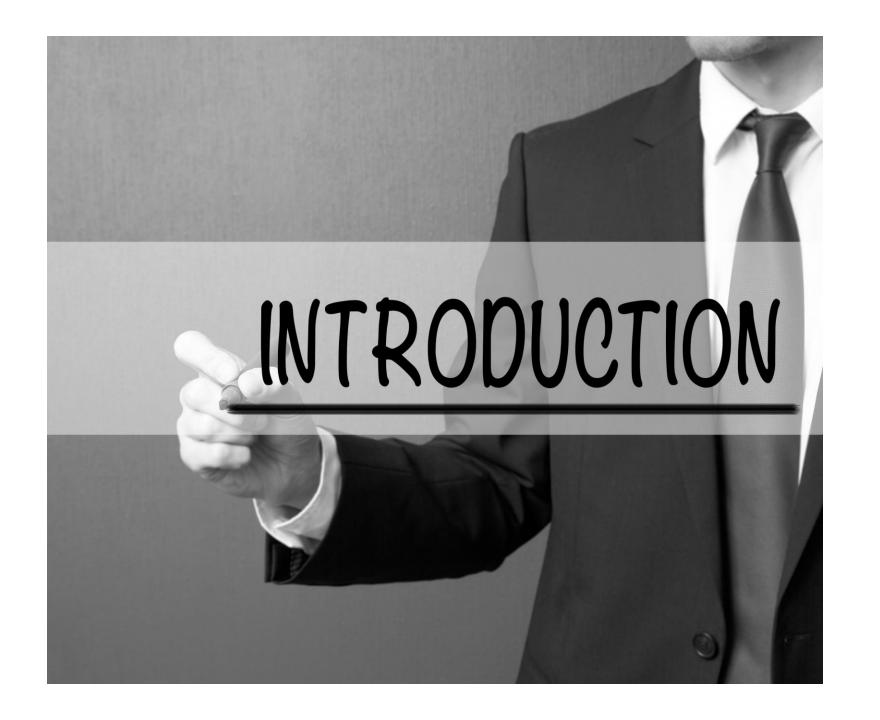# WHOLESALESC USTOMER ANALYSIS

OVERVIEW:

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

- Story :

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

- Dashboard

  https://public.tableau.com/views/WholesalerCustomerAnalysesStory/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

PURPOSE:

➢ Create targeted marketing and sales strategies that align with the insights you have gathered.

➢ Develop a compelling value proposition based on your findings. Highlight the opportunities for growth and how you can address your wholesale customer needs better.

➢ Segment your wholesale customers based on relevant criteria. this can help you identify different spending behaviors within your customer base.

➢ Use data analytics to analyze spending behavior. look for trends, seasonality, and anomalies. identify which products are services are most popular, what times of year or week see increased spending and any shifts in buying patterns.
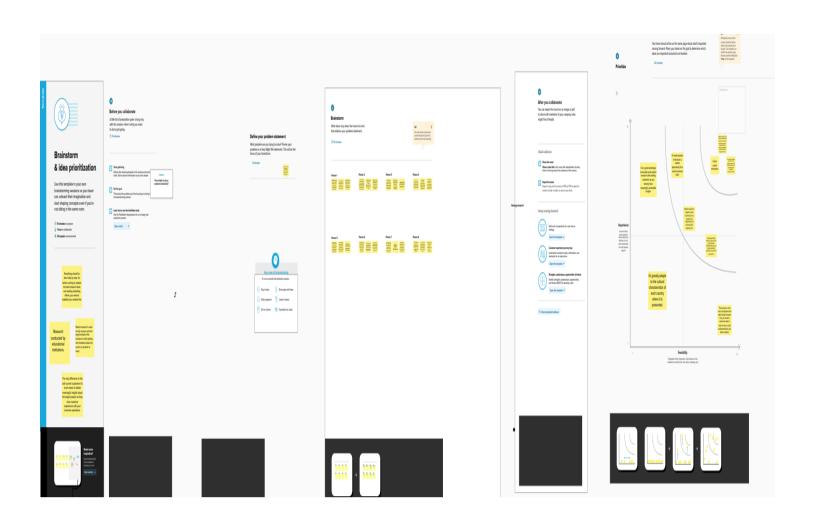
PROBLEM DEFINITION & DESIGN THINKING
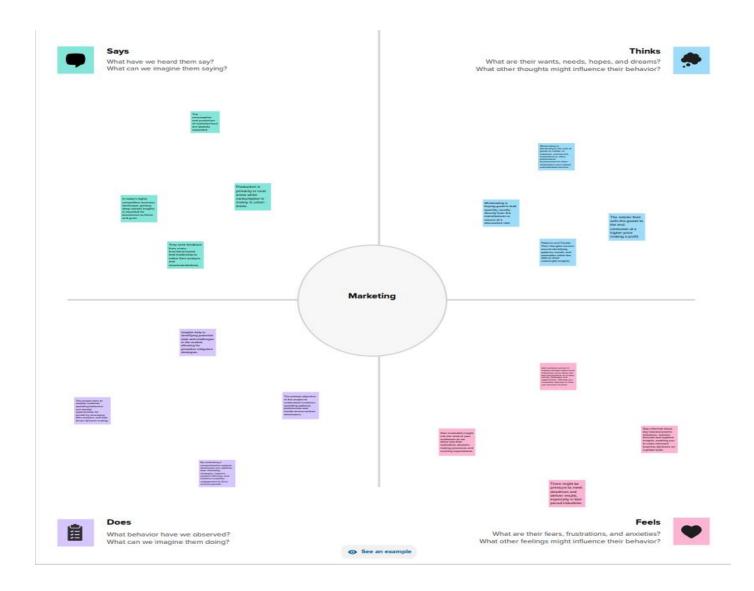
BRAINSTROMING：

Download the Mural app and sign in

Project title- UNVEILING MARKET INSIGHTS created the BRAINSTROMING doing team work

EMPATHY MAP:

Created the EMPATHY MAP used by Mural app with team work

RESULT

DASH BOARD :

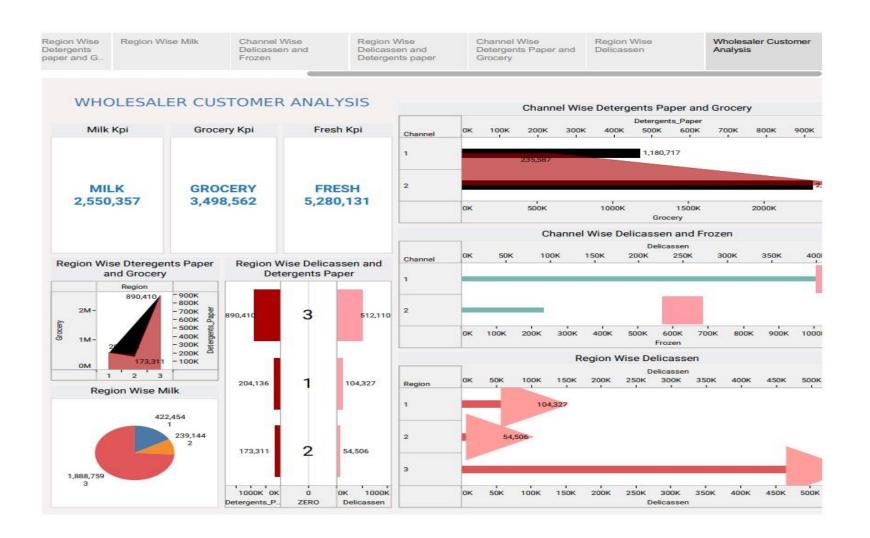Creating dash board
in TABLEAU and
using the data set

Link:
https://public.tableau.com/views/
WholesalerCustomerAnalysesStory
/Dashboard1?:language=en-
US&publish=yes&:display_count=n
&:origin=viz_share_link

STORY:

Creating story in TABLEAU using the data set

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

ADVANTAGES & DISADVANTAGES

ADVANTAGES:

WHOLESALE CUSTOMERS OFTEN MAKE BULK PURCHASES, LEADING TO LARGER SALES VOLUMES, WHICH CAN BE PROFITABLE.

WHOLESALE CUSTOMERS TEND TO BE MORE STABLE AND CONSISTENT, PROVIDING A RELIABLE SOURCE OF REVENUE.

BUILDING LONG-TERM RELATIONSHIPS WITH WHOLESALE CUSTOMERS CAN TEND TO LOYALTY AND REPEAT BUSINESS.

WHOLESALERS MAY HAVE MORE NEGOTIATION POWER AND BE OPEN TO LONG-TERM CONTRACTS.

DISADVANTAGES:

Wholesale prices are typically lower, resulting in narrower profit margins compared to retailer sales.

Wholesale customers may require longer payment terms, affecting cash flow.

Meeting the quality and consistency requirements of wholesale customers can be challenging.

Wholesale markets can be highly competitive ,with price pressure that affect profitability.

APPLICATION :

➢Gather data from various sources ,including sale records, customer databases, online platforms and industrial reports.

➢Utilize analytics tools are platforms like Tableau, Power BI ,or custom analytics solutions to process and analyze the data. Explore historical spending patterns and trends.

➢Use market basket analysis to understand which products are frequently purchased together, enabling cross-selling and upselling strategies.

➢Collect feedback from wholesale customer through surveys or direct interaction to gain insights into their pain point and expectations.

CONCLUSION:

Market research analysis is a powerful tool for businesses to gain a competitive edge in today's dynamic marketplace. By harnessing the power of data and extracting meaningful insights, companies can make informed decisions, understand consumer needs, and identify growth opportunities. Effective market research analysis enables businesses to stay relevant, innovative, and successful in their respective industries.

FUTURE SCOPE:

➢ As technology continues to advance, market research analysis is undergoing significant transformations. Automation, artificial intelligence (AI) and big data analytics are revolutionizing the way data is collected, analyzed, and interpreted. These advancements enable businesses to gain deeper and faster insights, paving the way for more agile decision-making and enhanced competitive advantage.

APPENDIX:

➤ All the data are collected from data set to creating this project

Create visualizations to help stakeholders understand the insights more easily.

Gather data on wholesale customers purchasing behavior. This can include transaction records, order history, and customer demographics.

THANK YOU