KAMALAM COLLEGE OF ARTS AND SCIENCE, ANTHIYUR

[College Code : bru5s]

DEPARTMENT OF MATHEMATICS

COURSE NAME**: DATA ANALYSTICS WITH TABLEAU**

Academic year: 2023-24

A project report entitled as

"Unveiling Market Insights: Analysing Spending Behaviour And Identifying Opportunities For Growth"

Workdone by

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1. INTRODUCTION

1.1 Overview

What it is. Simply put, a market insight is the discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjective data analysis

1.2 Purpose

Marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting. This is especially true when marketing a previously unused or unknown innovation. In other words, the best market insights help those selling the invention and the companies needing it.
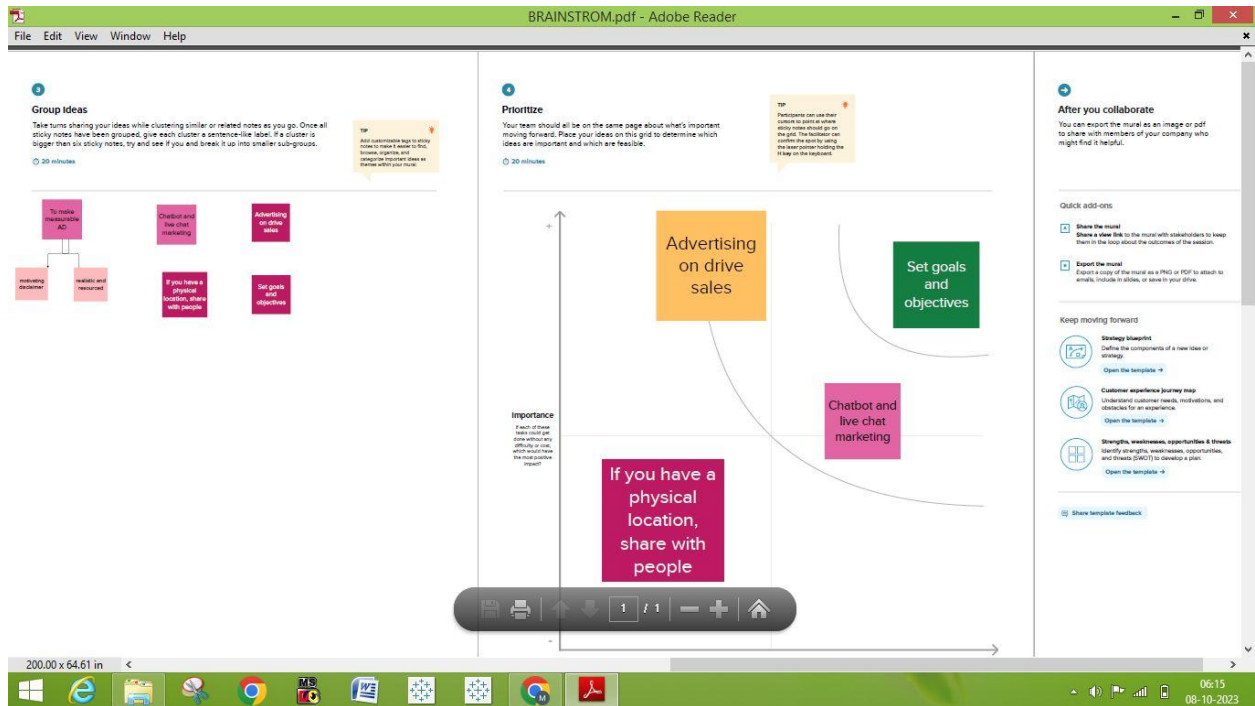
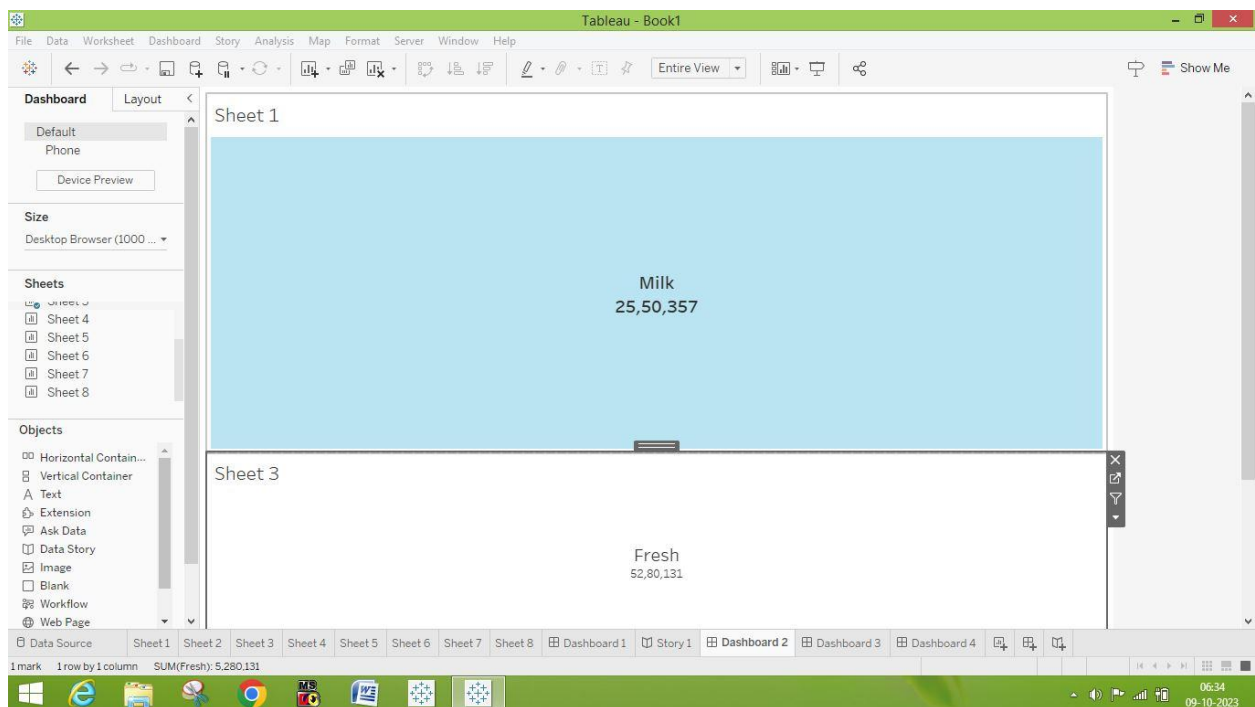# 2. PROBLEM DEFINITION & DESIGN THINKING

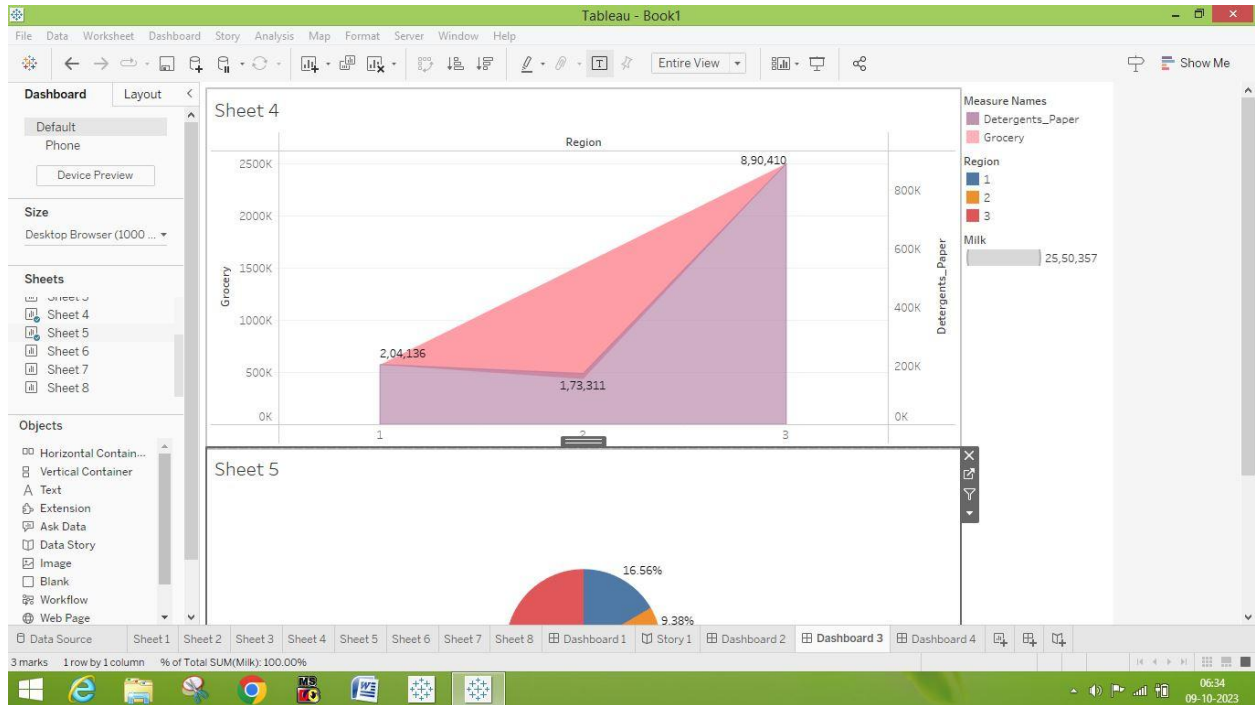## 2.1 Empathy map
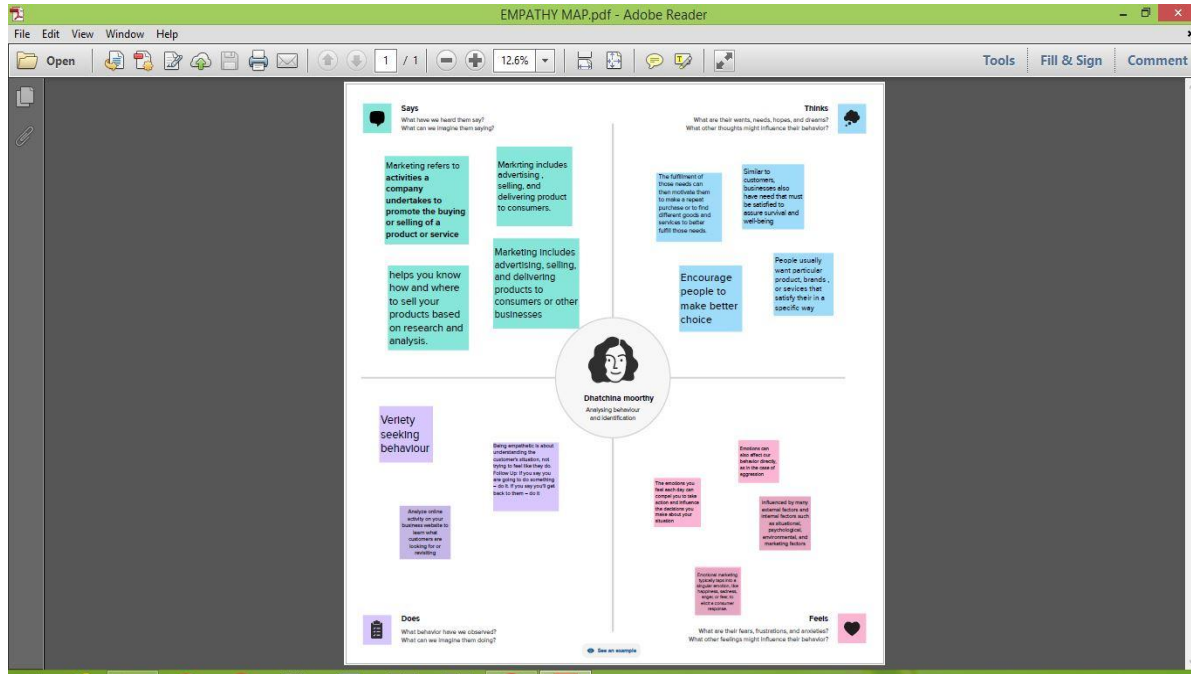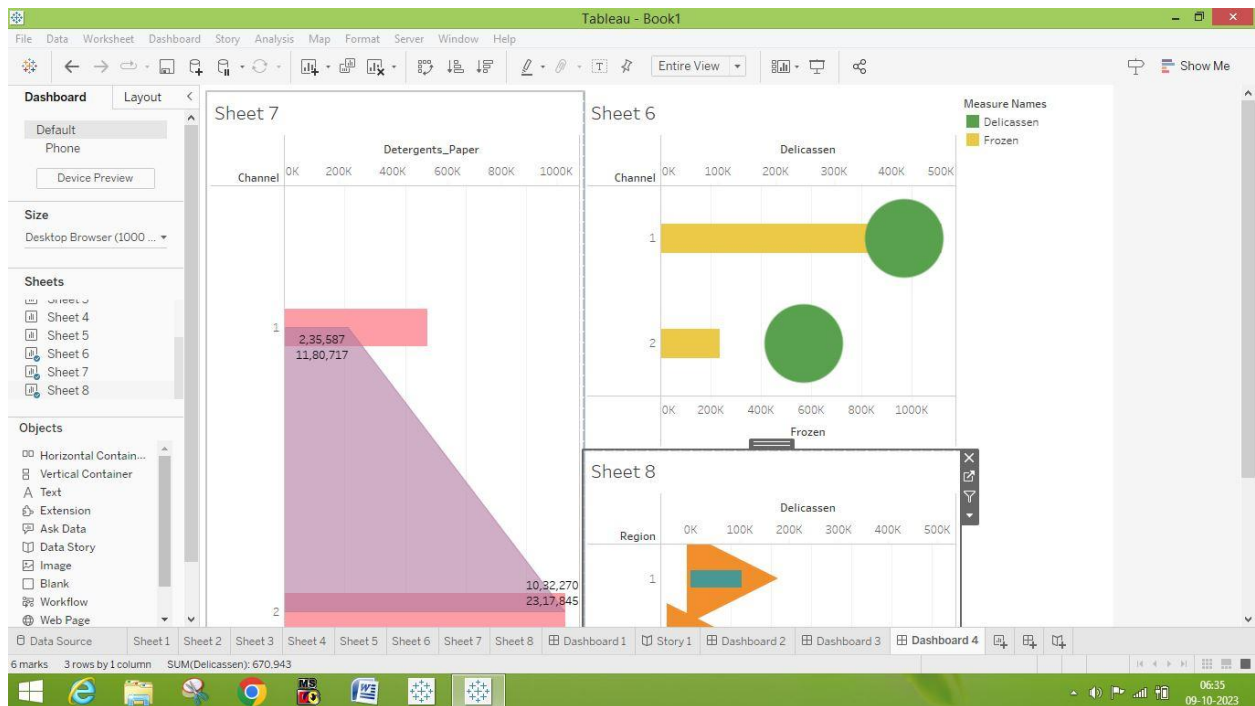

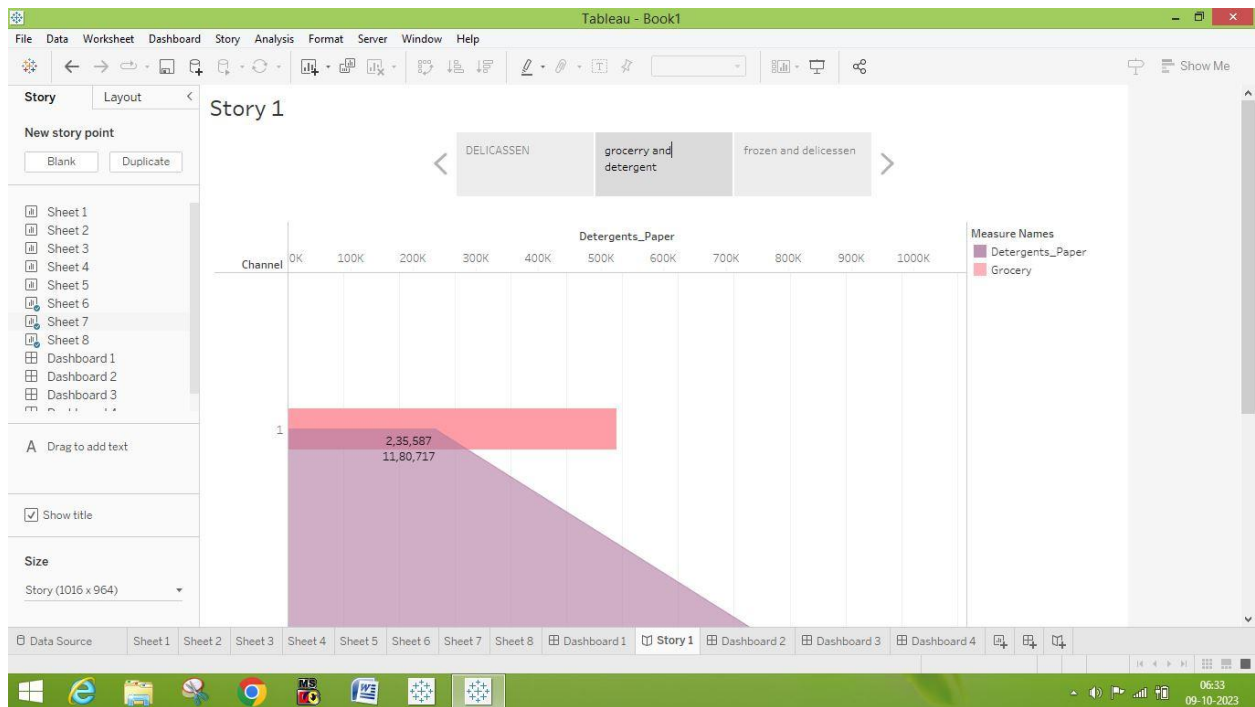## 2.2 Ideation and Brainstorming Map
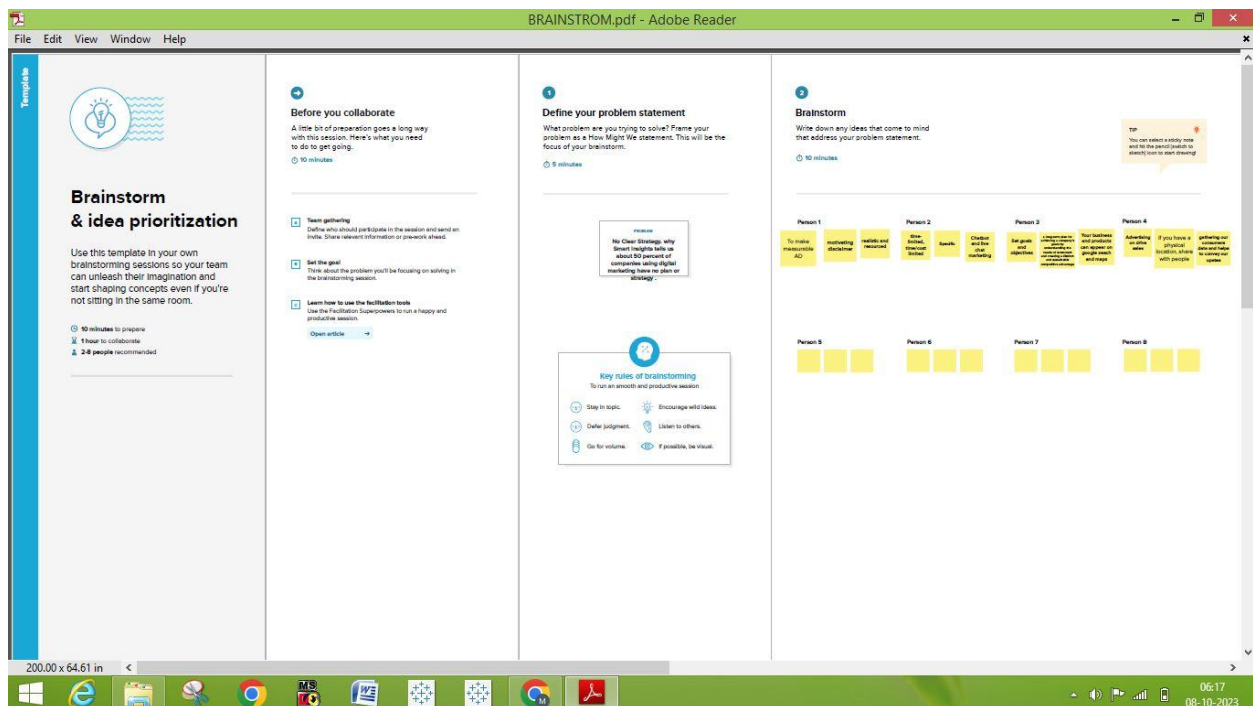
3. RESULT

Dashboard 1

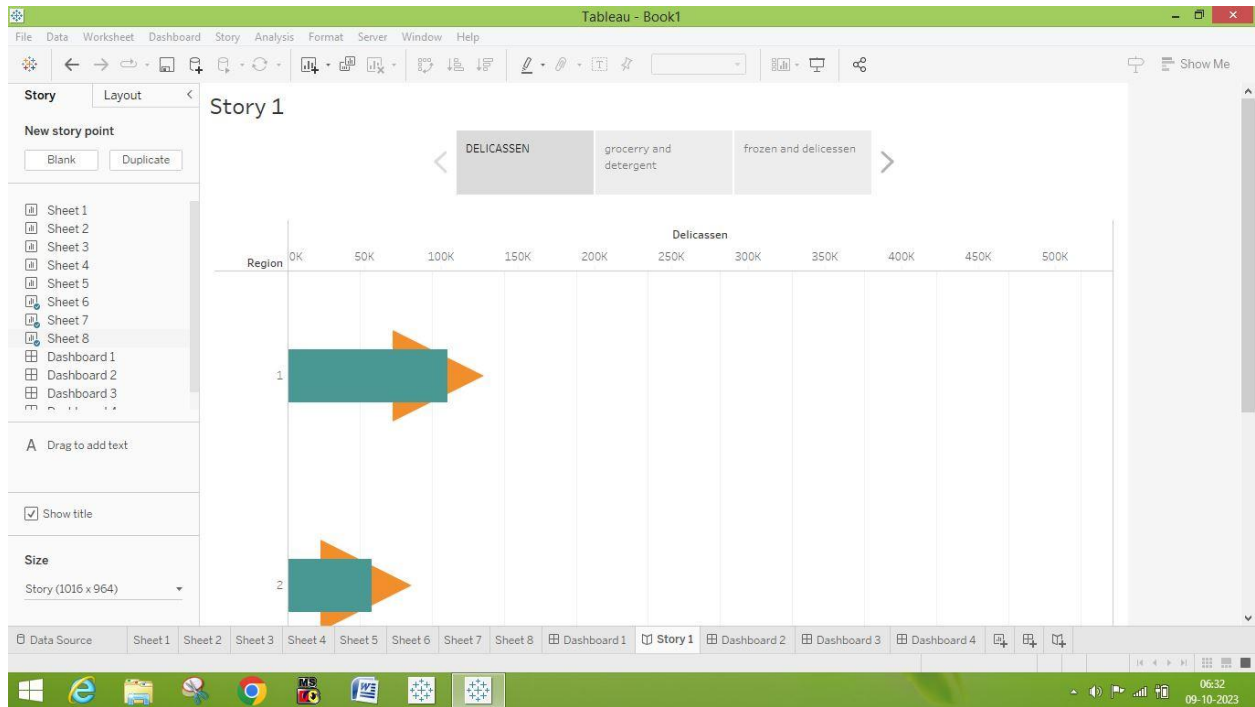**Dashboard 2**

Dashboard 3

STORY

VISUALIZATIONS

KPI's

Sheet 1

Milk
2,550,357

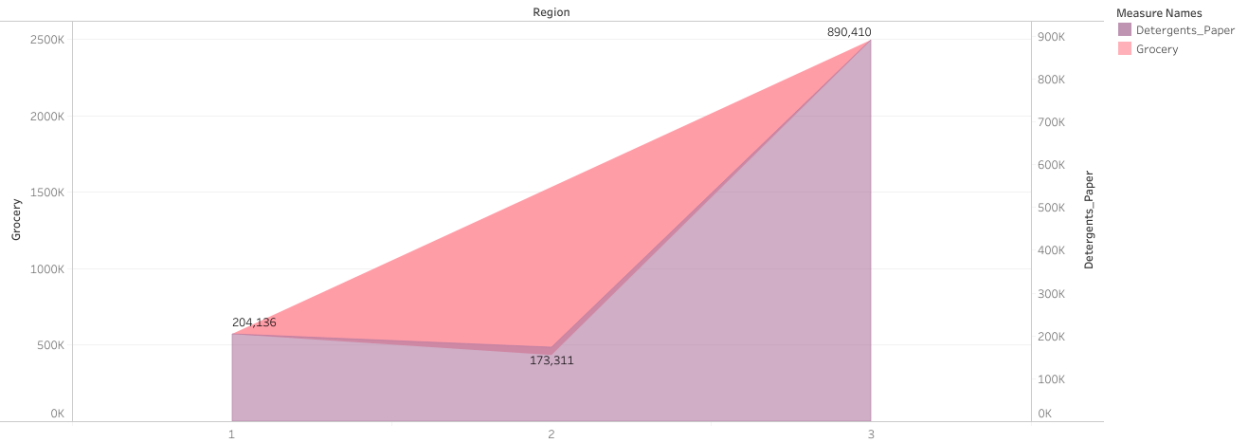Sheet 2

Grocery
3,498,562

Sheet 3
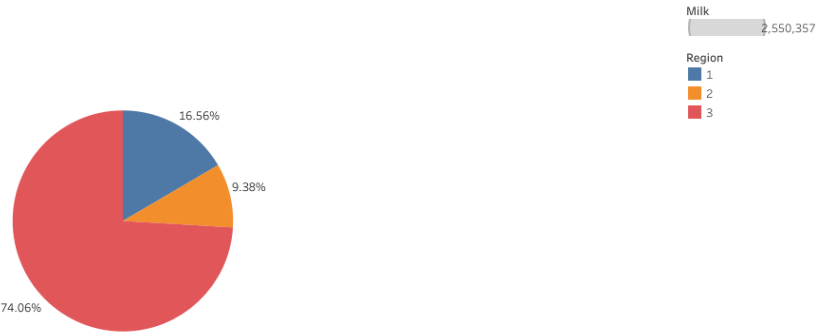
Fresh
5,280,131

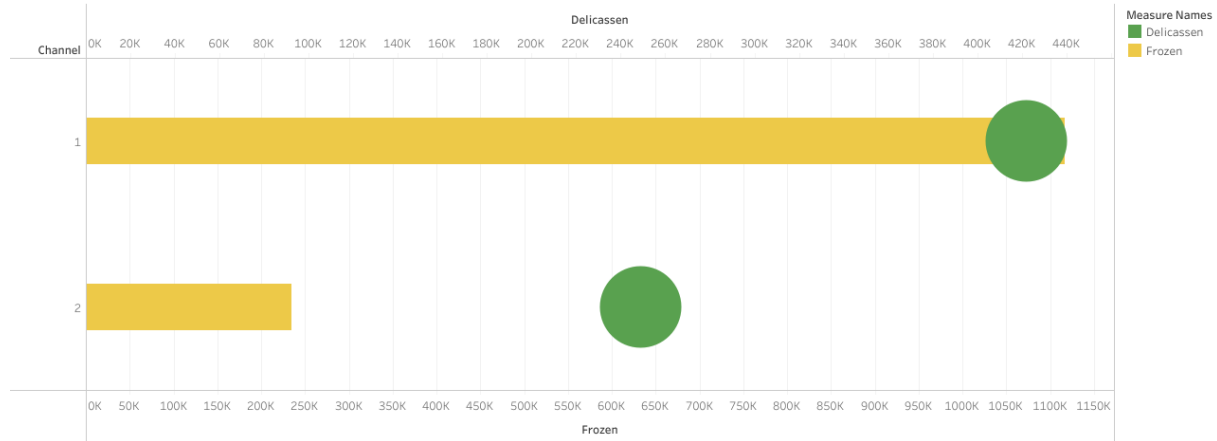## **Region wise Detergent paper and Grocery**
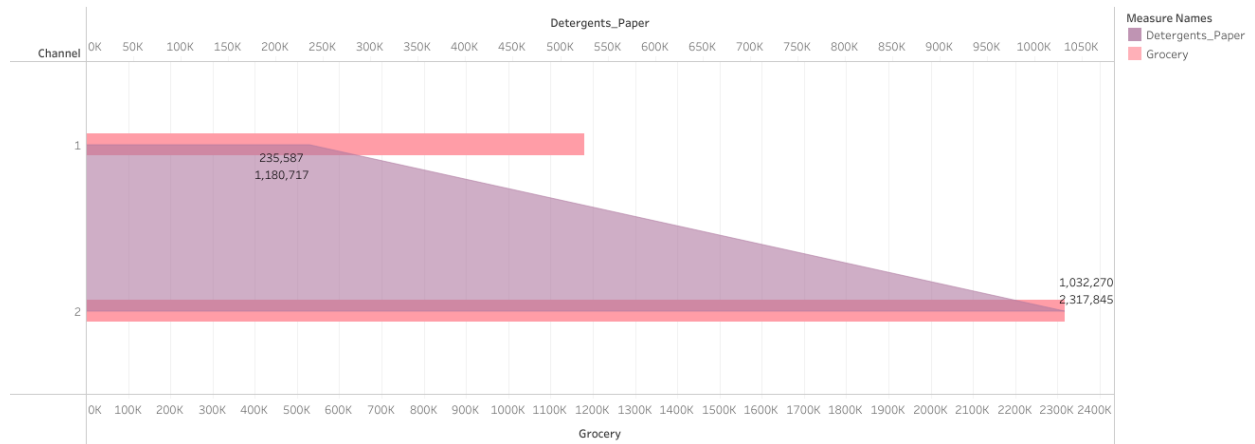
Sheet 4

Region wise Milk

Sheet 5
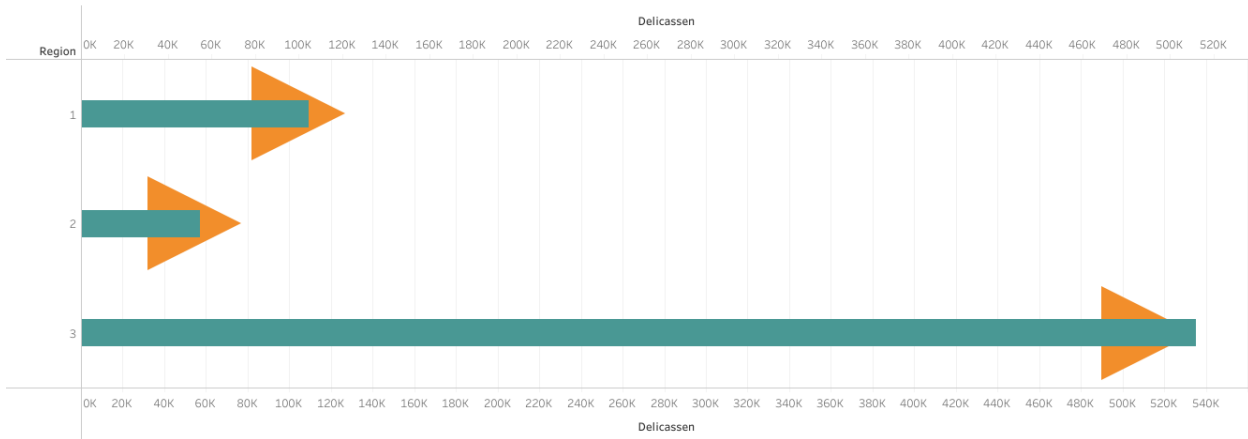
Channel wise Frozen and Delicatessen

Sheet 6

Channel wise grocery and Detergent paper

Sheet 7

Region wise delicatessen

Sheet 8

4. ADVANTAGES

Insightful marketing reveals how your potential customers view your innovation — helping you highlight its unique strengths, translate its technical jargon into effective branding, and more effectively communicate it to a broader market.

1) Maintain a Customer-Centric Approach

2) Connect With Your Audience More Effectively

3) Identify Opportunities for Growth

4) Compete More Effectively

DISADVANTAGES

Things like delays, accidents, labor shortages, transport and delivery problems, and other logistics and infrastructure challenges can be significant roadblocks for businesses when entering a new market. These hurdles are especially relevant when expanding into developing countries and regions

APPLICATIONS:

Market insights provide a solid foundation for strategic decision-making, minimizing risks associated with uncertainty. Anticipating Trends: By analyzing patterns and trends, organizations can foresee shifts in customer preferences and adapt accordingly

Future Scope:

Tableau developers have a range of job titles to choose from – computer architect, business intelligence developer, business objects developer, data analyst, etc. Once you become a certified professional in Tableau from a reputable institute, your options are endless

Conclusion:

I understood a lot of things newly. Especielly Tableau software. This project title always pushing to search the current marketing and its tactics. Finally, we are created no. of visualisations with our own try. Its might be a great opportunity to us.

APPENDIX

Dashboard 1 link:

https://public.tableau.com/views/unveilingmarketinsights_16968133604340/Dashboard4?:language=en-US&:display_count=n&:origin=viz_share_link

Dashboard 2 link:

https://public.tableau.com/views/unveilingmarketinsights_16968133604340/Dashboard4?:language=en-US&:display_count=n&:origin=viz_share_link

Story 1 link:

https://public.tableau.com/views/story1_16968141203290/Story1?:language=en-US&:display_count=n&:origin=viz_share_link

Story 2 link:

https://public.tableau.com/views/story2_16968141986300/Story1?:language=en-US&:display_count=n&:origin=viz_share_link

Visualisation 1:
https://public.tableau.com/views/sheet1_16969006011340/Sheet1?:language=en-US&:display_count=n&:origin=viz_share_link

Visualisation 2:
https://public.tableau.com/views/sheet2_16969004983310/Sheet2?:language=en-US&:display_count=n&:origin=viz_share_link

Visualisation 3:
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Visualisation 4:
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Visualisation 5:
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Visualisation 6:

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Visualisation 7:

https://public.tableau.com/views/sheet7_16968157389450/Sheet7?:language=en-US&:display_count=n&:origin=viz_share_link

Visualisation 8:

https://public.tableau.com/views/sheet8_16968146563710/Sheet8?:language=en-US&:display_count=n&:origin=viz_share_link

Video demonstration link:

https://drive.google.com/file/d/1CpF_GTyf7IejsoZVar7eQyKUrF9S43gQ/view?usp=sharing