

What went well?

What should we keep doing?
What should we celebrate?
Where did we make progress?

Unveiling Market Insights:
Analysing Spending Behaviour
And Identifying Opportunities For
Growth

What went poorly?

Where did we have problems?
What was frustrating to us or others?
What held us back?

utilize data analytics tools to track online and offline purchases.

survey to gather direct quotes , such as "I Prioritize eco friendly products".

conduct customer interviews such as "I Love shopping during sales".



Run focus groups to delve into their emotions and thoughts.

Discover if they feel satisfied , Frustrated about their purchases and why?

Analyze customer reviews and feedbacks to pinpoint common points, such as lack of product variety



Conduct social media sentiment analysis to identify the influencers and content that sway their spending decisions.

Stay updated on economic conditions, cultural trends, and technological advancements that could impact their spending behaviour

Use survey to understand what goal they have like saving money, improving their lifestyle.



Continuously gather feedback from customers to ensure that your action align with their involving needs and preferences.

Stay vigilant for changes in the market, competitors actions and shifts in customer behaviour. ready to adapt your strategies accordingly.

Develop strategies that directly address the insights gained . for instance, if customers value eco friendliness ,consider sustainable product options.

What ideas do you have?

What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?