



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



The consumption and production of marketed food are spatially separated.

In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow.

Production is primarily in rural areas while consumption is mainly in urban areas.

They seek feedback from cross-functional teams and leadership to refine their analysis and recommendations.

insights help in identifying potential risks and challenges in the market, allowing for proactive mitigation strategies.

This project aims to analyse customer spending behaviour and identify opportunities for growth by leveraging data analytics and data driven decision making.

The primary objective of the project to understand customer spending patterns, preferences and trends across various dimensions.

By conducting a comprehensive analysis, businesses can optimise their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth.

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 good 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.

Patterns and Trends: Their thoughts revolve around identifying patterns, trends, and anomalies within the data to draw meaningful insights.

Gain exclusive access to industry thought leaders and influencers as we delve into their perspectives on market trends, challenges and opportunities, offering you invaluable expertise to drive your business forward.

Gain invaluable insight into the mind of your customers as we delve into their motivation, decision making processes and evolving expectations.

Stay informed about key macroeconomic indicators, industry forecast and regional insights, enabling you to make informed business decisions on a global scale.

There might be pressure to meet deadlines and deliver results, especially in fast-paced industries.