

REPORT ON, “Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth”

INTRODUCTION

Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman other wholesalers (wholesale businesses) and related subordinated serviceableness, it is the sale of goods in bulk to anyone, either a person or organization, other than the end consumer of that merchandise. Wholesale 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 higher price making a profit.

Purpose

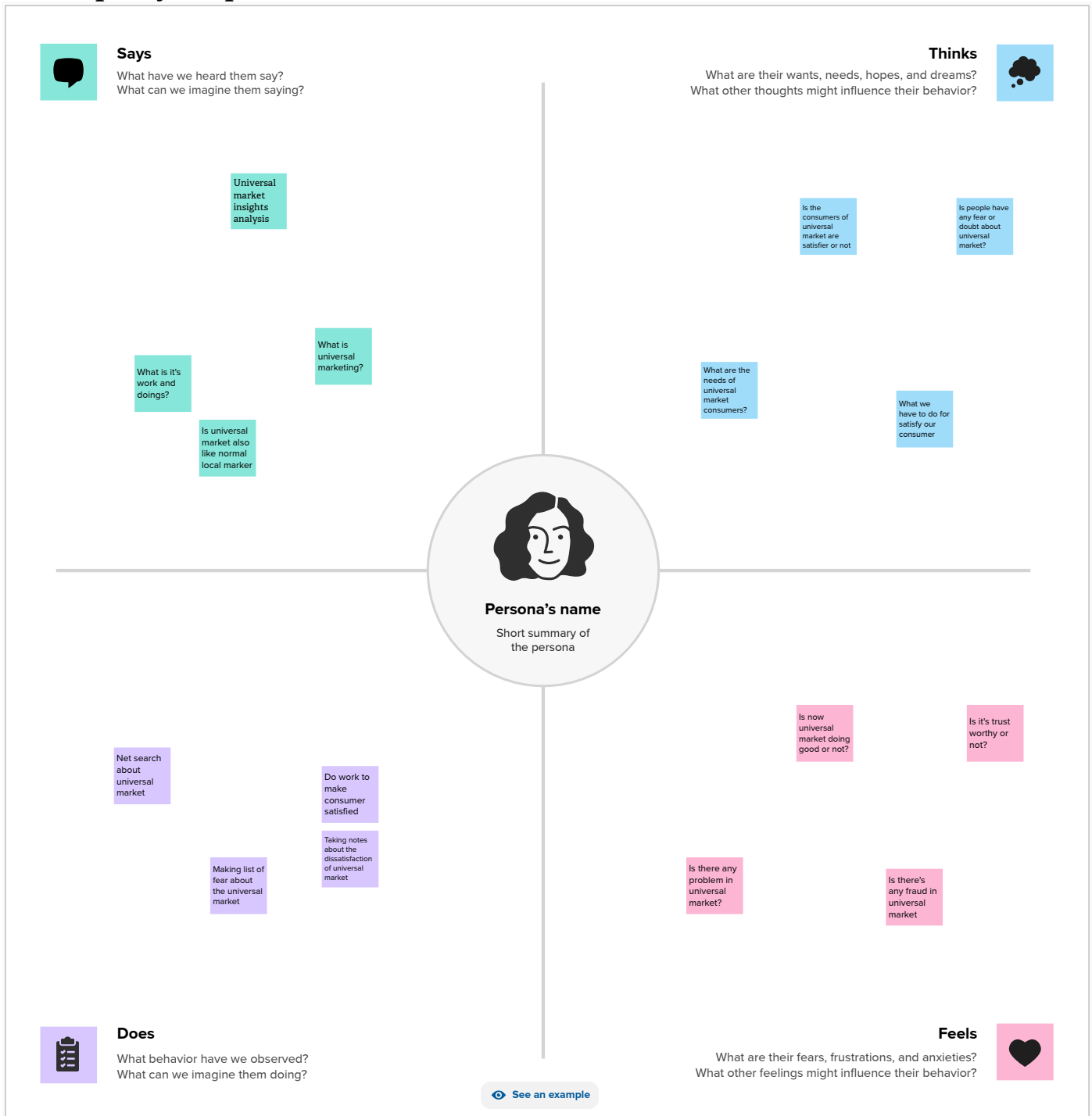
Analysing spending behaviour and identifying opportunities for growth can provide crucial market insights for businesses looking to optimize their strategies and increase market share.

Pricing Optimization: Analyse the relationship between pricing and spending behaviour to identify pricing strategies that maximize revenue while maintaining customer satisfaction.

Purchase Patterns: Analyse the frequency and timing of customer purchases to identify seasonal trends or patterns that can guide inventory management and marketing campaigns.

Competitor Analysis: Compare your spending behaviour data with competitors to understand your market position, pricing strategies, and areas where you can gain competitive advantage.

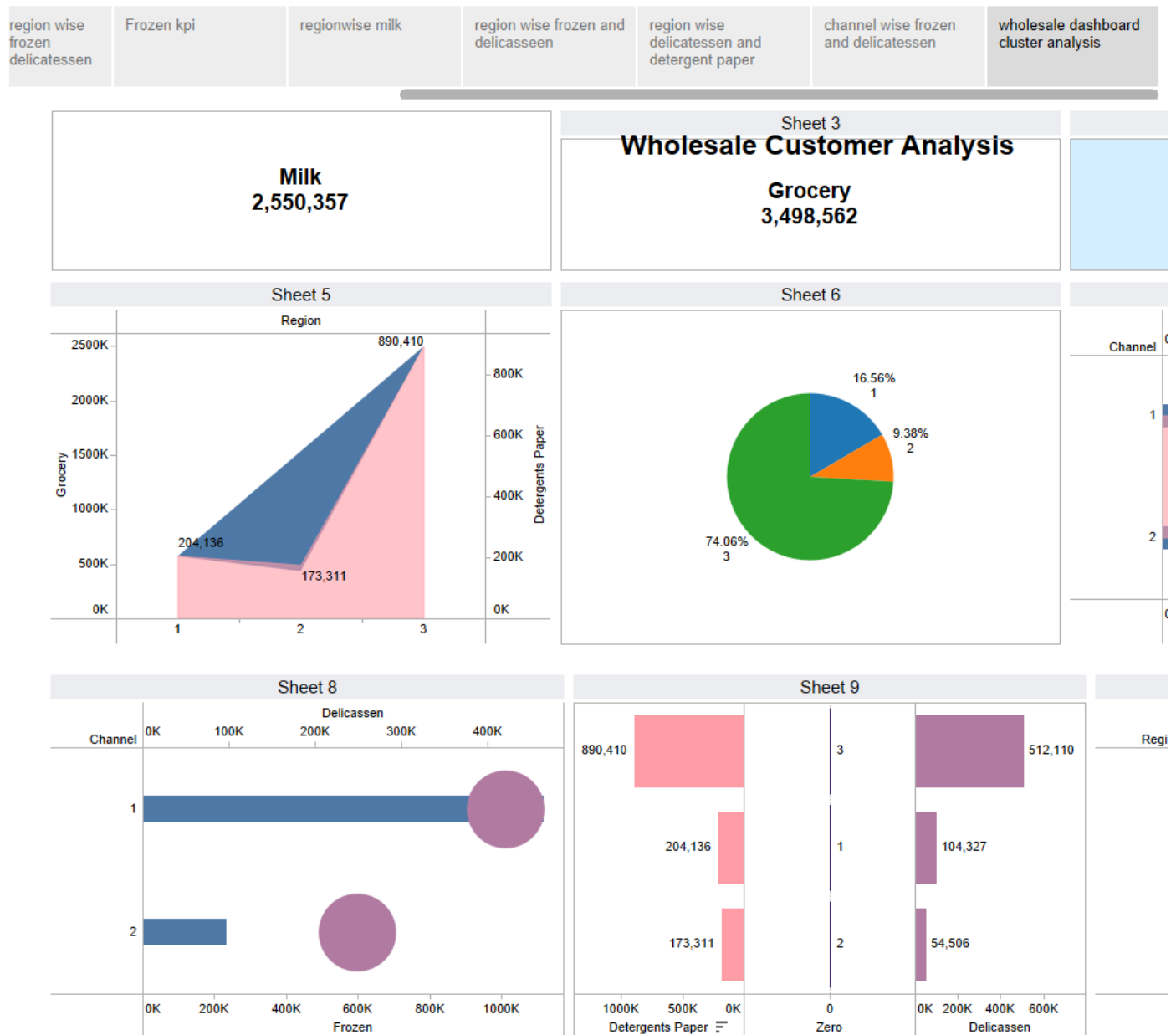
2.1 Empathy Map



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RESULT

Story 1



Spending behaviour and market insights are well studied and analysed and need to be further tuned.

Better marketing strategies need to be created to handle the ever-growing populations and ever-growing needs.

ADVANTAGES & DISADVANTAGES

Advantages are that we will have a better and faster and reliable transportation mechanism.

And a major disadvantage is that we are making air travel cheaper and affordable, which would cause more pollution and destroy nature.

APPLICATIONS

Tableau can be used to analyse many data and a powerful tool.

CONCLUSION

We were able to study and analyse the project with the help of Tableau and got good results and visualisations.

FUTURE SCOPE

Although Tableau is a good software it is not free and we completed using only the free trial and not easy to get student licence. There is not much future scope of Tableau as better open source alternatives are available for free and better features.