Project Report Template

1 . INTRODUCTION :

1.1 Overview
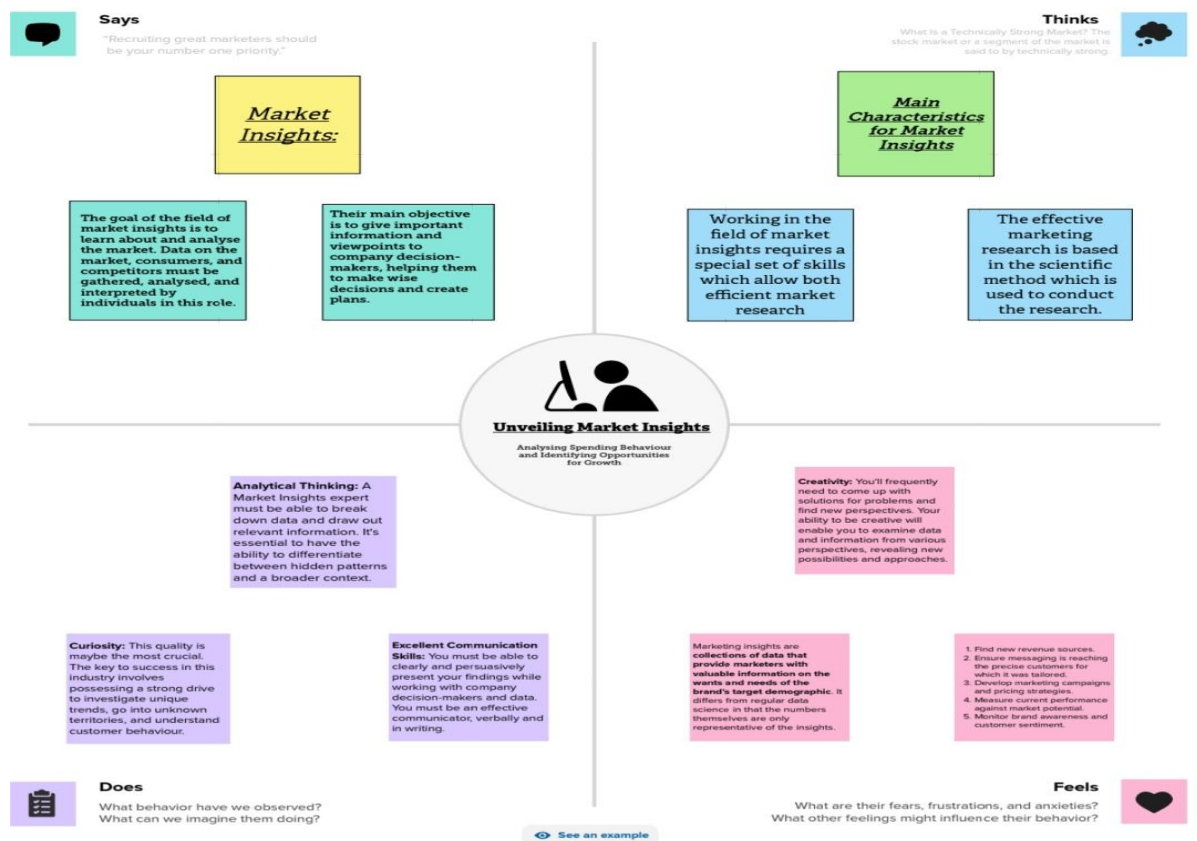
➢ A Brief description about estimation of UNVEILING MARKET INSIGHT .

1.2 Purpose
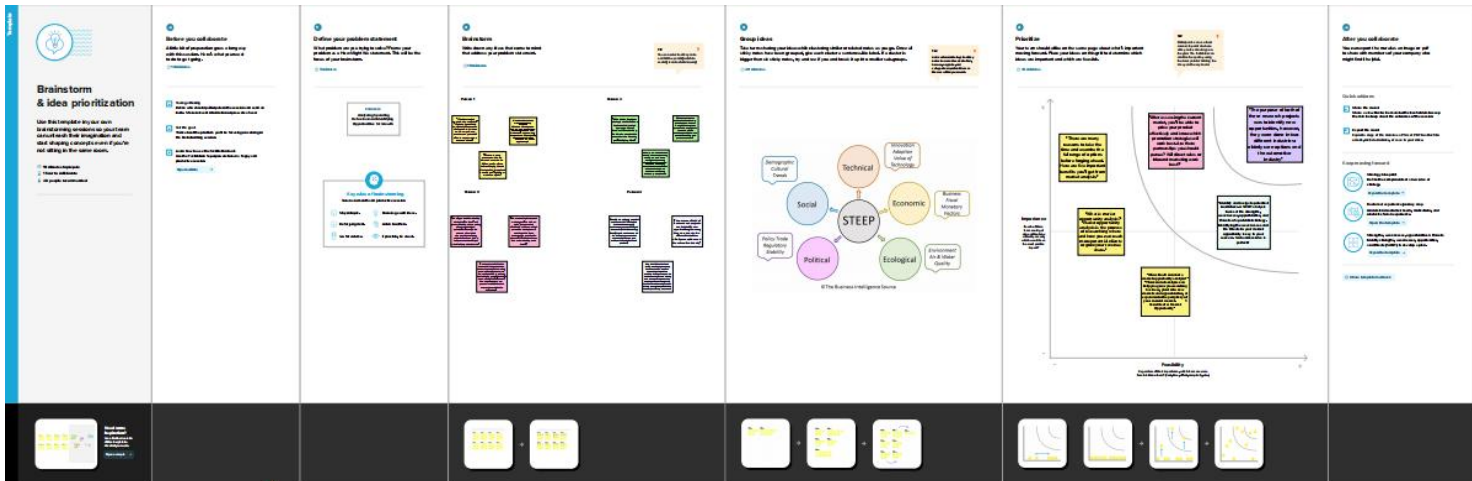
➢ Its is very useful for all business owner expense .

➢ Knowing about futures of the business with their expense .

➢ Its is very important to businessman .
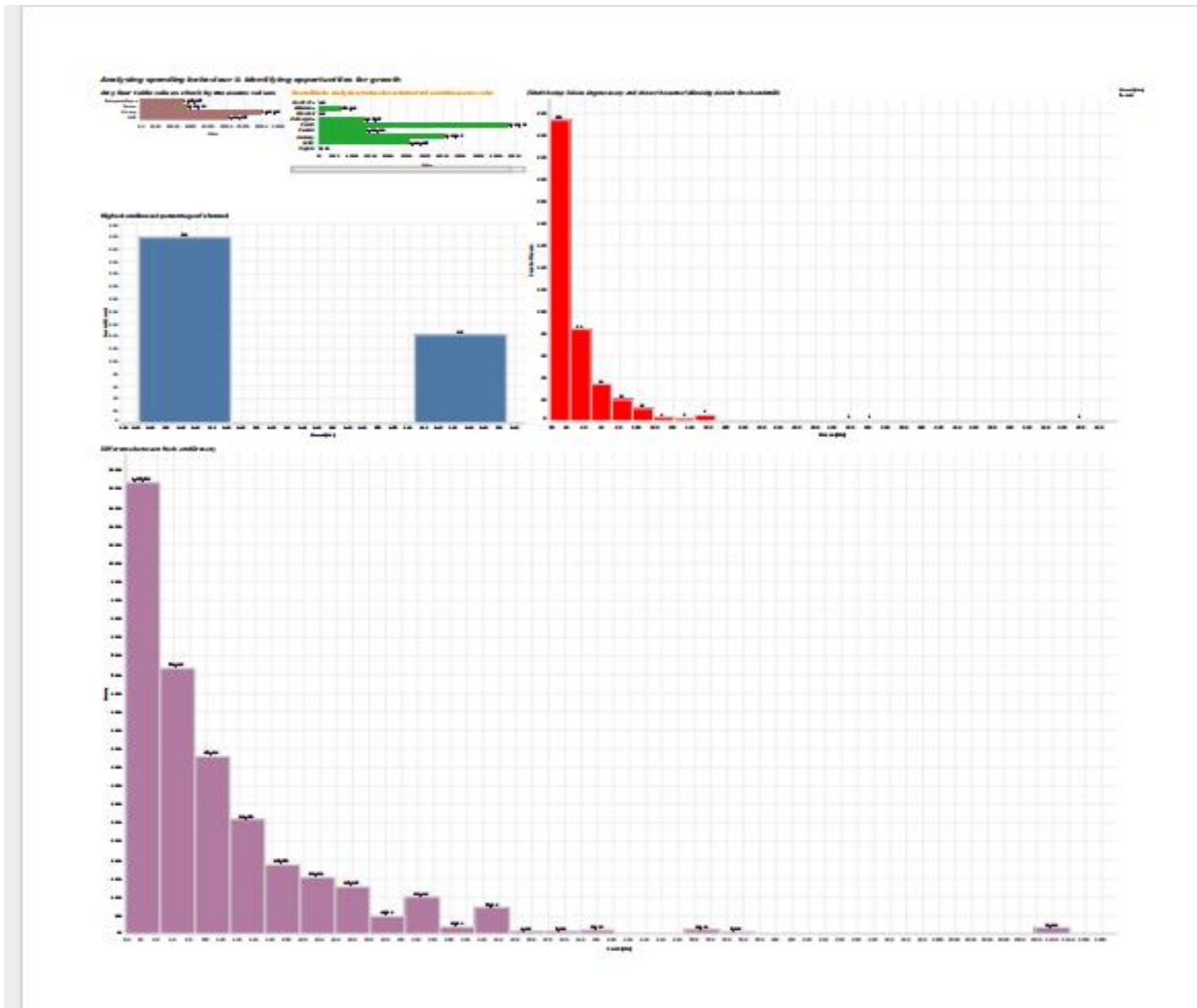
2 . PROBLEM DEFINITON & DESIGN THINKING :

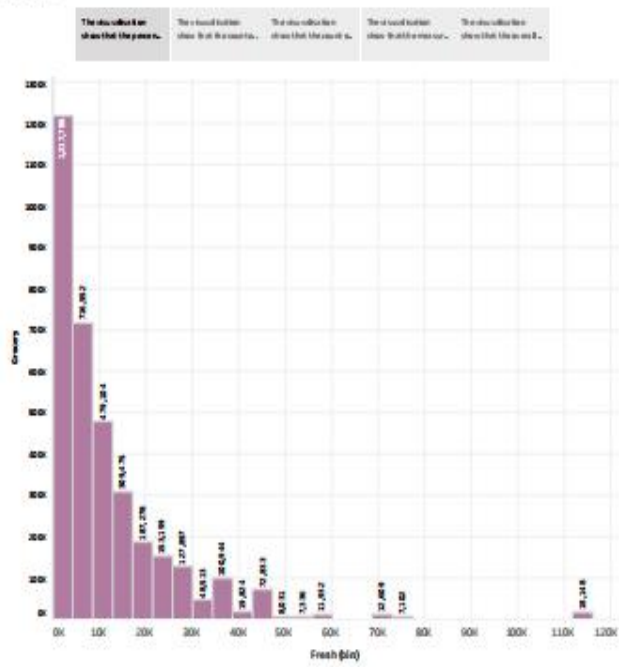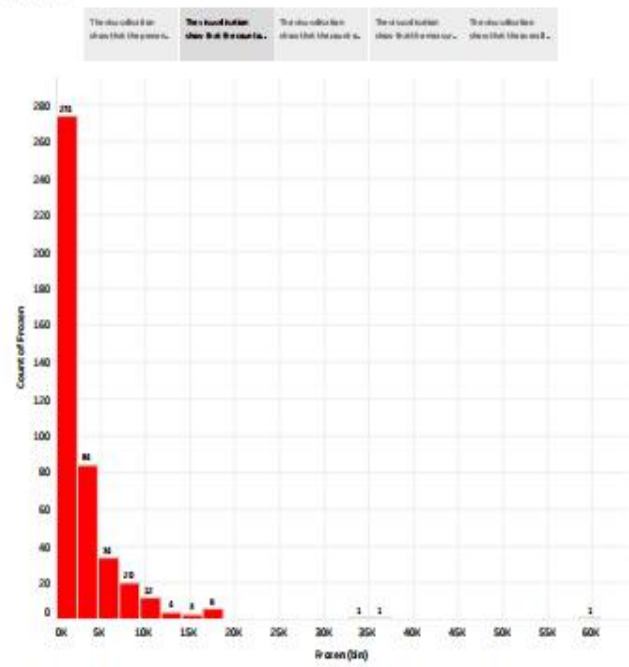### EMPATHY MAP
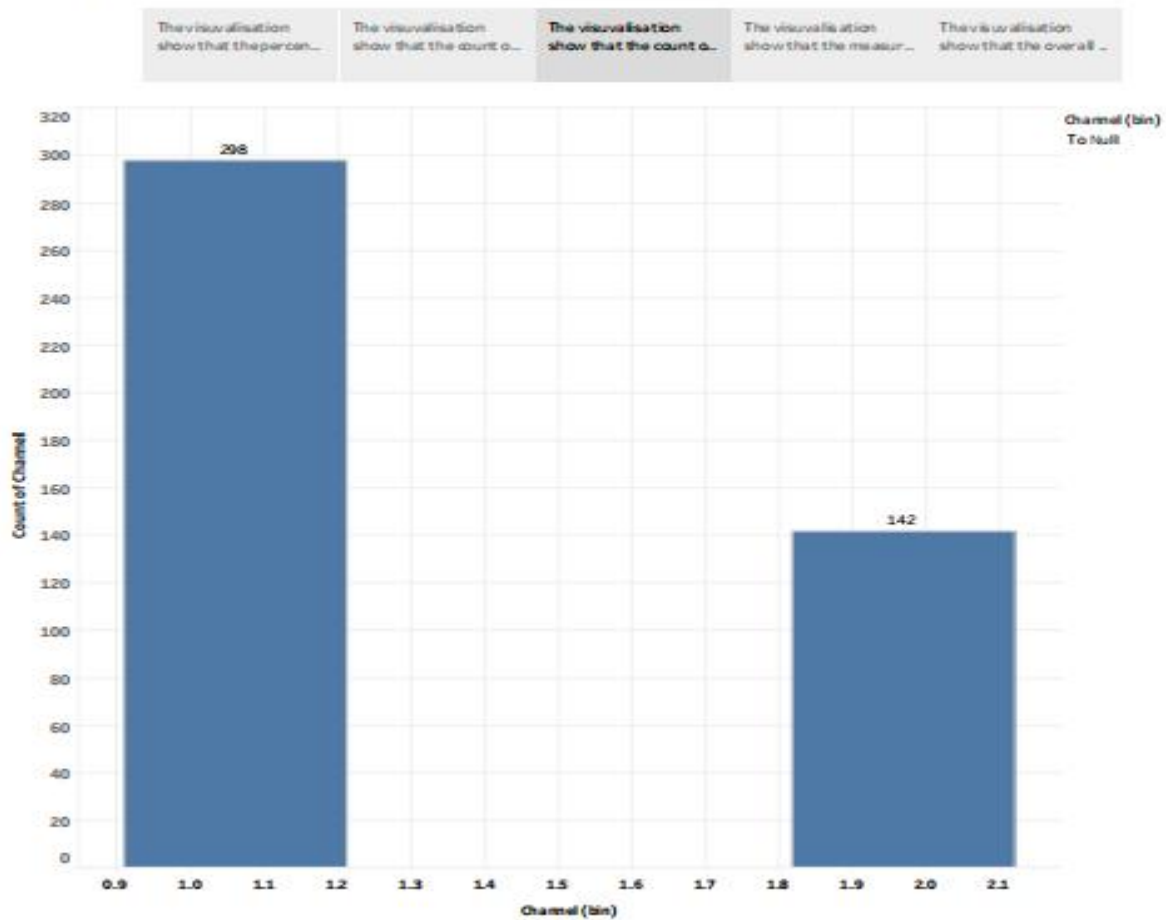
BRAINSTORMING MAP

3 . RESULT :

Story :

4 . ADVANTAGES & DISADVANTAGES

Advantages	Disadvantages
• Can learn from other organizations experiences	• Don't have a client portfolio yet
• Transfer of information within a company is easier	• Trust between employees within firm not yet established
	• No loyalty yet
• Clean slate	• Barriers of entry
	• Imitate other companies for short term success (loose identity)
• Flexible structure that allows the passing on and digesting of information quickly and applying it to the company.	• High start-up costs
	• Not familiar with market
• Do not suffer from inertial forces that stifle their adaptation	• Not many contacts with suppliers, distributors

5 . APPLICATION :

This solution can be applied to any marketing business or any startup marketing company that needs to estimates their markeying expense. And Additionally larger marketing companies can also benefit from regularly.

6 . CONCLUSION :

Estimation of marketing business of expense title is 1st creating a empathy map & brainstorm next a 5 question use to data and this related to dashboard and story . finding a cost of marketing , containes the labor cost and annual payroll .

7 . FUTURE SCOPE :

➢ **Estimating expense helps marketing business manage their cash flow effectively.**

➢ **Estimating expense enable marketing business to plan their marketing taxes strategies effectively.**

8 . LINKS :

➢ **Dashboard link :**

https://public.tableau.com/app/profile/aakash.selvakumar/viz/Analysigspending/Dashboard1?publish=yes

➢ **Story :**

https://public.tableau.com/app/profile/aakash.selvakumar/viz/Analysigspending/Story1?publish=yes

➢ **Gitup link :**

https://github.com/aakash753/Analysing-spending-behaviour-and-identifying-opportunitiies-for-growth

➢ **Video demonstration link:**

https://drive.google.com/file/d/1AeOnDVHOG3S7tNTUSzLmsUZylUrQSFE0/view