

UNVEILING MARKET INSIGHTS: SPENDING BEHAVIOUR AND OPPORTUNITIES FOR GROWTH.

1. INTRODUCTION

1.1 Overview

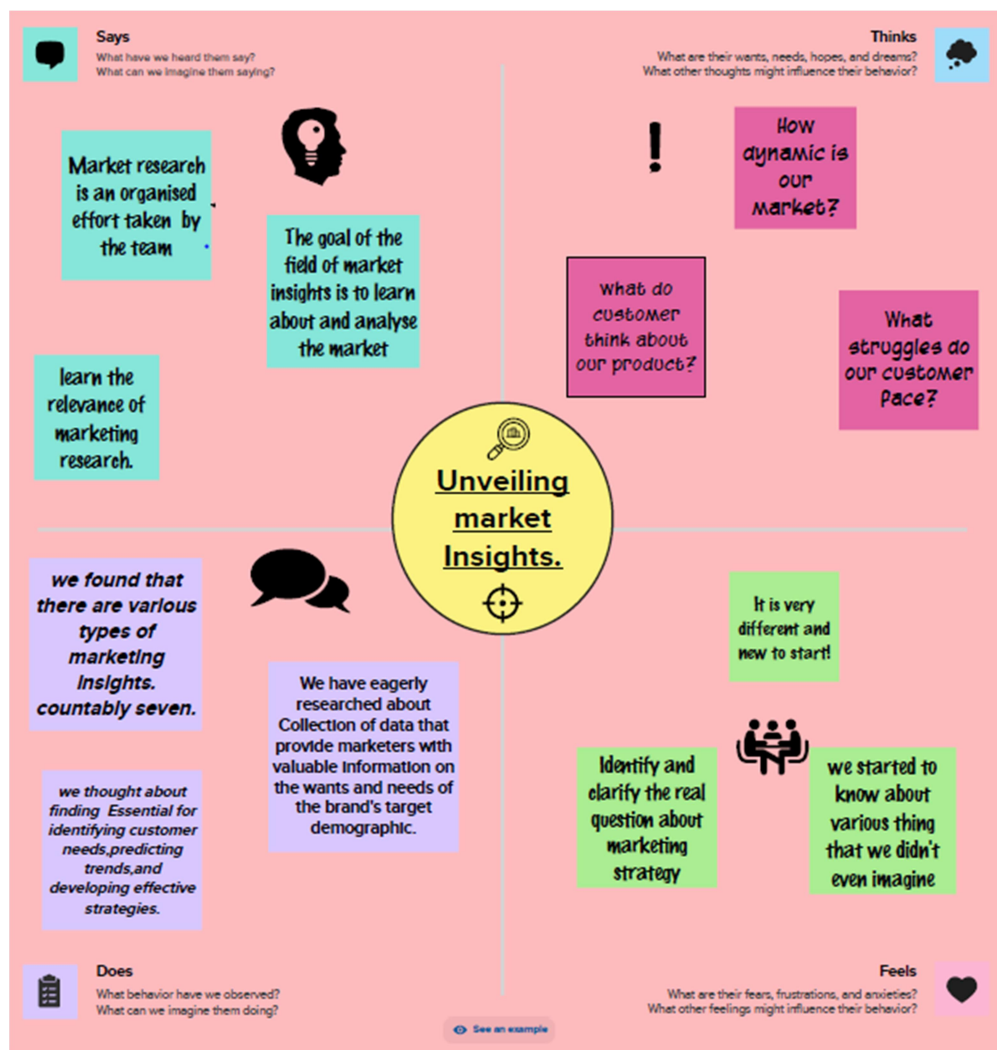
Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional, or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services.

1.2 Purpose

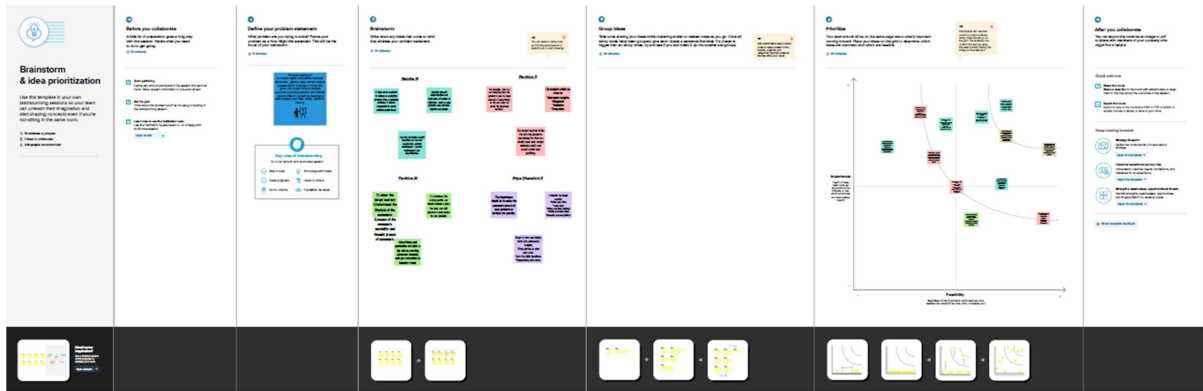
This project aims to analyse customer spending behaviour and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



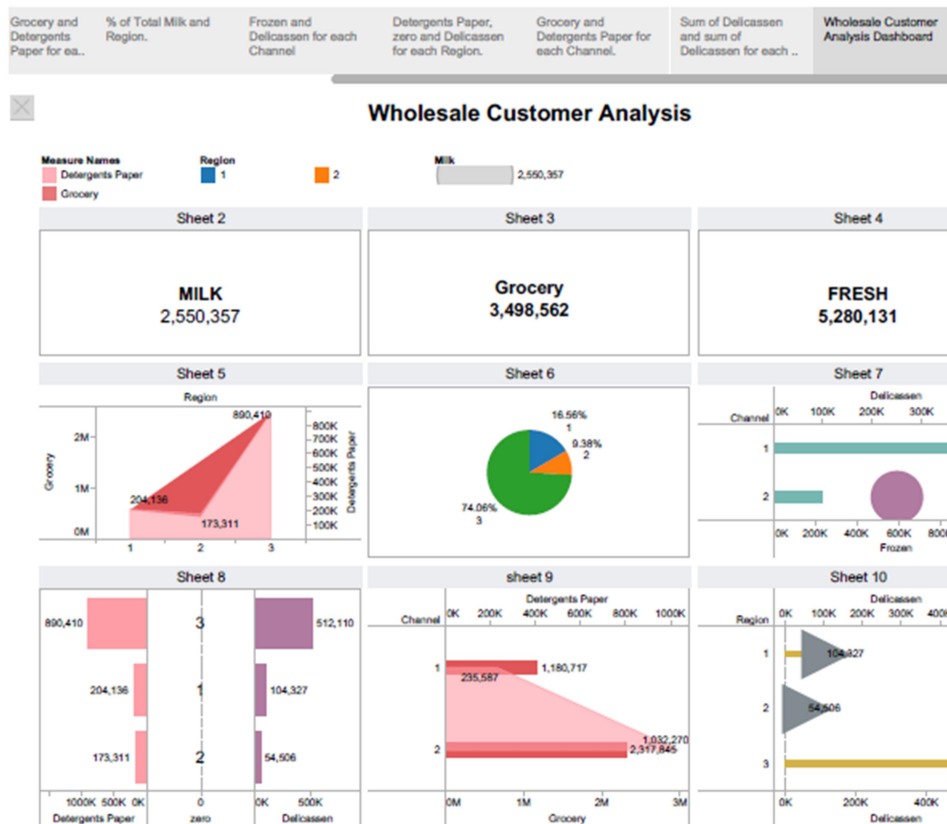
3. RESULT

DASHBOARD:



Story:

Story 1



4. Advantages & Disadvantages:

ADVANTAGES	DISADVANTAGES
*wholesale offers numerous merits, including cost savings, increased profit margins, a wide product range, streamlined supply chain management, relationship building, market insights, business support, and opportunities for market expansion.	Depending on your cost of goods, your profits could be substantially impacted.
Being a wholesaler gives you access to a diverse range of outlets and allows you to reach a large customer base	Product price can also be one of the disadvantages of wholesalers in specific circumstances.

5. Applications:

Wholesale trade occurs in many fields, including grocery, household goods, electronics, industrial equipment, manufacturing, publishing, agriculture and mining and material extraction.

6. Conclusion:

From the starting of the project, we have analyzed the data source which have been given to us, we discussed about the topic, we clarified our doubts by various sources, and we started working on our project by creating empathy map, brainstorming & ideation , and we started working on tableau software which was very innovative. We understand the description and purpose of marketing insights: spending behavior and opportunities of growth.

7. Future Scope:

The rapid transformation of the wholesale and distribution industry across the last couple of years has led to expanding business relevance. The wholesaler of the future is not merely a one-stop shop but an end-to-end value-added service provider, a direct-to-consumer (D2C) retailer, and customer agent.