

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?

2)bussiness requirements:
analyzing
spending behavior and
identifying opportunities for
growth can provide crucial
market insights for
businesses looking to
optimize their strategies
and increase market share

1)specify the business:
problem understandin, also
known as problem definition or
problem identification,is the initial and
critical phase of any data analysis or
problem solving process.it involves
gaining a clear and comprehensive
understanding of the problem at
hand,its context,scope and objectives.

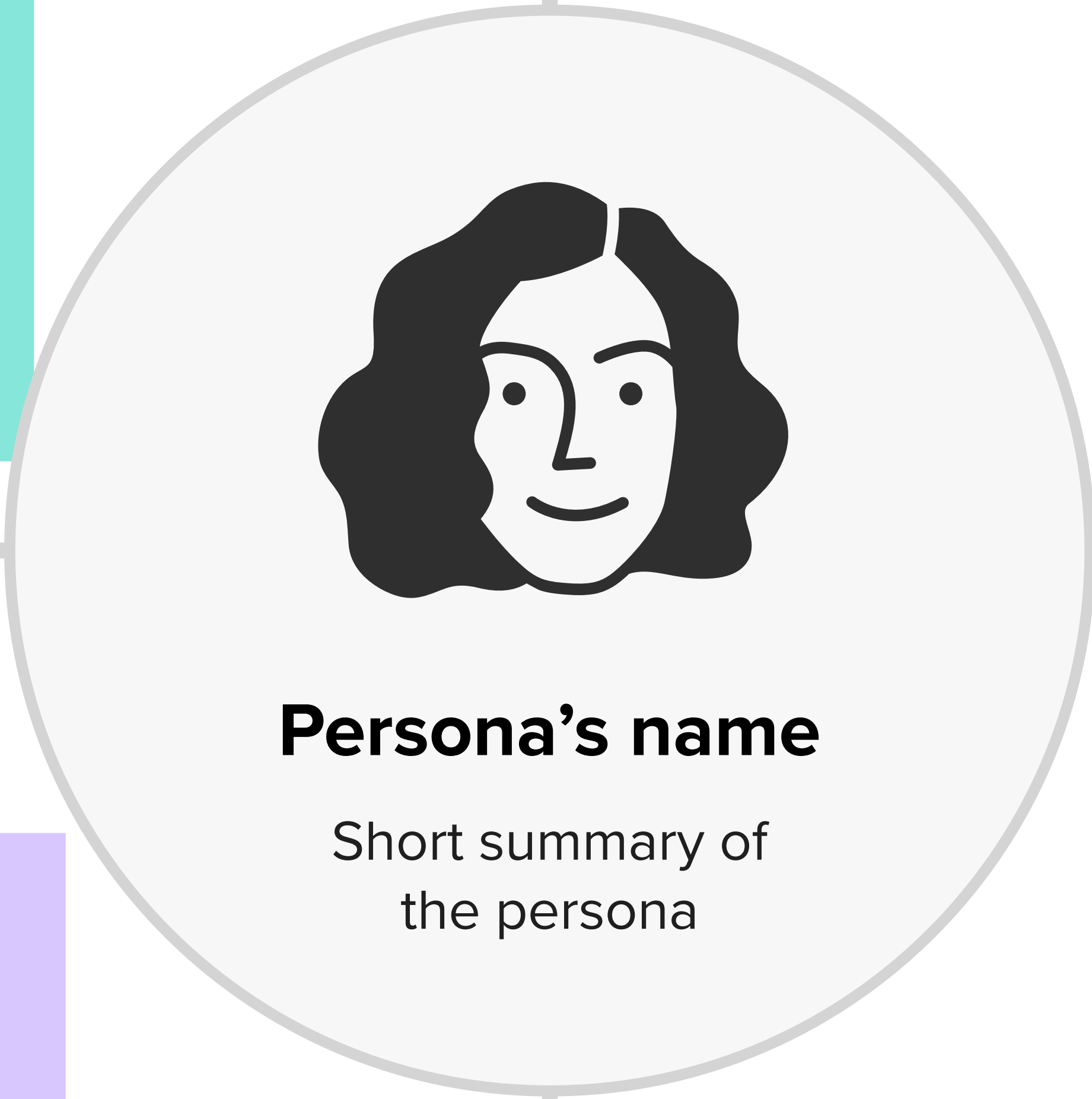
1)pricing optimization:
analyze
the relationship between
pricing and spending
behavior to identify
pricing strategies that
maximize revenue while
maintaining customer
satisfaction.

2)purchase patterns:
analyze the
frequency and timing of
customer purchases to
identify seasonal trends or
patterns that can guide
inventory management and
maeketing campaigns.

revenue
growth:leveraging
market insights to
identify growth
opportunities can lead
to incresed sales and
revenue for businesses .

compare
your spending behavior
data with competitors to
understand your market
position,pricing
strategies,and ares where
you can gain a competitive
advantage.

personlization and targeted
marketing:with insights from
spending behavior
analysis,businesses can
personalize marketing efforts and
promotions.this targeted marketing
approach reduces unnecessar
advertising noise and enchances
the relevances of promotional
messages for consumer.



simply put a market
insight is the discovery of
a relevant,actionable and
previously unrealized
reality about a target
market as the result of
deep,subjective data
analysis

1)state the context and
background
2)explain what you've
learned
3)articulate the root cause
4)talk about motivation
5)communicate the
consequences
6)recommened next steps

1)problem definition
2)development of an
approach to the
problem
3)research design
formulation
4)field work or data
collection

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marketing:with insights from
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1)identify potential
opportunities
2)define your purpose and
objectives
3)gather data from primary
sources
4)gather data from
secondary sources
5)analyse and interpret the
result