

# Ideation Phase

## Empathize & Discover

Date	16 October 2023
Team ID	Team-591186
Project Name	Unveiling Market Insights: Analyzing Spending Behaviour and identifying opportunities for growth
Maximum Marks	4 Marks

### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.



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

"Unveiling Market Insights" analyzes wholesale customer spending using key dimensions (Region, Channel) and product categories (Fresh, Milk, Grocery, Frozen, Detergent Paper, Delicatessen). The project uncovers spending patterns, identifies correlations, segments customers, predicts trends, and provides actionable growth strategies through advanced analytics, empowering data-driven decision-making for business growth.

