

Project Design Phase-I
Proposed Solution Template

Date	23 October 2023
Team ID	Team-591186
Project Name	Unveiling Market Insights: Analysing Spending Behavior And Identifying Opportunities For Growth
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Gaining actionable insights from consumer spending data is challenging, hindering businesses' ability to optimize strategies. This project aims to unlock valuable market insights through data analysis in Tableau.
2.	Idea / Solution description	Our solution leverages Tableau's powerful data analysis capabilities to dissect spending habits, providing businesses with actionable insights to tailor their products and services, ultimately fostering growth and profitability.
3.	Novelty / Uniqueness	What sets our approach apart is the strategic use of Tableau, allowing a comprehensive and visually intuitive analysis of consumer behavior, which can reveal hidden opportunities and provide a competitive edge.
4.	Social Impact / Customer Satisfaction	By enabling businesses to better meet customer needs, our project enhances customer satisfaction, reduces wastage, and boosts economic efficiency, contributing to an improved overall quality of life.
5.	Business Model (Revenue Model)	We will offer subscription-based access to our Tableau-based data analytics platform, providing tiered pricing for businesses of different sizes. Additionally, consultancy services for in-depth strategy implementation will be available for an extra fee.
6.	Scalability of the Solution	Our solution is highly scalable as it relies on cloud-based infrastructure for data storage and Tableau for analysis. This ensures efficient handling of increasing data volumes and the ability to serve a wide range of industries and geographies.