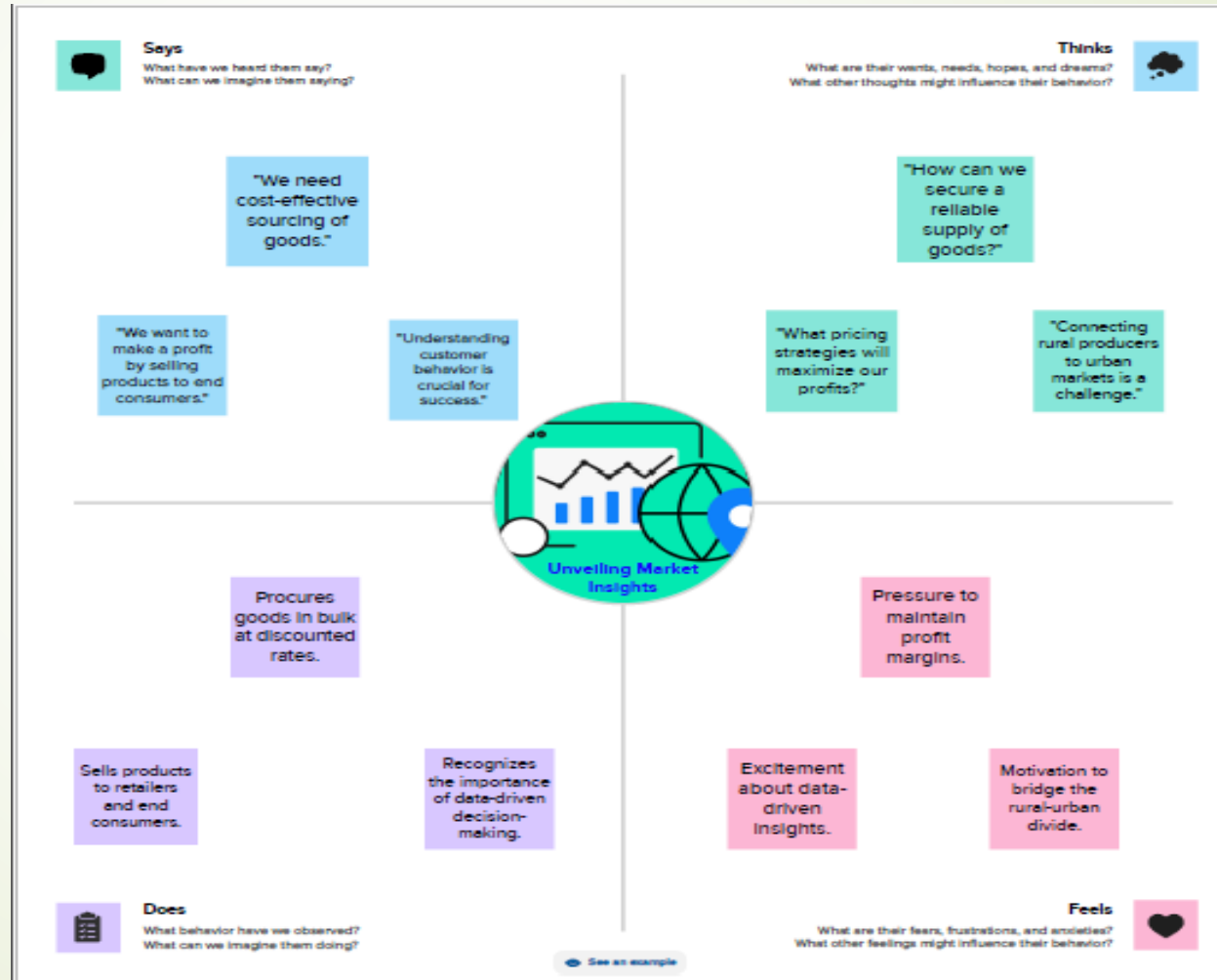
## 1.2 PURPOSE

### 1.2 PURPOSE

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions.. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth.

# PROBLEM DEFINITION & DESIGN THINKING

## 2.1 EMPATHY MAP:





## 2.2 IDEATION & BRAINSTORMING MAP

**Template**

**Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

**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

**Brainstorm**

Write down any ideas that came to mind that address your problem statement.

10 minutes

**Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is larger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**Prioritize**

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**After you collaborate**

You can keep the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural  
Export the mural  
Keep moving forward

**Share the mural**  
Share a link to the mural with collaborators to help them in the lead about the outcomes of the session.

**Export the mural**  
Export a copy of the mural as a PNG or PDF to share to email, export it into a table, or save to your drive.

**Keep moving forward**  
Strategy blueprint  
Customer experience journey map  
Strengths, weaknesses, opportunities & threats



# ADVANTAGES & DISADVANTAGES

## ADVANTAGES:

**Informed Decision-Making:** Data analytics provides businesses with accurate insights, enabling informed decision-making that aligns with customer needs and market trends.

**Improved Efficiency and Resource Optimization:** By understanding customer spending behavior, businesses can optimize their inventory management and supply chain, leading to improved efficiency and reduced costs.

**Personalized Customer Experiences:** Data-driven insights enable businesses to tailor their offerings to meet customer preferences, leading to more personalized and satisfactory customer experiences.

## DISADVANTAGES:

**Data Security and Privacy Concerns:** Collecting and analyzing customer data can raise data security and privacy issues, potentially leading to breaches and damaging customer trust.

**High Implementation Costs:** Setting up data analytics infrastructure can be expensive, requiring substantial investment in technology and skilled personnel.

**Complexity and Learning Curve:** Data analytics may involve complex processes and methodologies, demanding specialized knowledge and skills that may take time to develop within the organization.



# RESULT

## DASHBOARD 1

### Wholesaler Customer Analysis

Measure Na.. Detergents Paper

Region

1

Milk

Sheet 1

**Milk**  
**2,550,357**

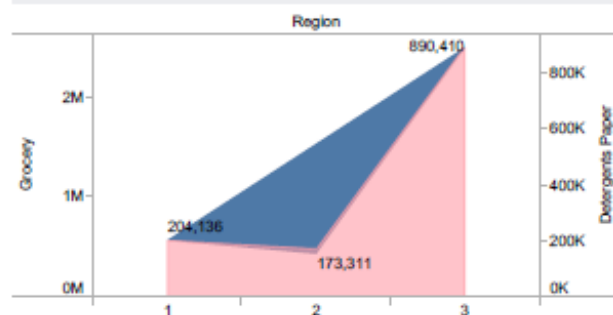
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**Grocery**  
**3,498,562**

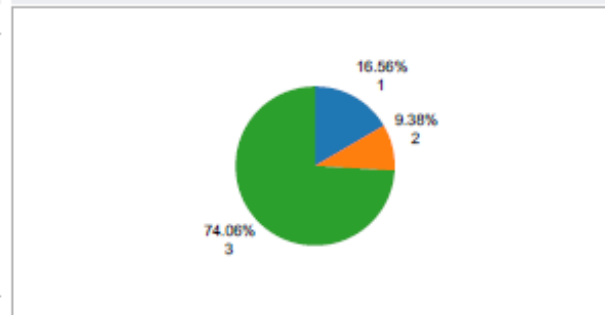
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**Fresh**  
**5,280,131**

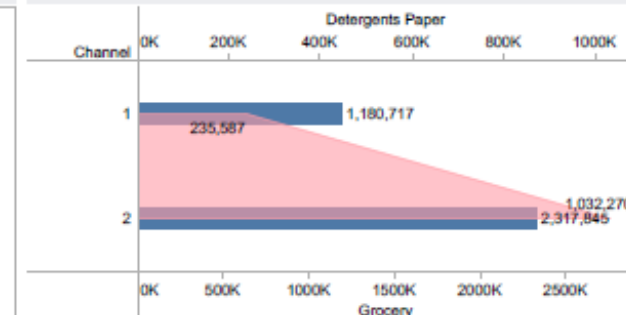
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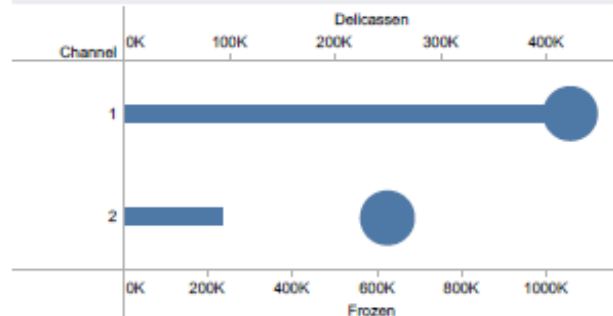
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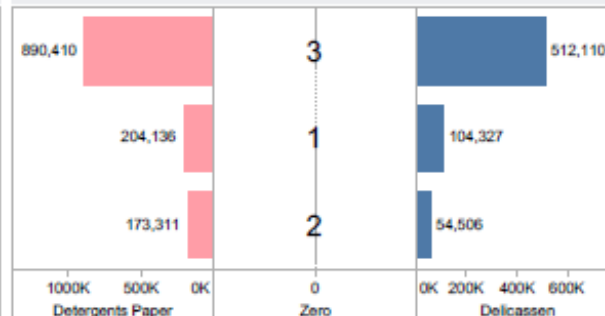
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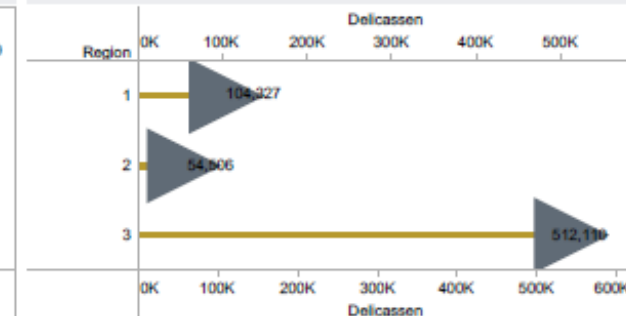
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Sheet 9



Sheet 8



# STORY 1

## Story 1

Milk Kpl

Grocery Kpl

Fresh Kpl

Region Wise  
Detergent Paper And  
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Channel Wise  
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Grocery

Region Wise Milk

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**Milk**  
**2,550,357**

## STORY 1.2

### Story 1

Milk Kpi

Grocery Kpi

Fresh Kpi

Region Wise  
Detergent Paper And  
Grocery

Channel Wise  
Detergentpaper and  
Grocery

Region Wise Milk

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Delicassen ..

Grocery  
3,498,562

## STORY 1.3

### Story 1

Milk Kpi

Grocery Kpi

Fresh Kpi

Region Wise  
Detergent Paper And  
Grocery

Channel Wise  
Detergentpaper and  
Grocery

Region Wise Milk

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Delicassen ..

Fresh  
5,280,131

## STORY 1.4

### Story 1

Milk Kpl

Grocery Kpl

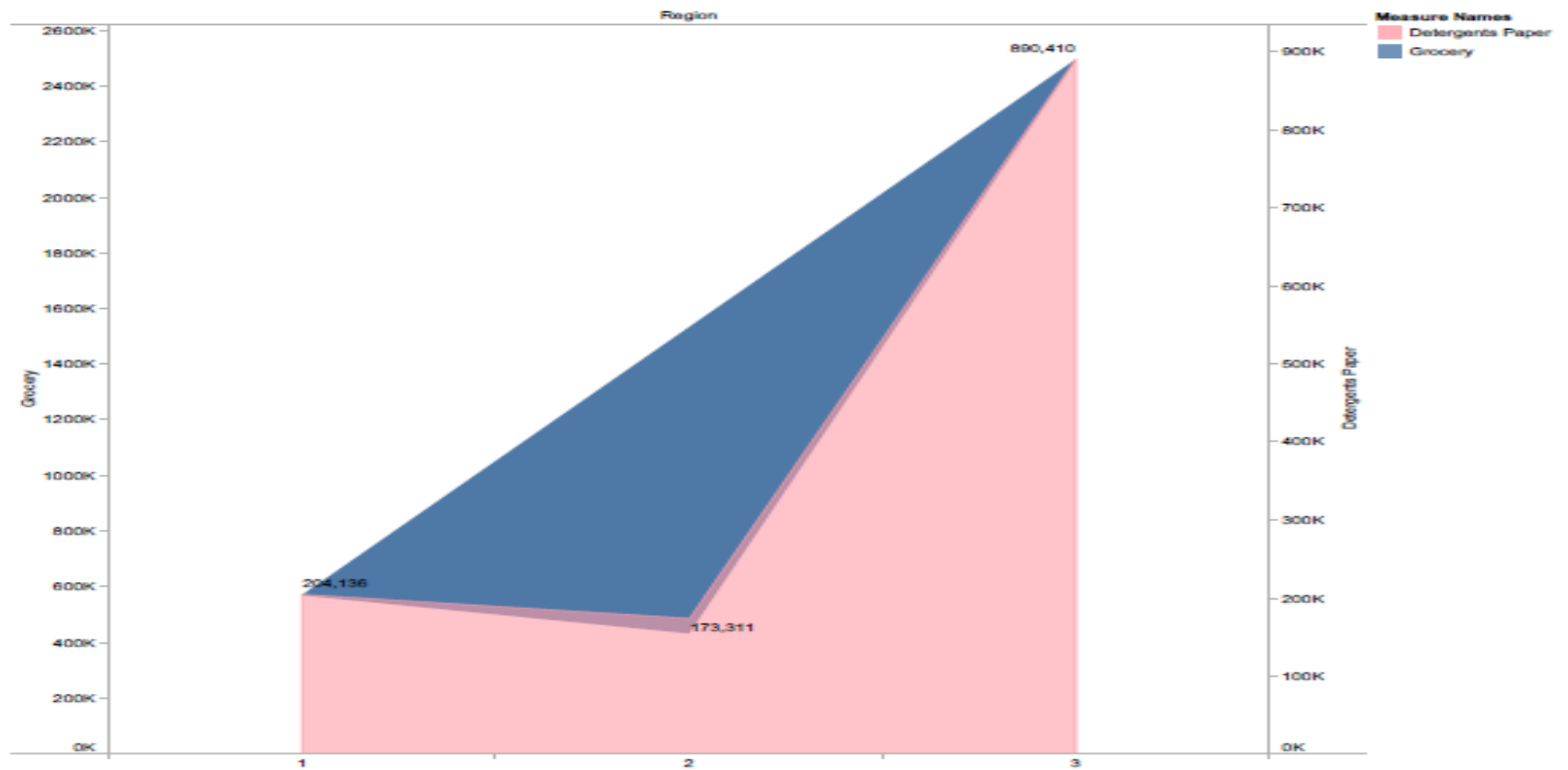
Fresh Kpl

Region Wise  
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Grocery

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## STORY 1.5

### Story 1





## STORY 1.6

### Story 1

Fresh Kpi

Region Wise  
Detergent Paper And  
Grocery

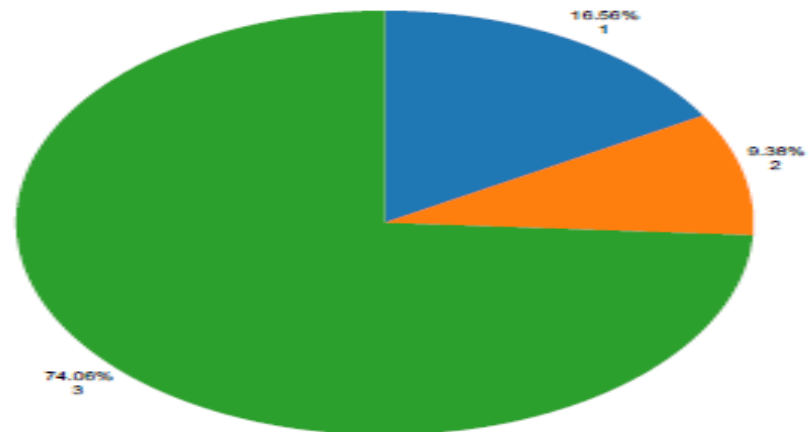
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Region

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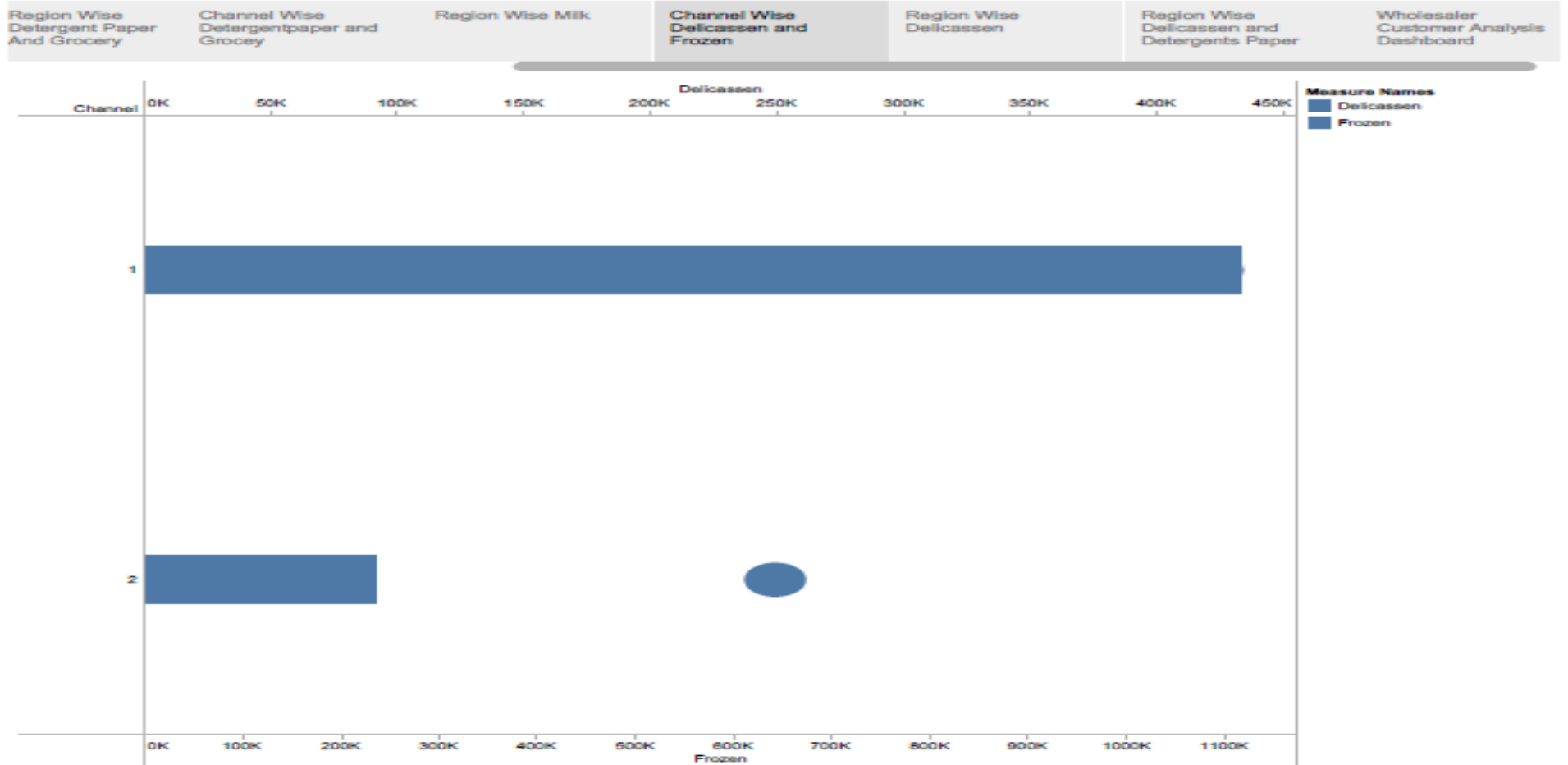
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Milk

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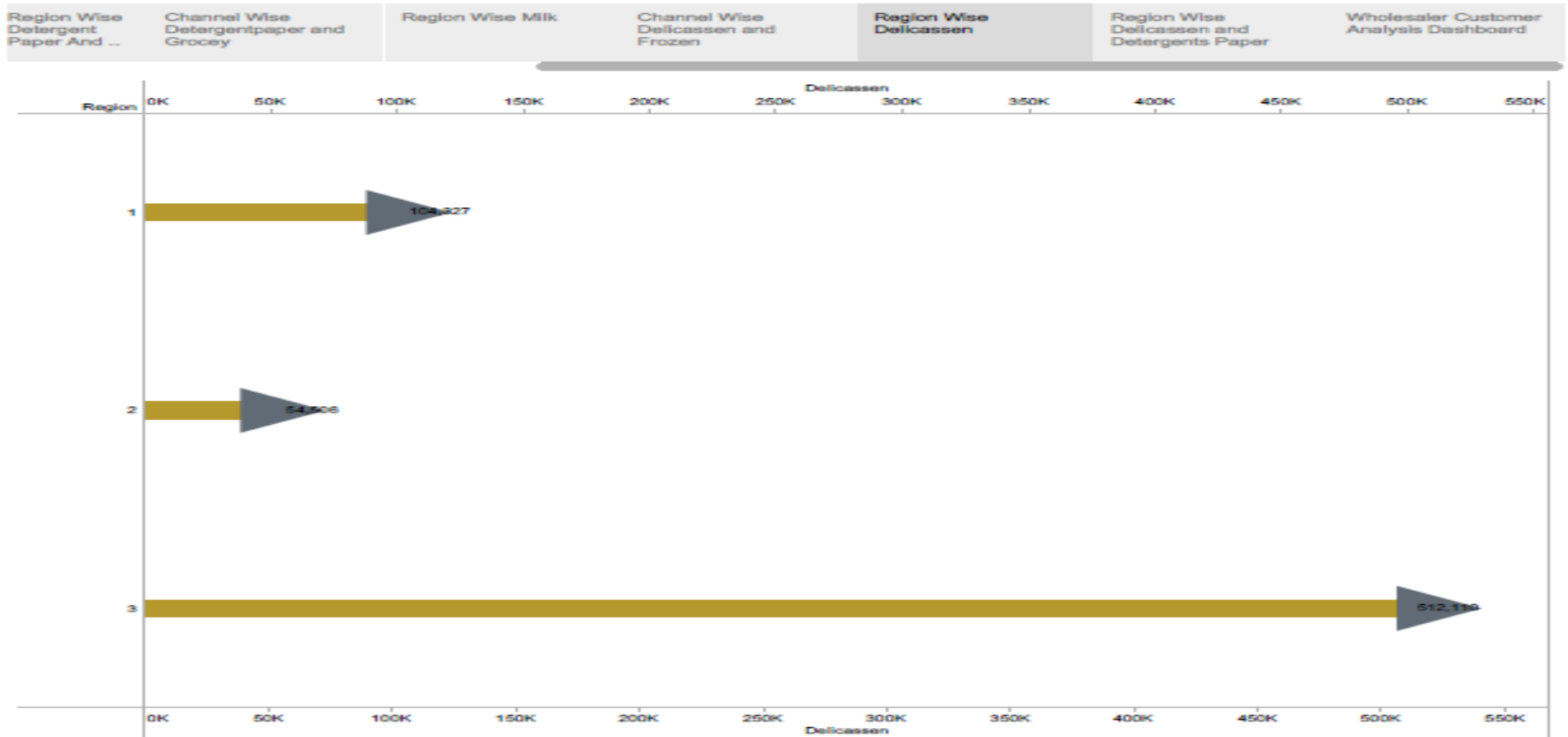
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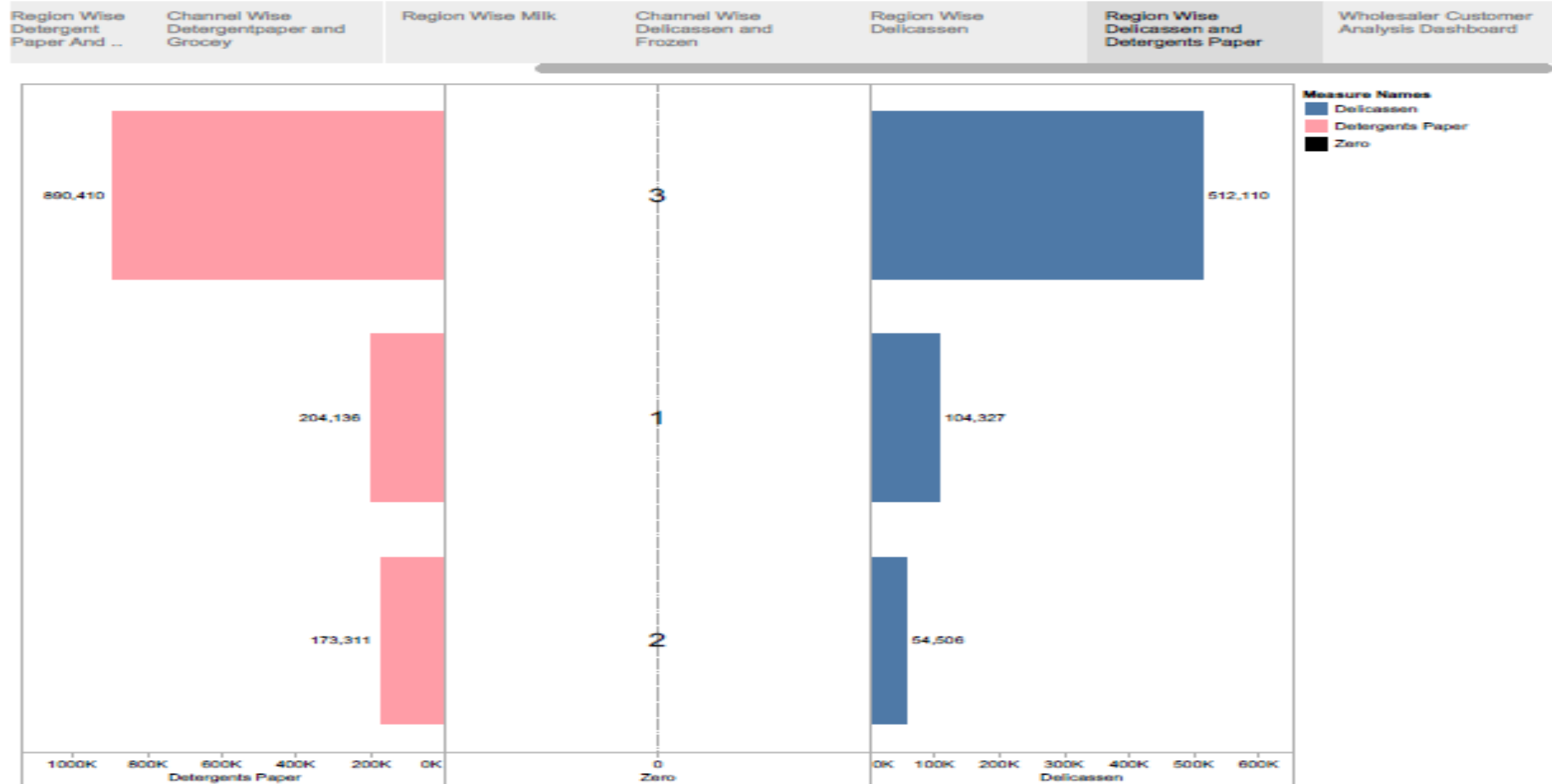
## STORY 1.8

### Story 1



## STORY 1.9

### Story 1



# STORY 1.10

## Story 1

Region Wise  
Detergent  
Paper And ...

Channel Wise  
Detergentpaper and  
Grocery

Region Wise Milk

Channel Wise  
Delicassen and  
Frozen

Region Wise  
Delicassen

Region Wise  
Delicassen and  
Detergents Paper

Wholesaler Customer  
Analysis Dashboard

## Wholesaler Customer Analysis

Measure No. Detergents Paper

Region

1

Milk

Sheet 1

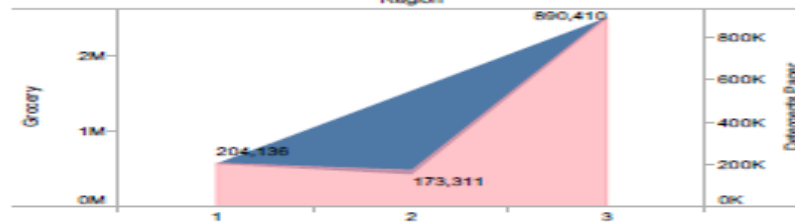
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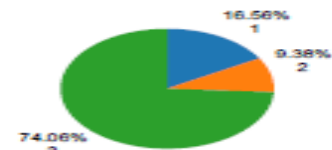
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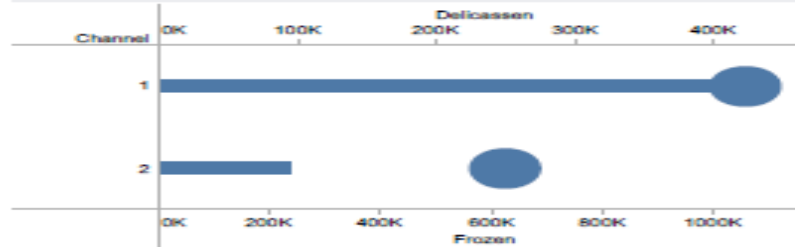
Region



Sheet 6



Sheet 7



Sheet 9



# APPLICATIONS

- ✓ **Customer Segmentation and Targeting:** Utilize data analytics to segment customers based on their spending behavior, preferences, and demographics, enabling targeted marketing and personalized product offerings.
- ✓ **Supply Chain Optimization:** Apply data-driven insights to optimize the supply chain, improve inventory management, and reduce costs by efficiently meeting customer demand and ensuring timely deliveries.
- ✓ **Market Trend Analysis:** Monitor market trends and consumer preferences to identify emerging demands and adapt product offerings accordingly, ensuring alignment with evolving customer needs.
- ✓ **Competitive Benchmarking:** Conduct competitive analysis using data analytics to understand competitors' strategies, strengths, and weaknesses, allowing businesses to position themselves more effectively in the market.





# CONCLUSION



- ✓ In conclusion, in the dynamic world of wholesaling and distributing, understanding customer behavior and market trends is paramount for business success. The spatial separation of food production and consumption, coupled with the highly competitive business landscape, underscores the importance of data analytics and data-driven decision-making.
- ✓ By delving into customer spending patterns, preferences, and market trends, businesses can unlock several key benefits. They can fine-tune their marketing strategies to cater to specific customer segments, improve product offerings to align with evolving needs, and enhance customer engagement for a more personalized and satisfactory experience.



## FUTURE SCOPE



Several enhancements can be made in analyzing the spending behavior and growth opportunities, these include:

- ✓ Incorporation of IoT (Internet of Things) devices for real-time data collection, enabling businesses to understand consumer behavior and preferences in greater detail.
- ✓ Development of more sophisticated customer segmentation techniques to personalize marketing strategies and services effectively.
- ✓ Utilization of augmented reality and virtual reality for immersive consumer research and product visualization, leading to improved customer engagement.

By embracing these advancements, businesses can gain deeper insights, improve decision-making processes, and foster sustainable growth in an increasingly competitive market landscape.



*Thank you*

