

UNVEILING MARKET INSIGHTS

ANALYSING SPENDING BEHAVIOUR

AND IDENTIFYING OPPORTUNITIES FOR GROWTH

NM COURSE – DATA ANALYTICS

III– BSC.MATHEMATICS

SRI KGS ARTS COLLEGE SRIVAIGUNTAM

UNVEILING MARKET INSIGHTS : ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

Project Report

1.INTRODUCTION:-

1.1 Overview

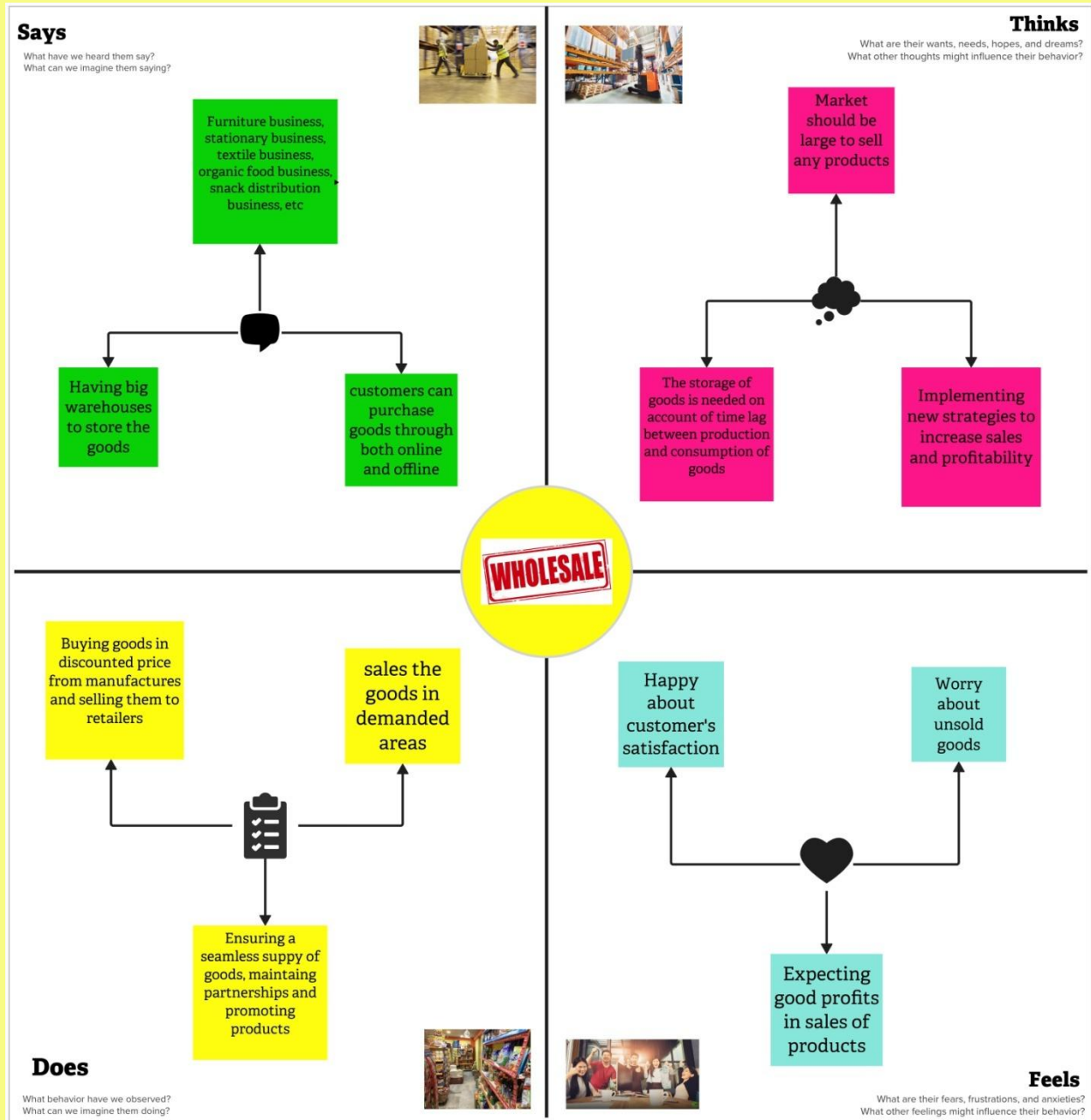
- Wholesaling or distributing is the sale of goods to retailer to industrial,commercial, institutional or other professional businessman toother wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufactureror source, at a discounted rate. The retailer then sells the goods to the end consumerat 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.Intoday's highly competitive business landscape, gaining deep market insights isessential for businesses to thrive and grow. This project aims to analyze customerspending behavior and identify opportunities for growth by leveraging data analyticsand data driven decision-making.

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

2.PROBLEM DEFINITION & DESIGN THINKING:-

2.1 Empathy Map



2.2 Ideation & Brainstorming Map

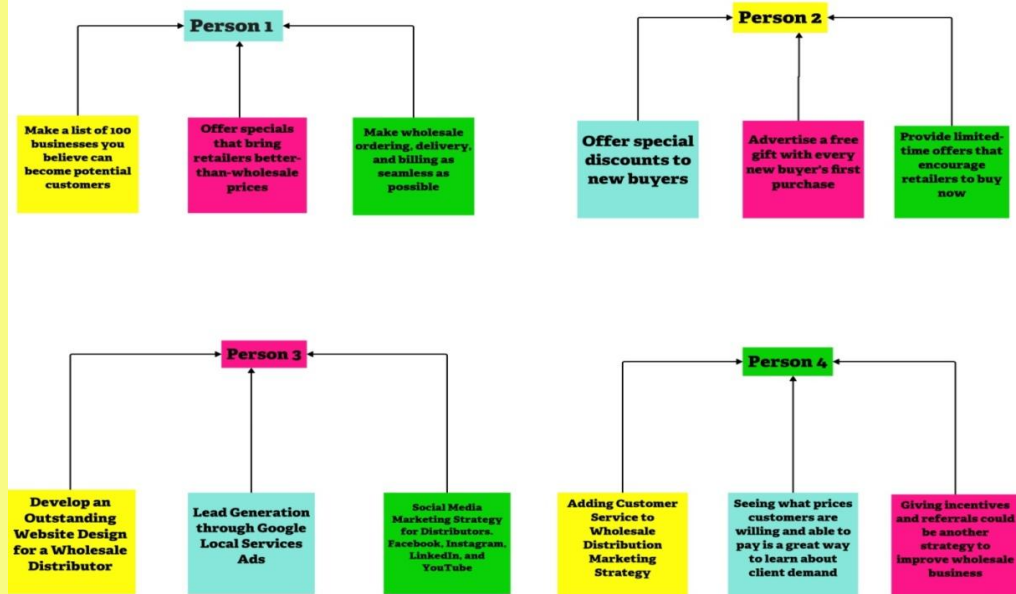
2

Brainstorm

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

🕒 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!



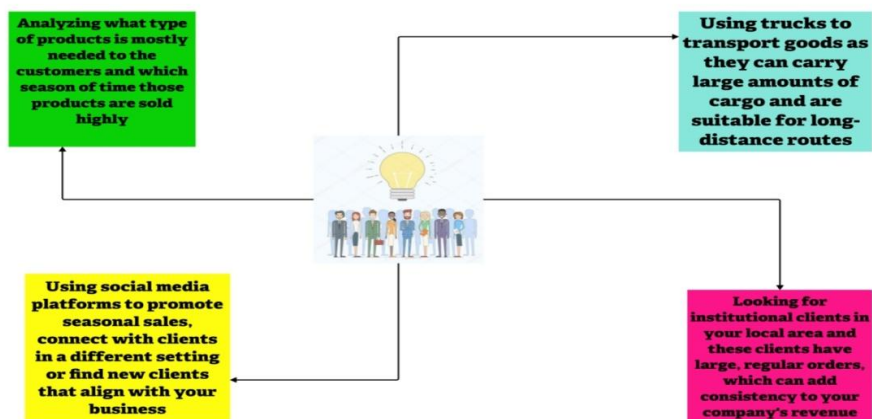
3

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 bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



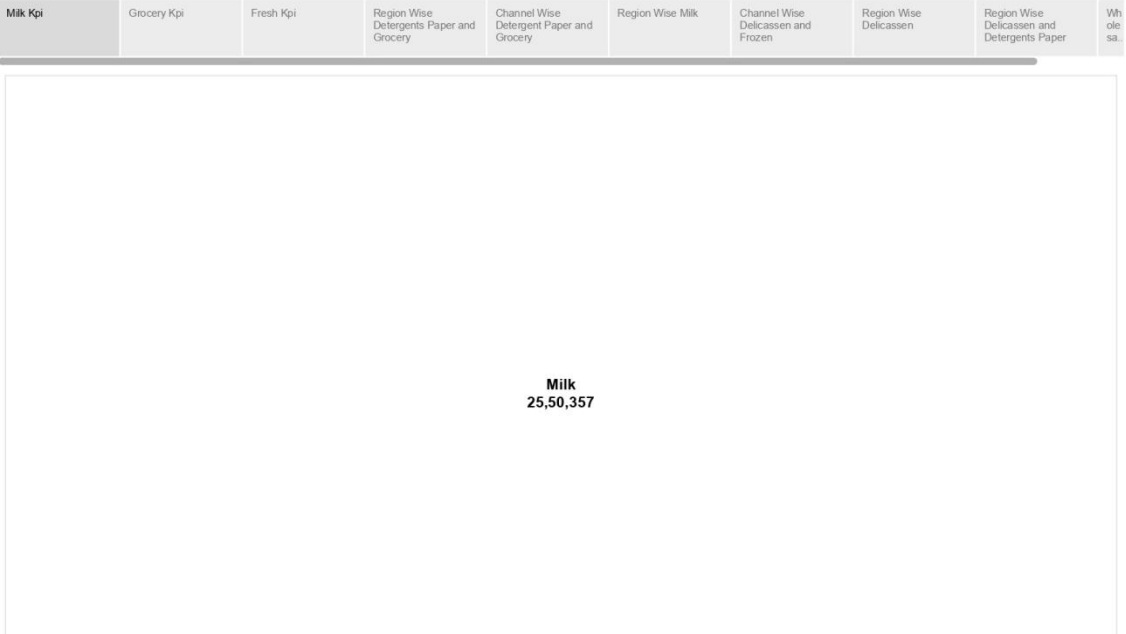
3.RESULT:-

Dashboard



Storyboard

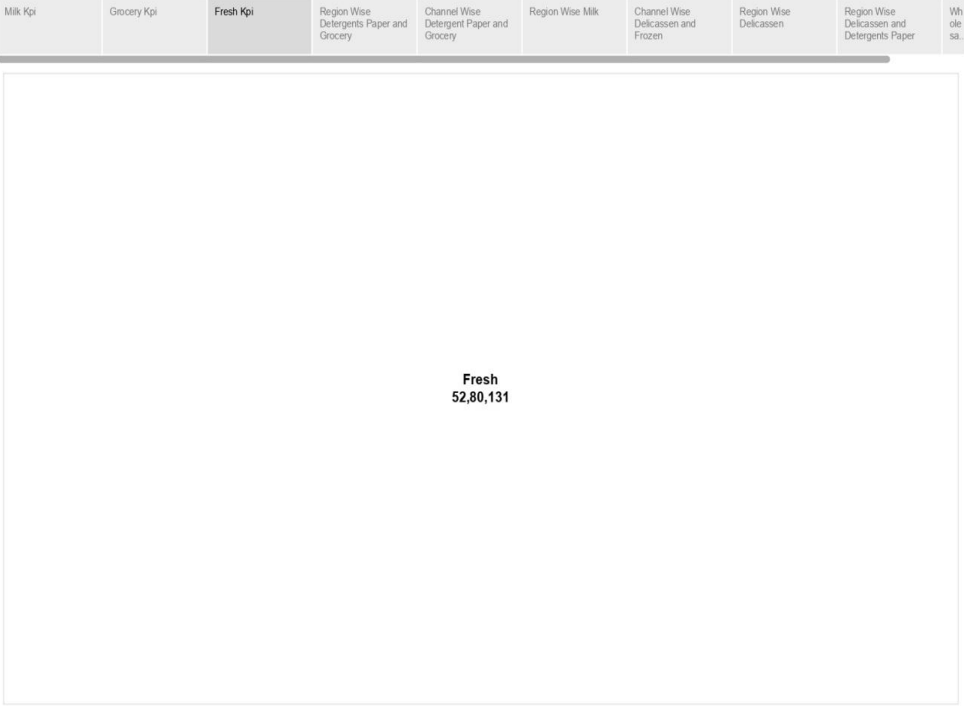
Story 1



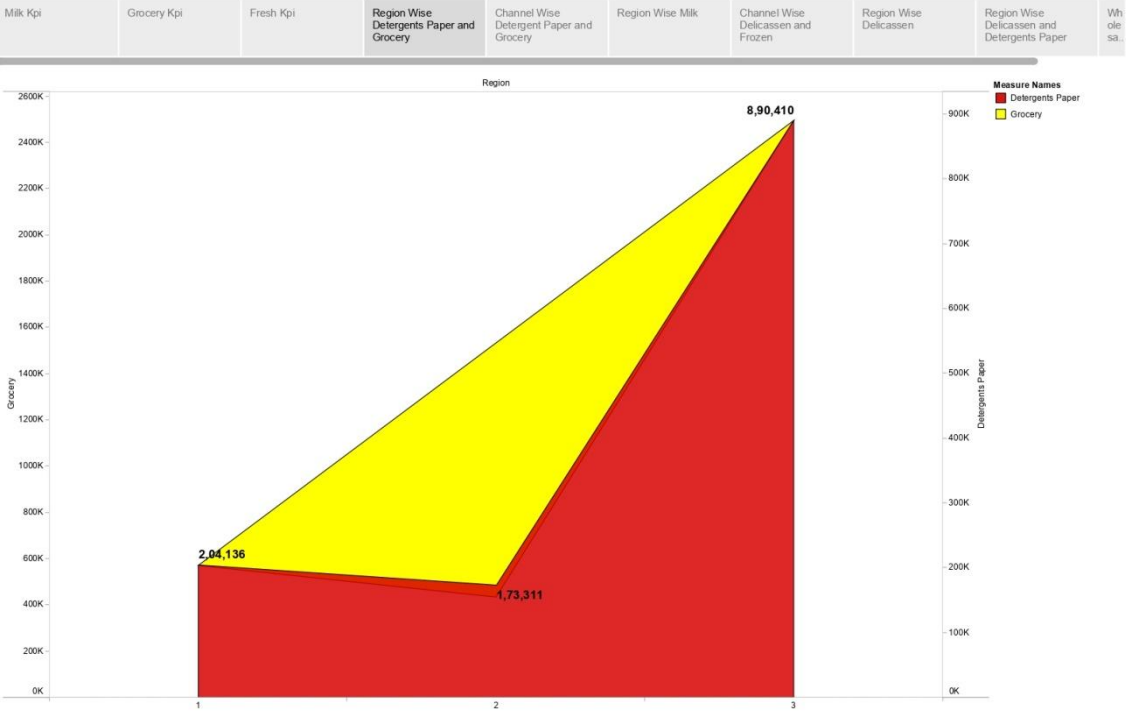
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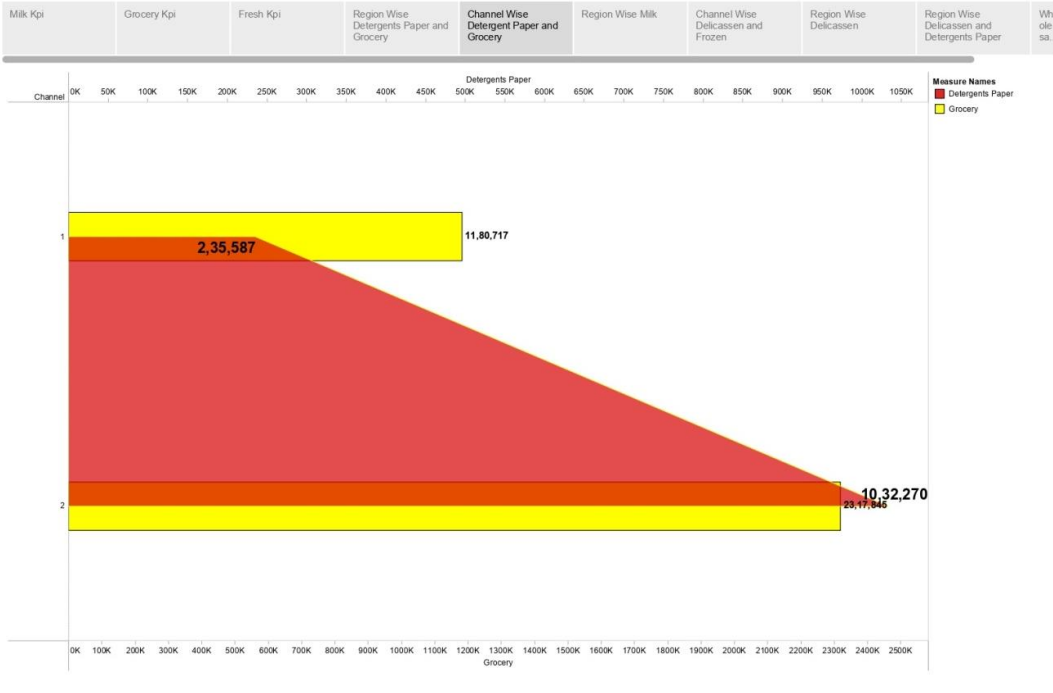
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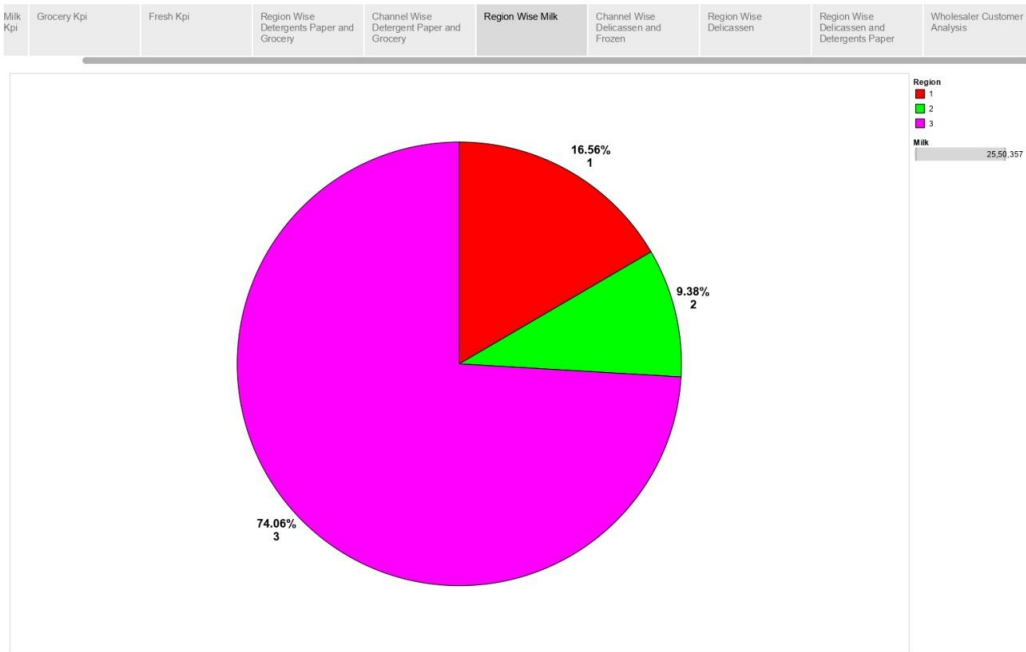
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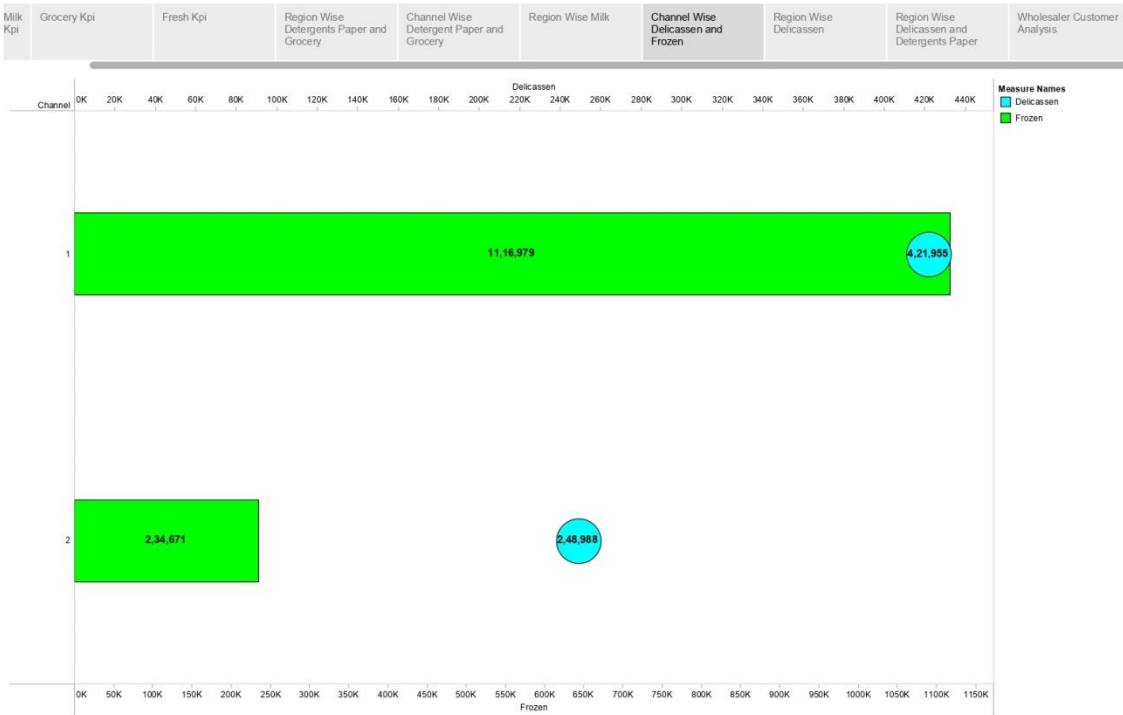
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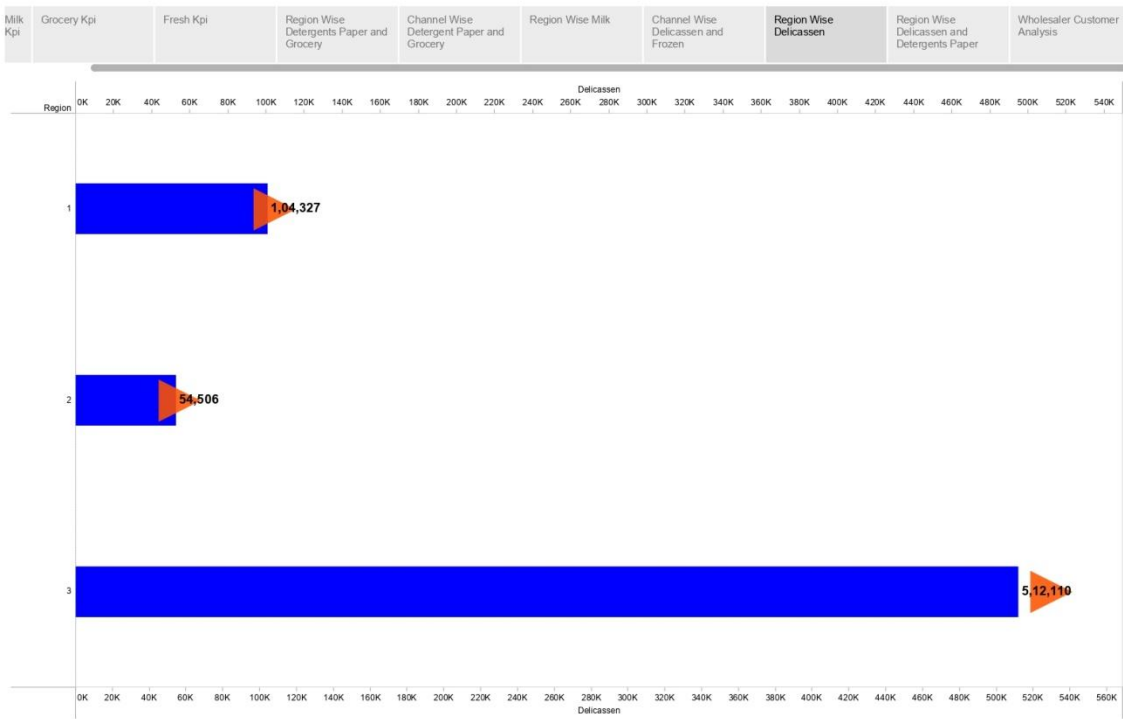
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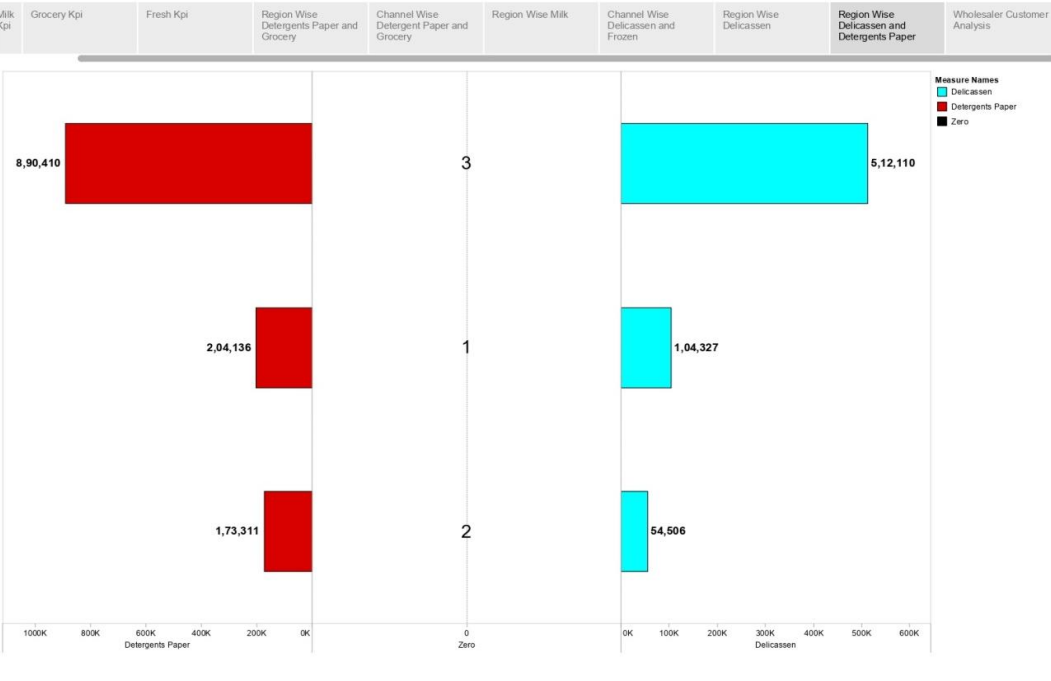
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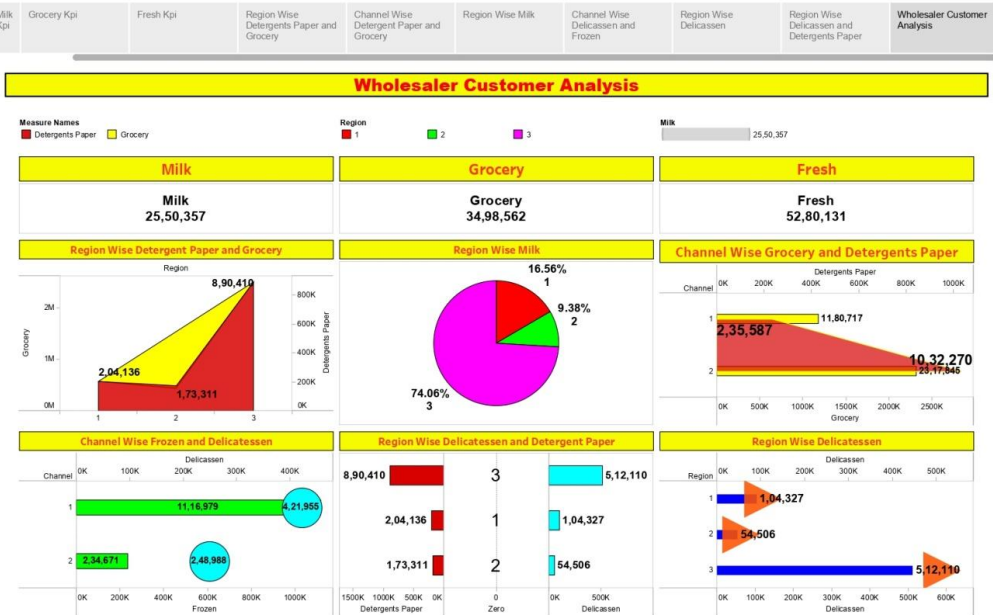
Story 1



Story 1



Story 1



4.ADVANTAGES AND DISADVANTAGES:-

Advantages

- Wholesalers can receive cash discount and quantity discount because of bulk buying. It helps to reduce buying cost and increase profit. So, wholesale business enjoys the benefit of large scale buying.
- Wholesalers do not need such marketing activities because they buy from manufacturers and supply to retailers. So, it helps to eliminate marketing costs.
- Wholesalers do not need to worry about the profit because they earn fixed rate of profit. So, they should try to increase sales volume which helps to increase earnings.

Disadvantages

- It requires sufficient fund to buy large volume of goods. Adequate level of stock should be maintained to avoid shortage of product in the market. Truck or delivery van is required to deliver goods to different retail stores. So, it cannot be commenced with little investment.
- It requires more space to store large quantity of goods. Wholesalers need to spend huge storing expenses due to high commercial rent.

5.APPLICATIONS:-

- Wholesalers typically offer a wide range of food products, including fresh produce, canned goods, frozen items, and more. This variety enables retailers to source a diverse selection of products to meet consumer demand
- Wholesalers allow retailers to purchase food products in larger quantities, often at a reduced price per unit. This can lead to cost savings for businesses due to economies of scale.
- Wholesalers help smooth out fluctuations in the supply chain. They can store and manage inventory, enabling retailers to receive products as needed, reducing the risk of stockouts and ensuring a steady supply of food items.
- Wholesalers often have the infrastructure and expertise to handle and store food products properly, ensuring they remain in good condition and adhere to safety standards. This is particularly important for perishable items.
- Wholesalers often inspect and assess the quality of the food products they receive from manufacturers. This quality control ensures that only high-quality items are delivered to retailers.
- Wholesalers help manage seasonal fluctuations in food production and consumption.

6.CONCLUSION:-

- Wholesalers facilitate the efficient distribution of food products by aggregating goods from multiple producers and supplying them to retailers or foodservice businesses. This helps reduce transportation costs and ensures a steady supply of products to end consumers. Wholesalers often buy in bulk and negotiate better prices with suppliers, enabling cost savings for retailers and foodservice establishments. This, in turn, can lead to competitive pricing for consumers. Wholesalers are often well-informed about market trends, demand fluctuations, and consumer preferences. They can provide valuable insights to producers and retailers, helping them make informed decisions.

7.FUTURE SCOPES:-

- The growth of e-commerce and online marketplaces is expected to continue, making it easier for wholesalers to reach a wider customer base. As more consumers shop for food online, wholesalers can expand their digital presence and explore new ways of marketing and selling their products.
- Consumers are increasingly demanding sustainable and organic food products. Wholesalers can tap into this trend by offering a broader range of eco-friendly and organic food options. Sustainable packaging and responsible sourcing will also play a crucial role.

- Health-conscious consumers are looking for healthier food options. Wholesalers can respond by offering products with lower sugar, salt, and fat content, as well as functional foods that provide health benefits beyond basic nutrition. Embracing technology, including data analytics, AI, and IoT, will help wholesalers optimize inventory management, reduce waste, and enhance overall efficiency in the supply chain.

8. APPENDIX:-

A. Source Code

Dashboard

<https://public.tableau.com/app/profile/subramanian.l7659/viz/UnveilingMarketInsightsDashboard/Dashboard1?publish=yes>

Storyboard

<https://public.tableau.com/app/profile/subramanian.l7659/viz/UnveilingMarketInsightsStoryboard/Story1?publish=yes>

