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UNVEILING MARKET INSIGHTS :Analysing spending behavior and identifying opportunities for growth.

Wholesale customer data analysis

BY : Swetha, Umabharathi, Sivika, Vanishree

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# PROJECT REPORT

INTRODUCTION :

❖ Overview :

Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers 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 higher price making a profit.

❖ Purpose :

- 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 behaviour and identify opportunities for growth by leveraging data analytics and data-driven decision-making.
- The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions. By conducting comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth.

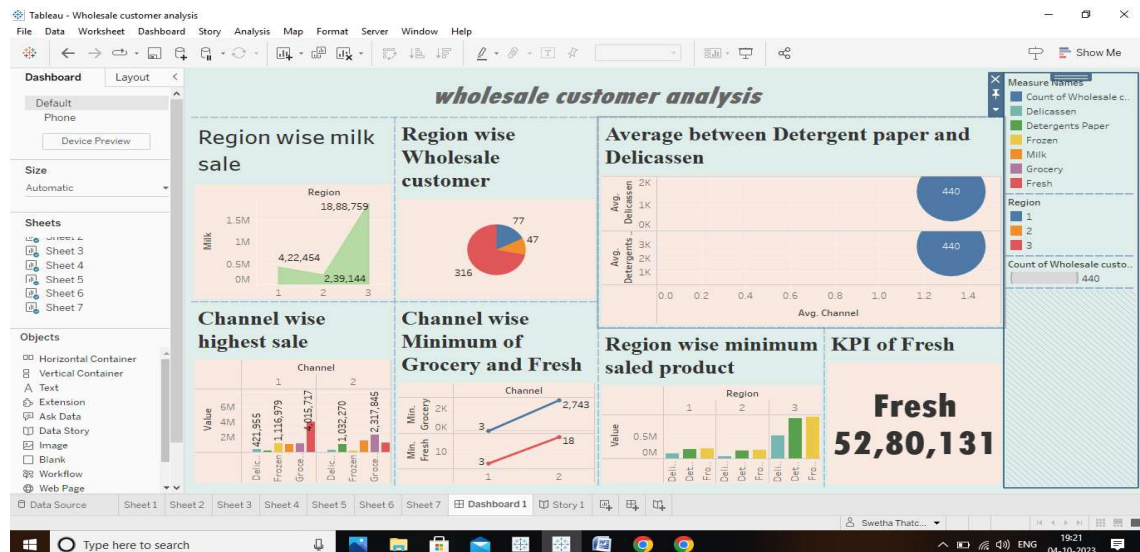## PROBLEM DEFINITION & DESIGN THINKING :
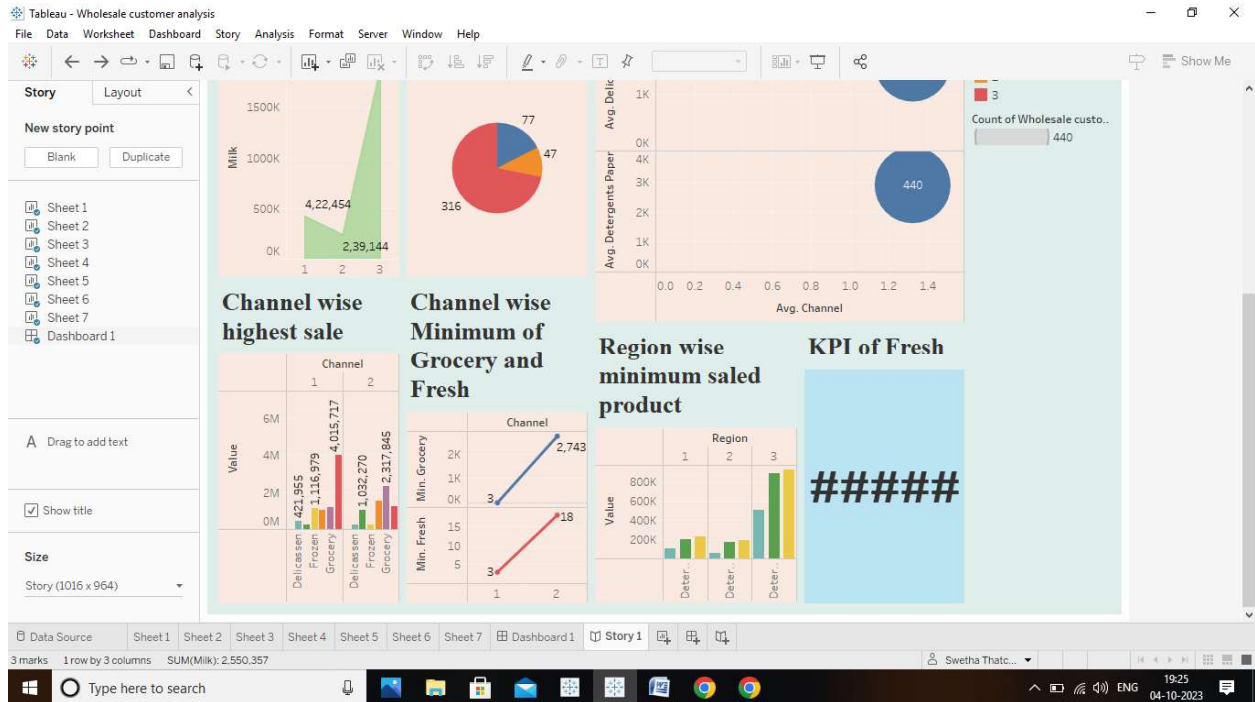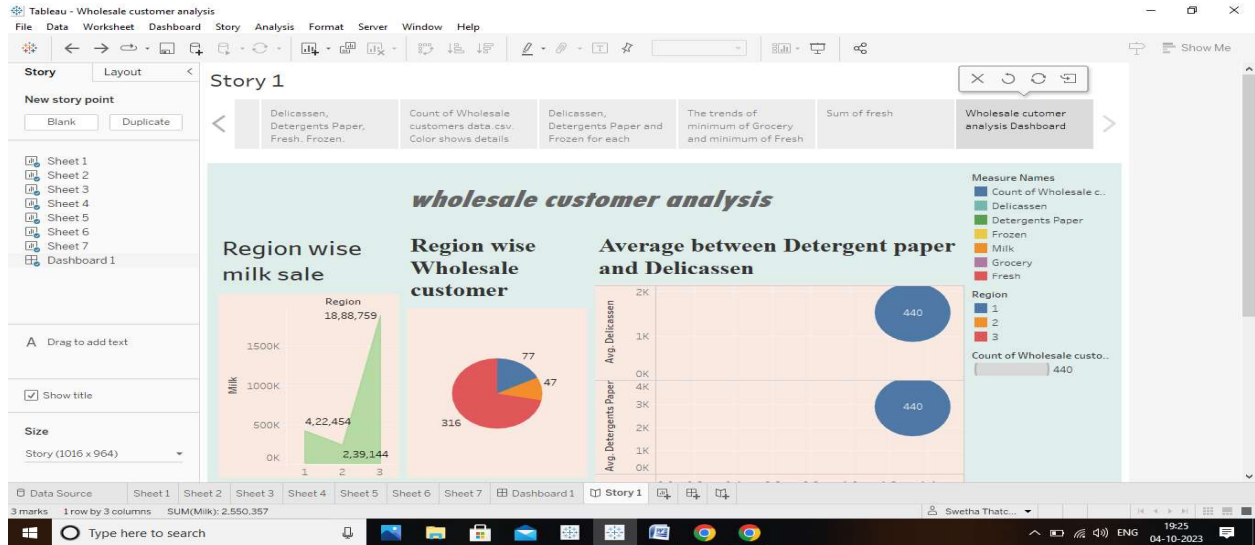
❖ EMPATHY MAP :
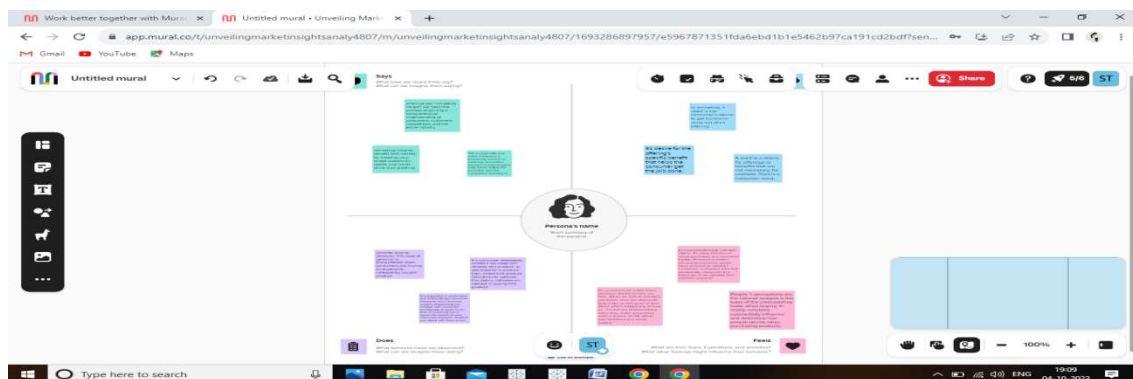
❖ **BRAINSTORMING MAP :**
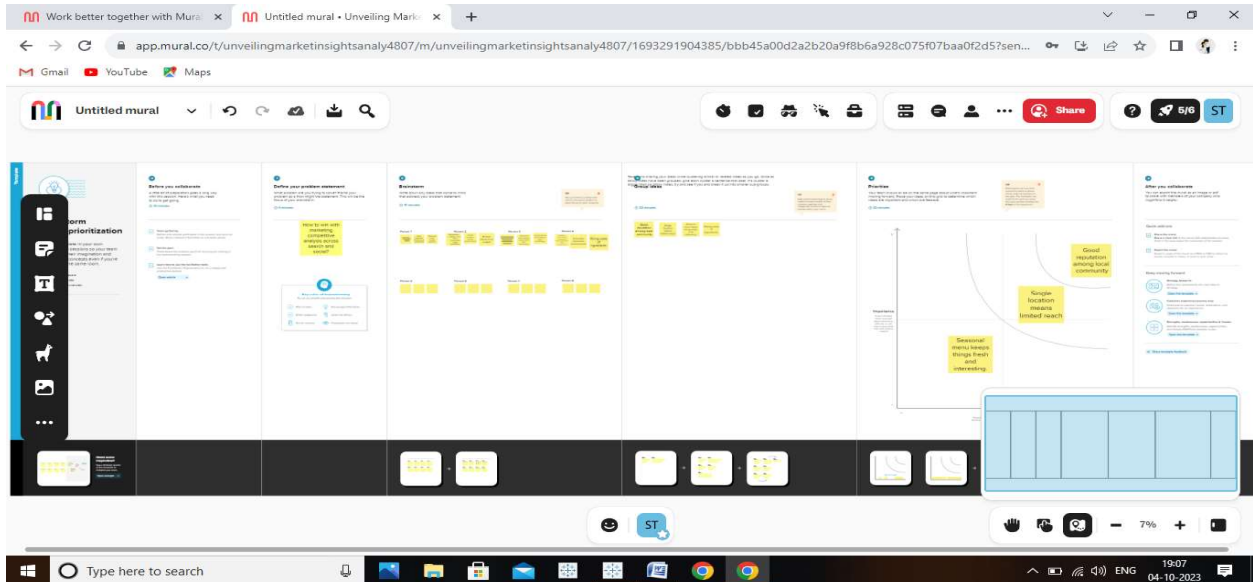
RESULT :

DASHBOARD:

STORY :

ADVANTAGES AND DISADVANTAGES :

ADVANTAGES :

- ❖ As compared to the three regions, the region 3rd have maximum number of wholesale customers and the sales of the whole products were increased in this 3rd region. So it gets profit.
- ❖ Those region takes place the highest sale of milk, we have to increase their stock and we have to decrease the stock of milk in the minimum saled region.
- ❖ No direct interaction between customer and manufacturers.

DISADVANTAGES :

- ❖ As compared to the three regions, the region 1 & 2 have minimum wholesale customers, and the sale of the whole products were decreased in this two region. So it gets loss.
- ❖ Since the products were sold fastly in region 3rd, the stock will be insufficient in this 3rd region and in the other 2 region the stock remains hold.
- ❖ High competition.

APPLICATIONS :

- ✓ **Increased reach :**
  - • Manufacturers that work with wholesale distributors can invest less to expand their market, since the wholesaler is responsible for distributing the products to far-flung retailer.

- ✓ **Simpler operations :**
  - • Wholesalers simplify business operation for both manufacturer and retailers.
  - • Manufacturers can work with a relatively small number of distributor to fulfil several large orders, instead of many small ones. Thus simplifying ordering and reducing shopping costs.

- ✓ **Storage capability :**
  - • Wholesalers often have extensive warehouse capacity for storing inventory, freeing manufacturers and retailers from the burden and cost of maintaining large stocks of products.

- ✓ **Supply chain stability and mitigation of risk :**
  - • By buying and maintaining inventory, wholesalers help secure a stable supply of products and reduce risk of shortages for other companies in the supply chain.

FUTURE SCOPE :

❖ We all know that **ARTIFICIAL INTELLIGENCE (AI) is the future of our world. AI can be used in various aspects of a distribution operation. These are some of the benefits and possibilities.**

  ➢ **Optimize inventory :**
    - **AI** can help companies reduce waste, improve product availability, and increase sales.

  ➢ **Route optimization :**
    - By optimizing delivery routes, companies can reduce fuel cost, improve delivery times, increase customer satisfaction.

  ➢ **Warehouse automation :**
    - **AI** can help companies improve their efficiency and accuracy in picking, packing, and shopping products.
    - **AI-powered ROBOTS** can navigate the warehouse, pick up items and pack them for shipping, reducing the time and cost associated with manual labour, improving accuracy and reducing risk of errors.

  ➢ **Improve sales and customer satisfaction :**
    - **AI** can analyze customer data and purchas history to provide personalized recommendations and targeted marketing campaigns.
    - This approach can lead to higher sales and customer loyalty.
    - By analyzing competitor pricing and customer behaviour, business can adjust their prices in real-time to stay competitive and maximize profits.

CONCLUSION :

  ➢ A wholesaler must have a license to sell to a retailer, and his goods are typically not offered to customers at the same price as they are to the retailer. This is done so that the retailer, who will mark up the amount paid to the wholesaler, can make a profit.

THE END