

# ***UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH***

- PROJECT REPORT OUTLINE





# ***UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH***

## ***1. INTRODUCTION*** ::

### **OVERVIEW:**

**INCREASED USE OF DIGITAL TECHNOLOGIES AND IOT ACROSS INDUSTRIES  
GROWING REVENUE LOSSES AND CHARGE BACKS DUE TO FRAUDS AND INCREASED ADOPTION OF  
FRAUD ANALYTICS AND RISK-BASED AUTHENTICATION SOLUTIONS TO COMBAT FRAUDS ARE  
KEY FACTORS DRIVING THE MARKET GROWTH.**

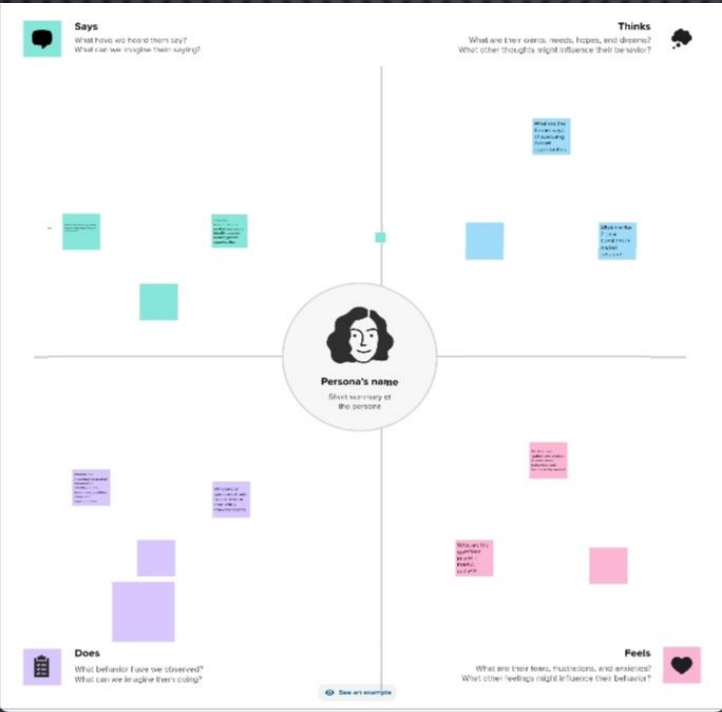
## **PURPOSE :**

**WHOLESALERS PLAY VITAL ROLES IN THE SUPPLY CHAIN FOR MOST PRODUCTS, BUYING GOODS IN BULK FROM MANUFACTURES AND SELLING THEM TO RETAILERS AND OTHER BUSINESSES**

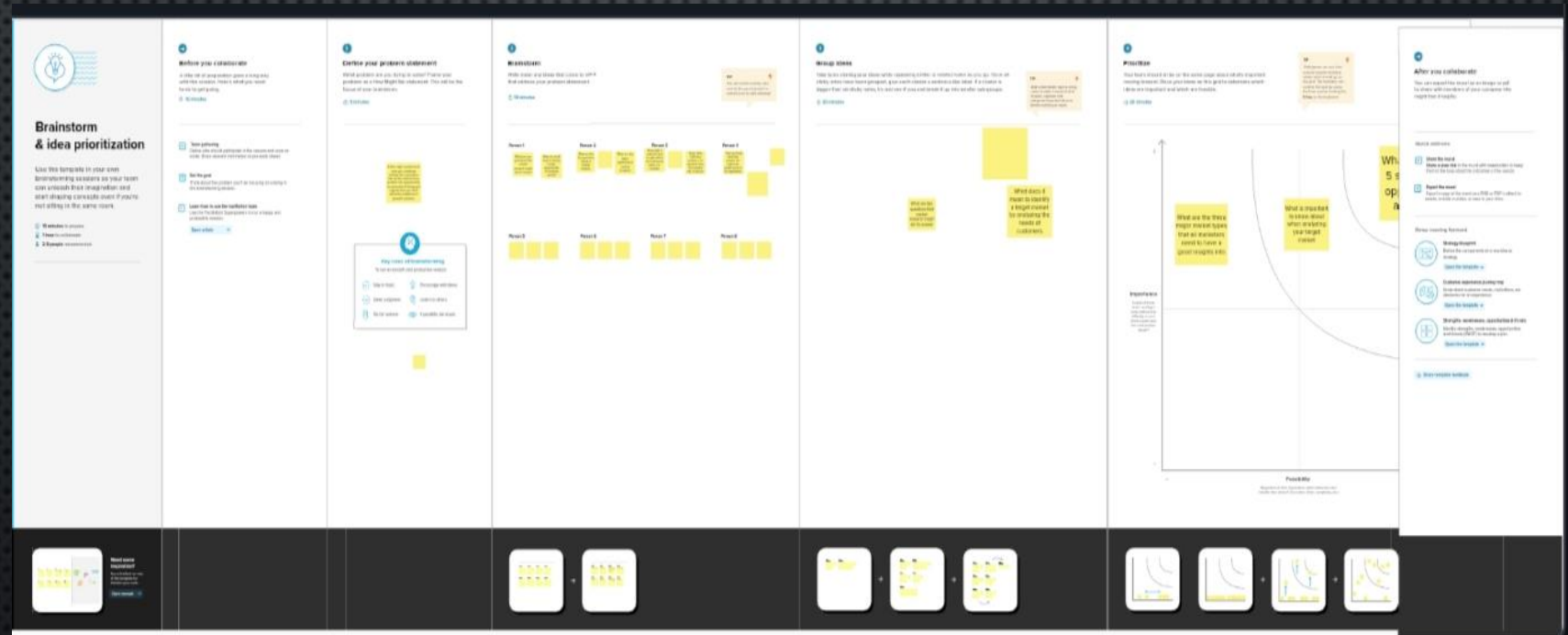


# 2.PROBLEM STATEMENT & DESIGN THINKING

## EMPATHY MAP :

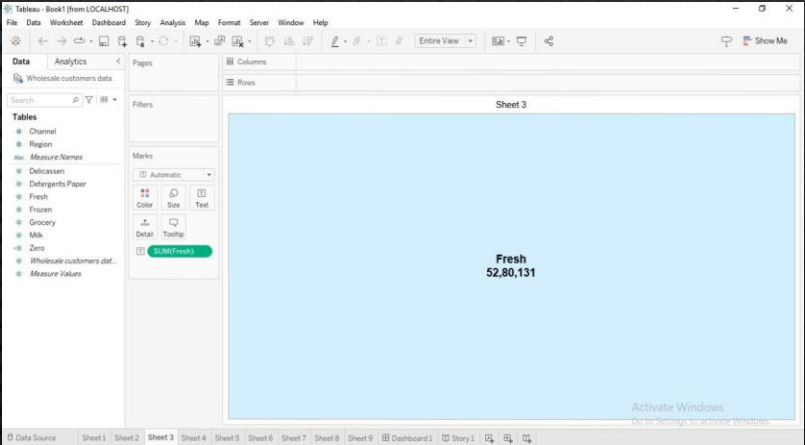
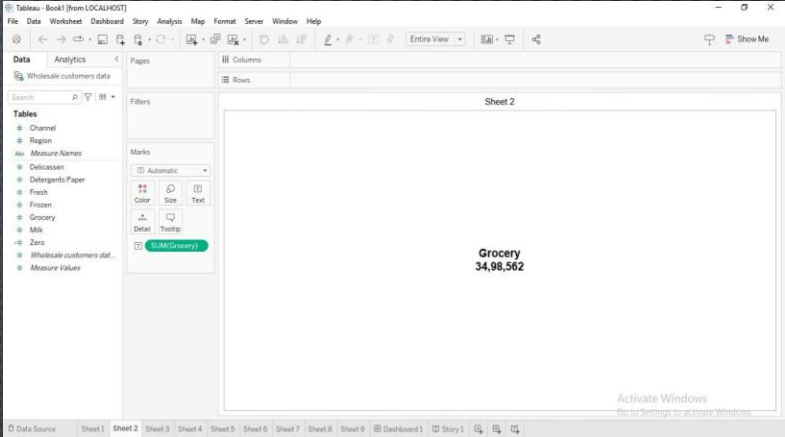
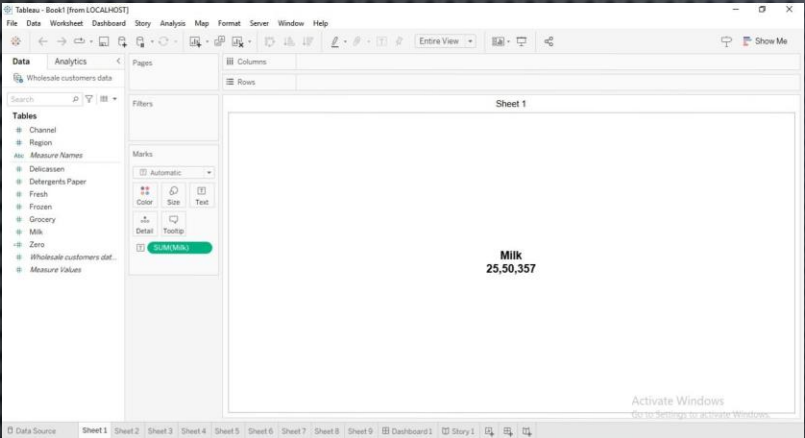


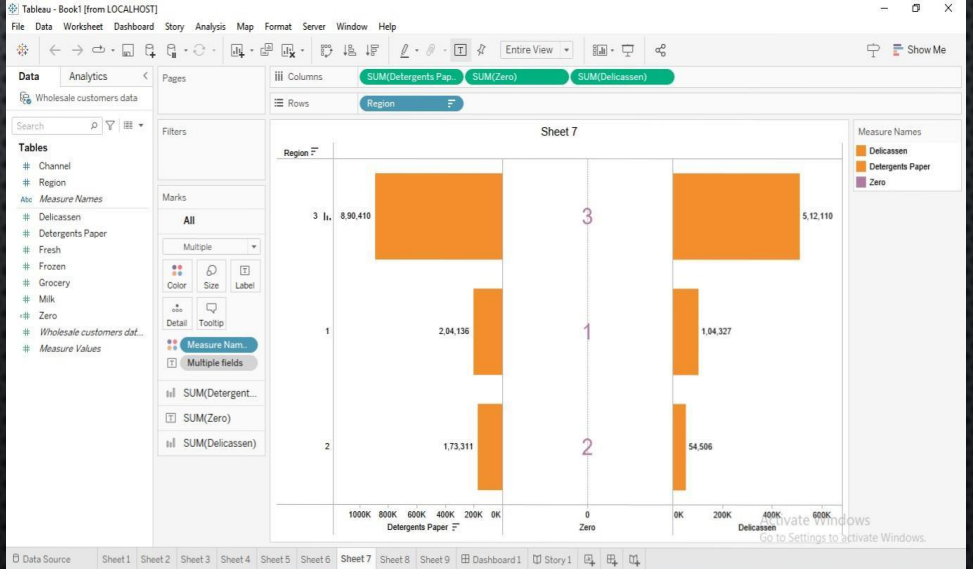
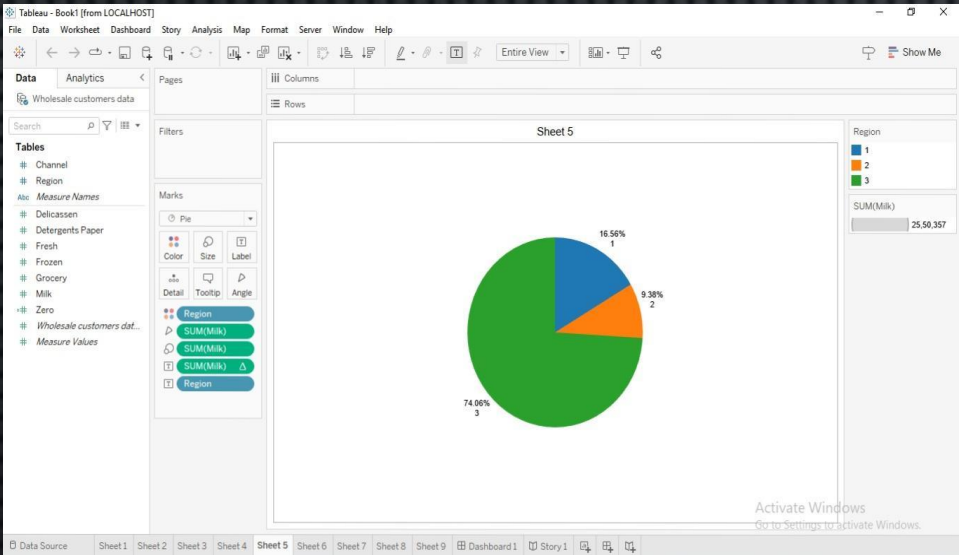
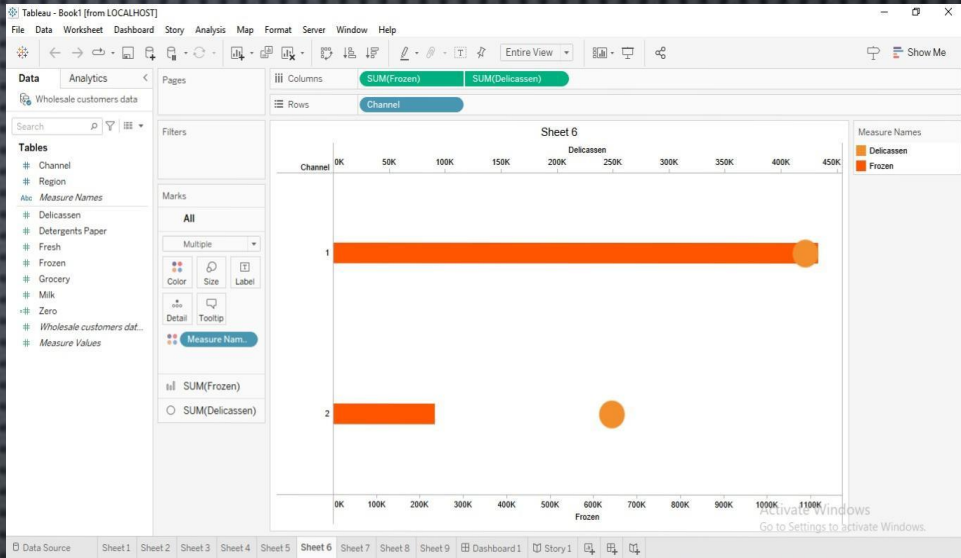
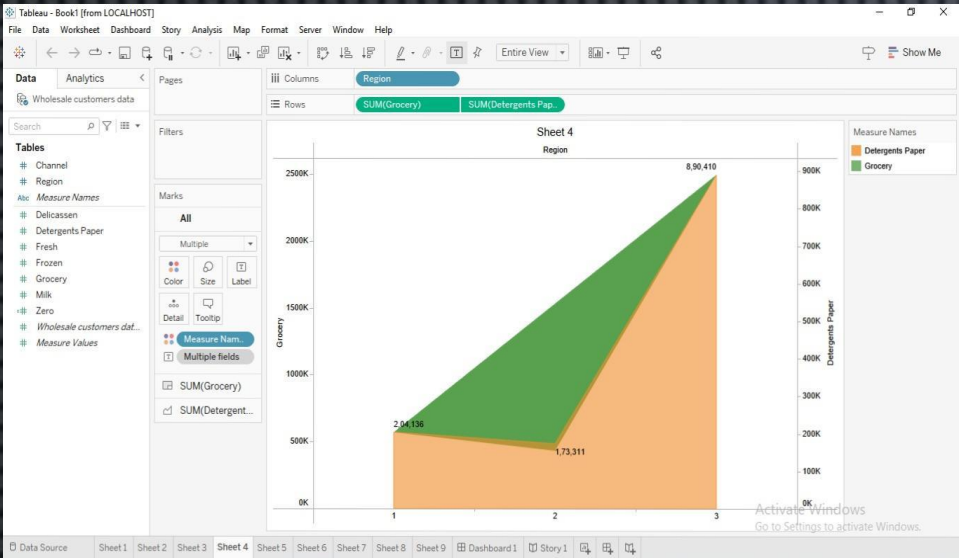
# IDEATION AND BRAINSTORMING MAP :



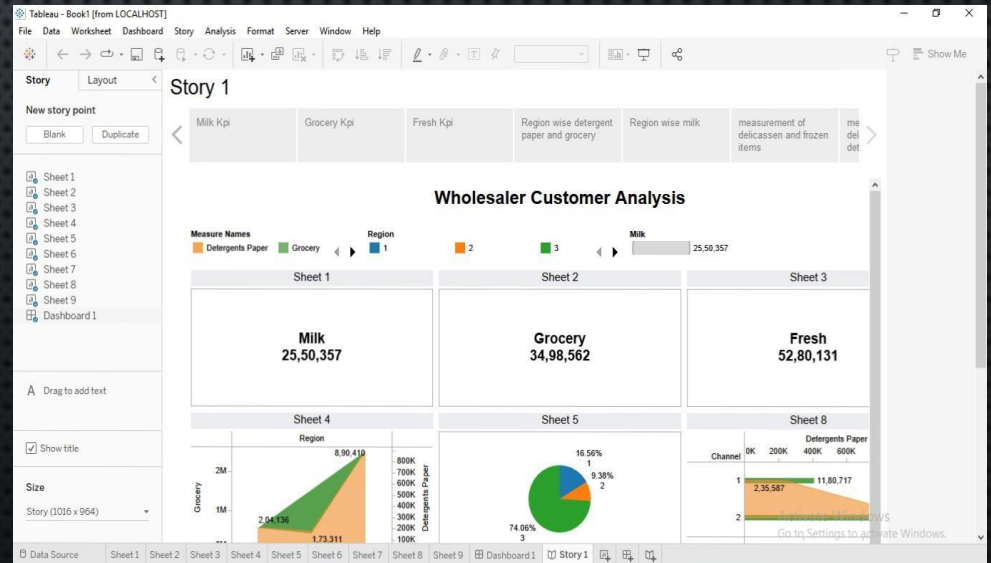
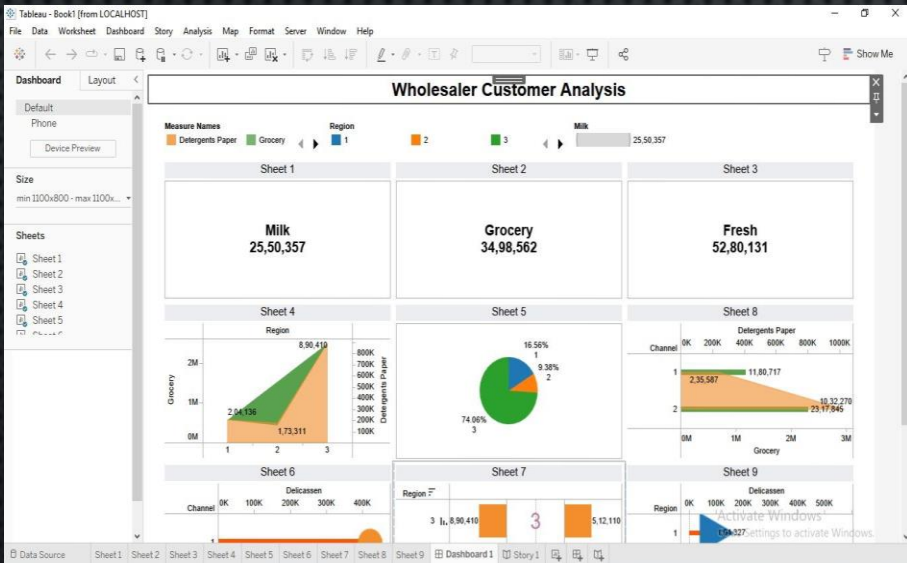
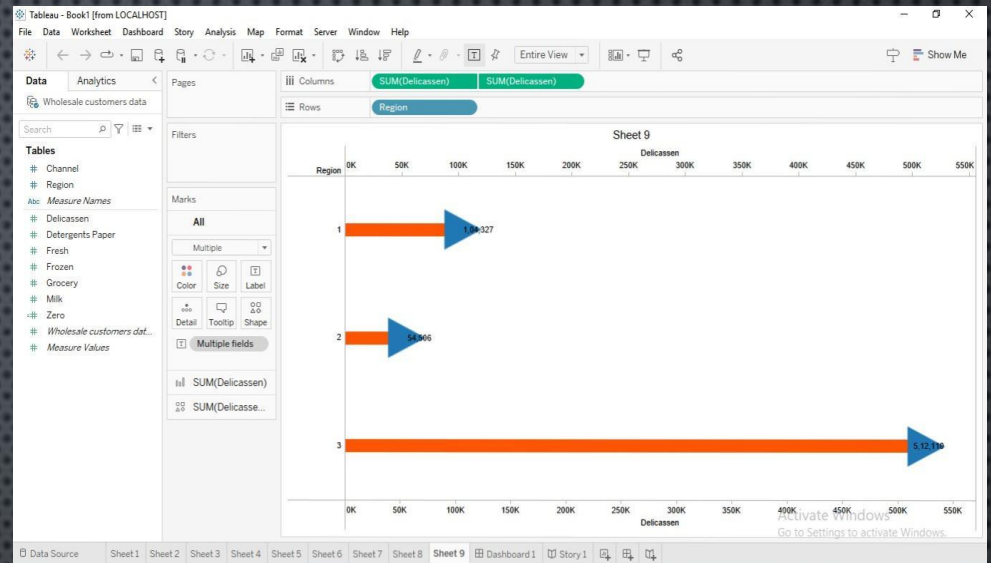
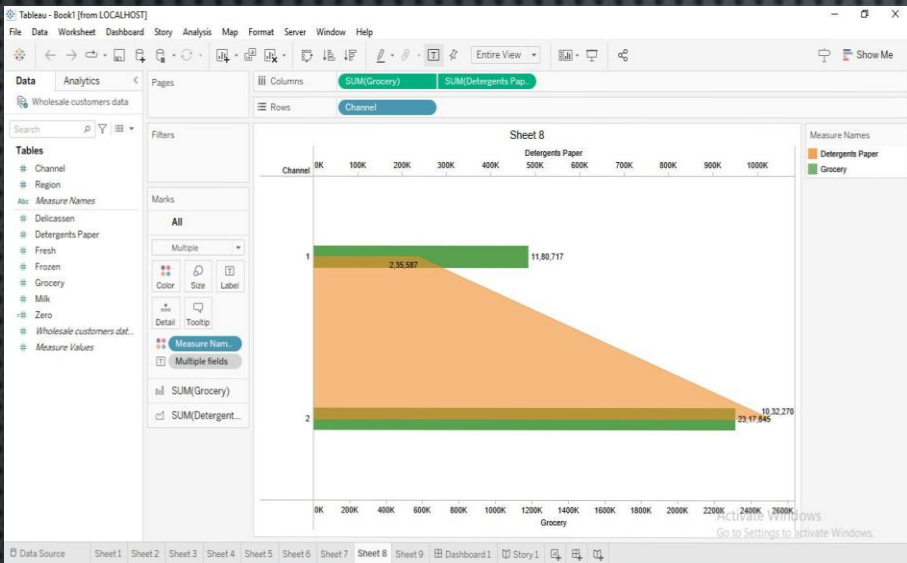


# 3.RESULT:











## **CONCLUSION:**

**MARKET RESEARCH ANALYSIS IS A POWERFUL TOOL FOR BUSINESSES TO GAIN A COMPETITIVE EDGE IN TODAY'S DYNAMIC MARKET PLACE. 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.**



**THANK YOU!**