

## 1 INTRODUCTION

- Overview

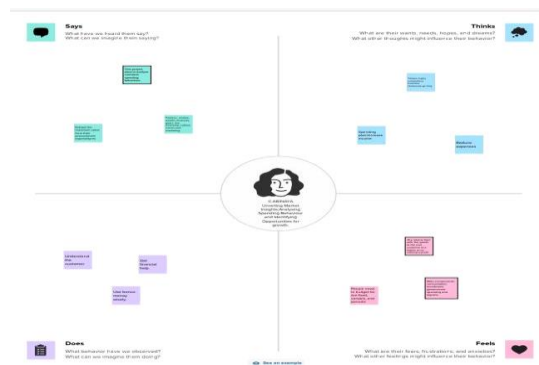
Analyzing Spending Behavior and Identifying Opportunities for Growth" is a strategic process that involves studying consumer spending patterns and behavior to uncover potential opportunities for business expansion and development. This analysis helps businesses make informed decisions to target their products or services effectively and achieve sustainable growth in the market.

- Purpose

This project will be useful in analyzing the spending behavior of the people and Identifying the opportunity for the growth. The number of consumers will be identified. The brand of high and popular sale will also be known.

## 2 Problem Definition & Design Thinking

### 2.1 Empathy Map



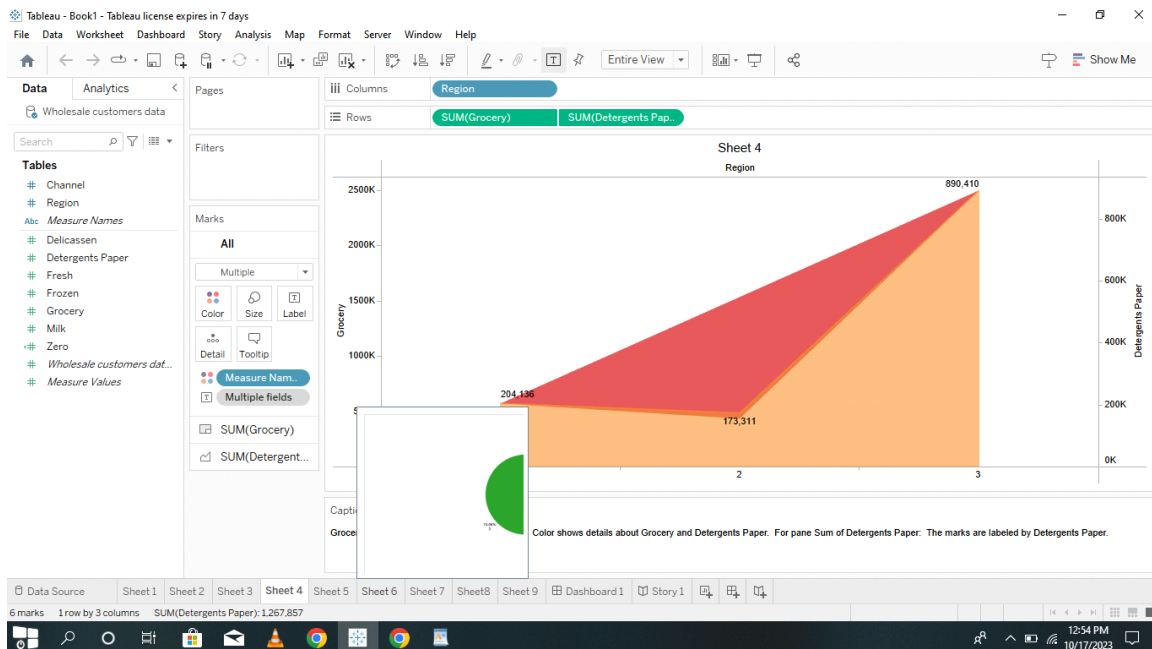
### 2.2 Ideation & Brainstorming Map



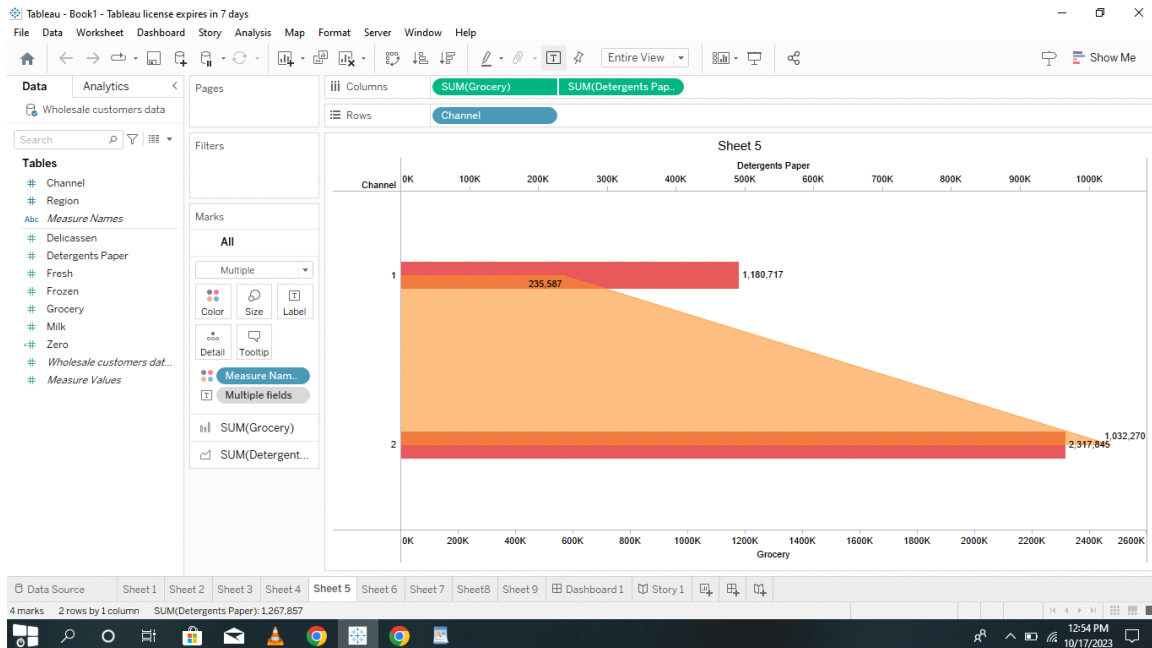
### 3 RESULT

Consumer Spending Behavior by Category Bar chart displaying consumer spending patterns across different categories (e.g., food, electronics, clothing). Seasonal Spending Trends Line graph showing how spending behavior varies throughout the year. Demographic Analysis Pie chart illustrating spending behavior by age group. Geographic Insights Heatmap or map visualizations showing regional variations in spending. Opportunity Matrix A matrix table summarizing identified growth opportunities with brief descriptions.

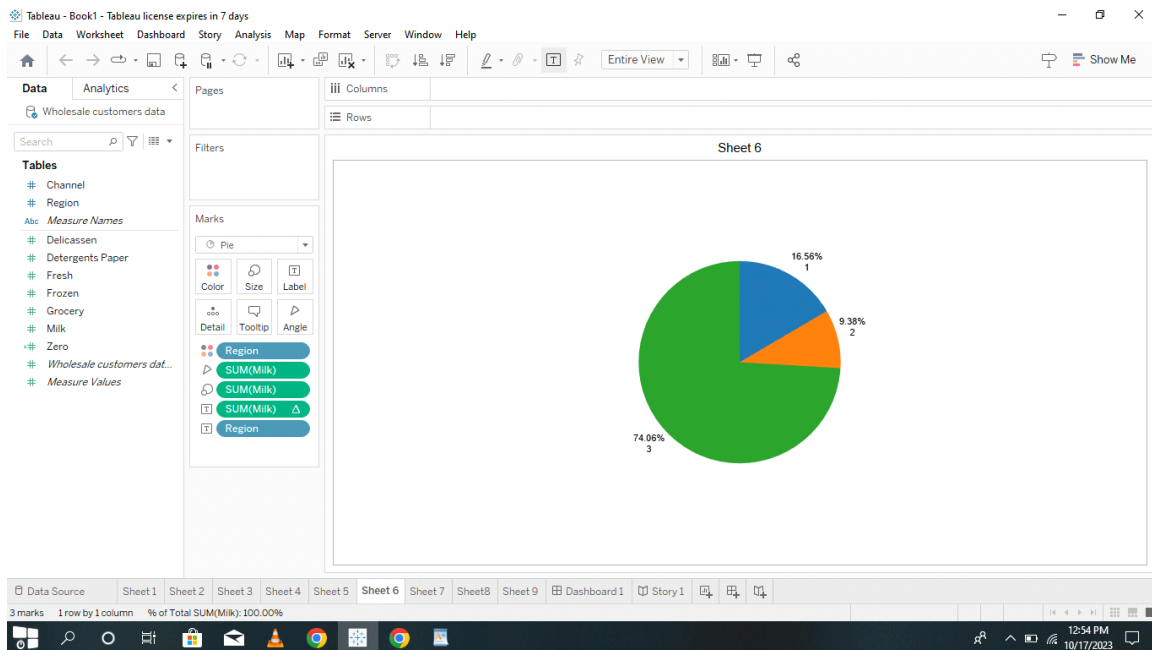
## 1 Region wise detergent paper and grocery



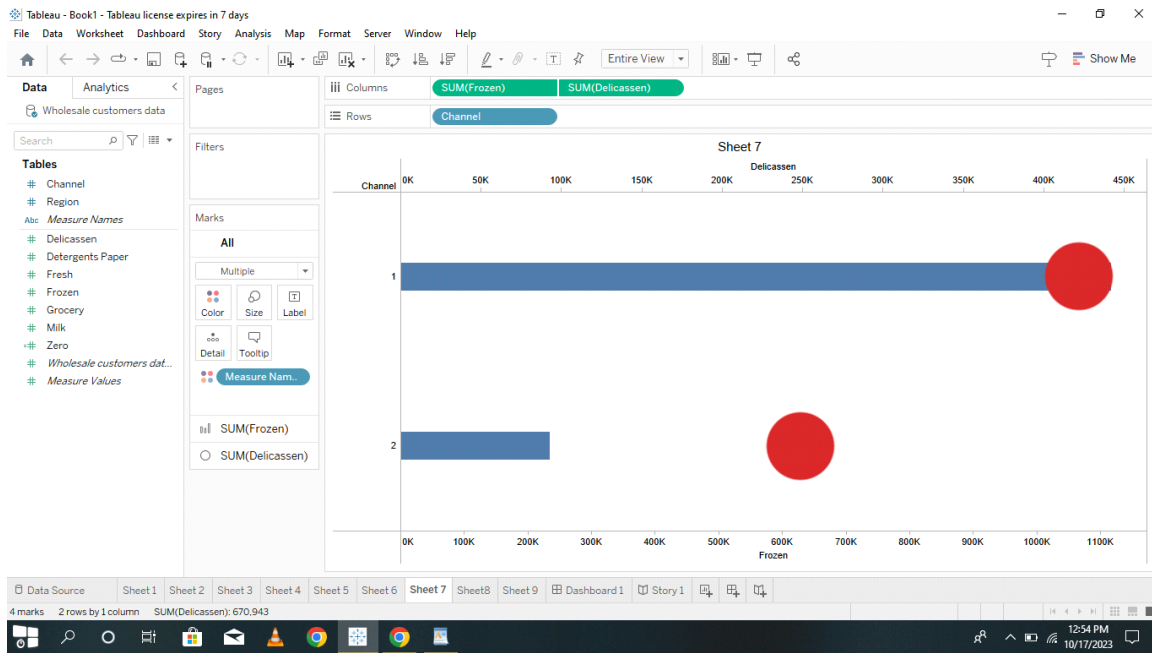
## 2. CHANNEL WISE DETERGENT PAPER AND GROCERY



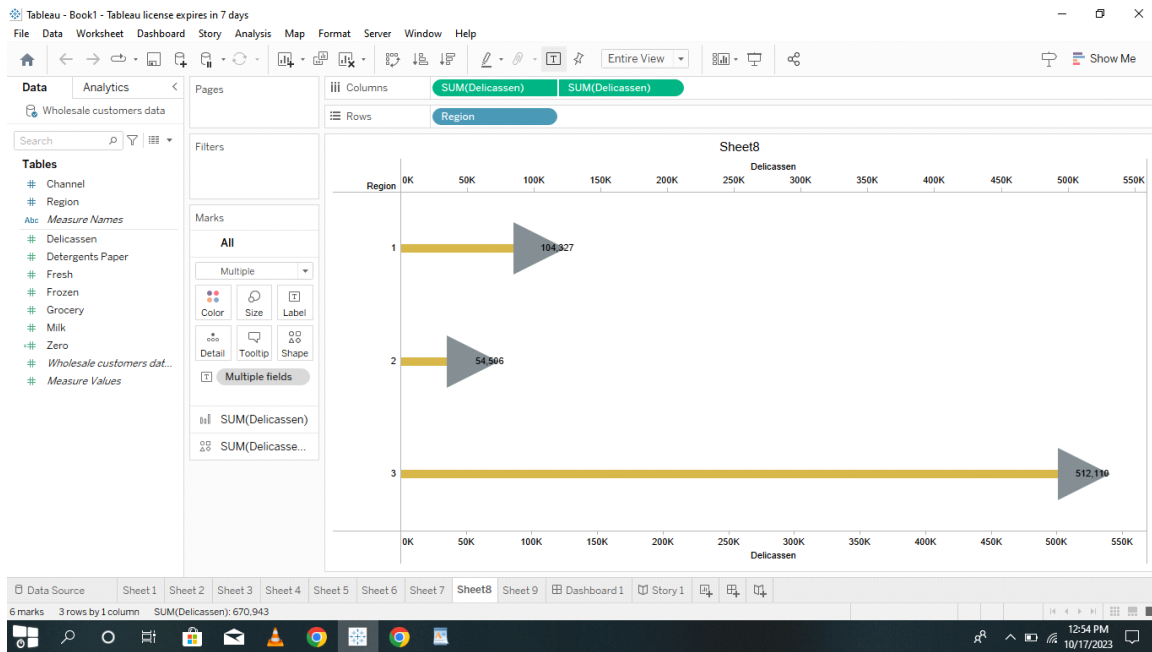
## 3.REGION WISE MILK



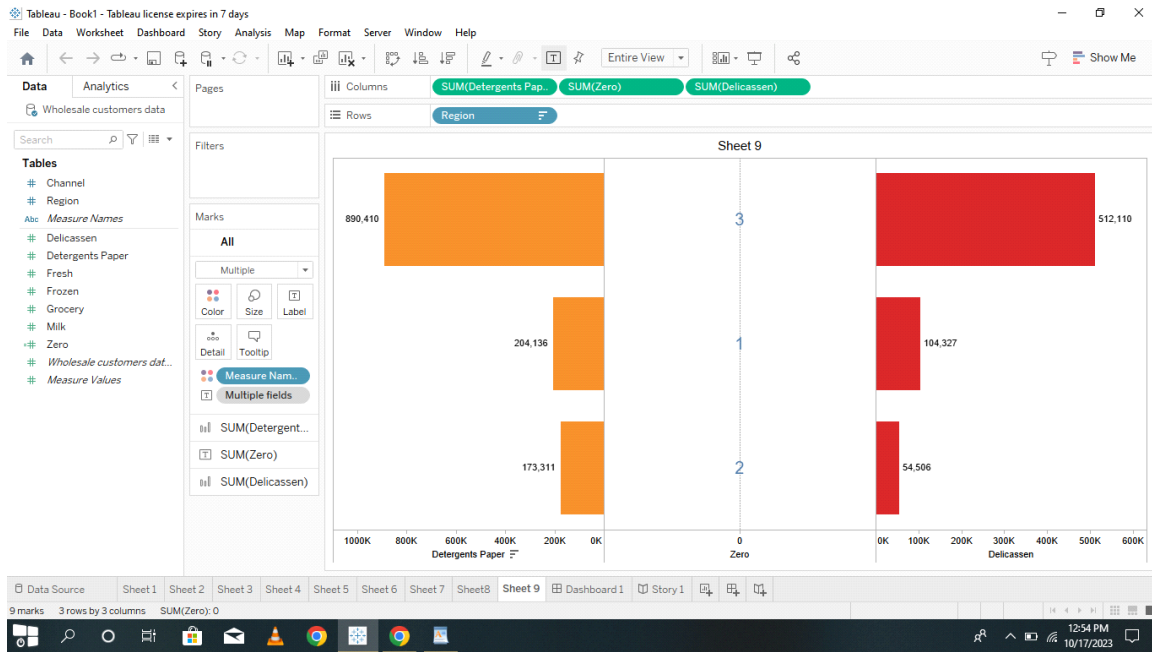
## 4.CHANNEL WISE DELICASSEN AND FROZEN



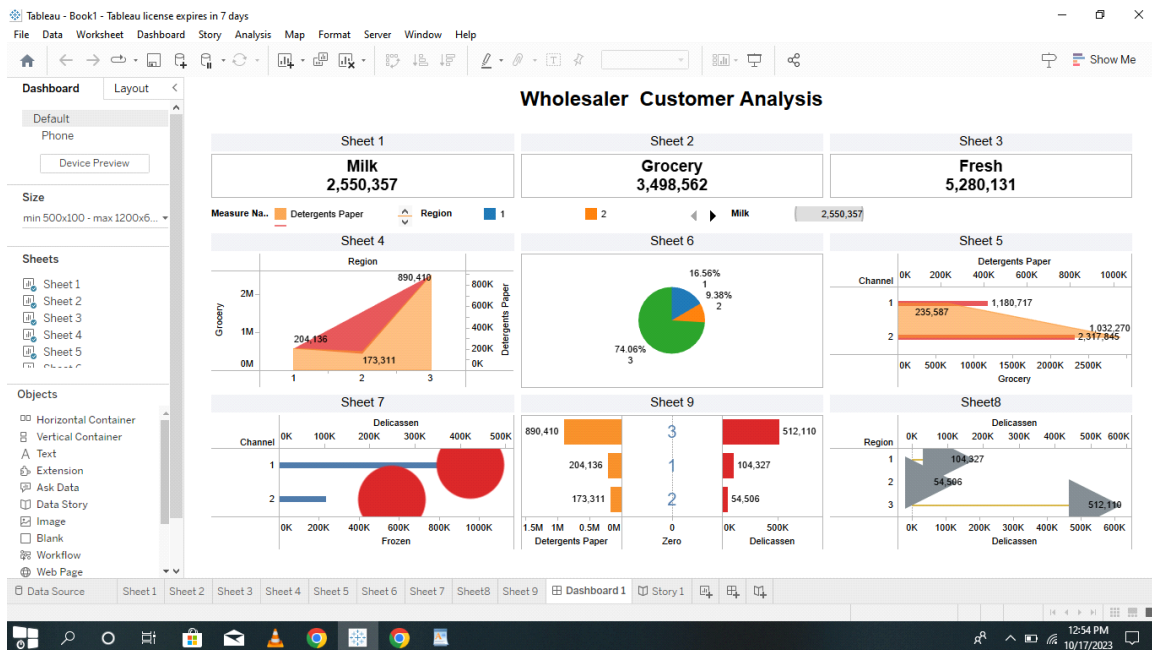
## 5.REGION WISE DELICASSEN



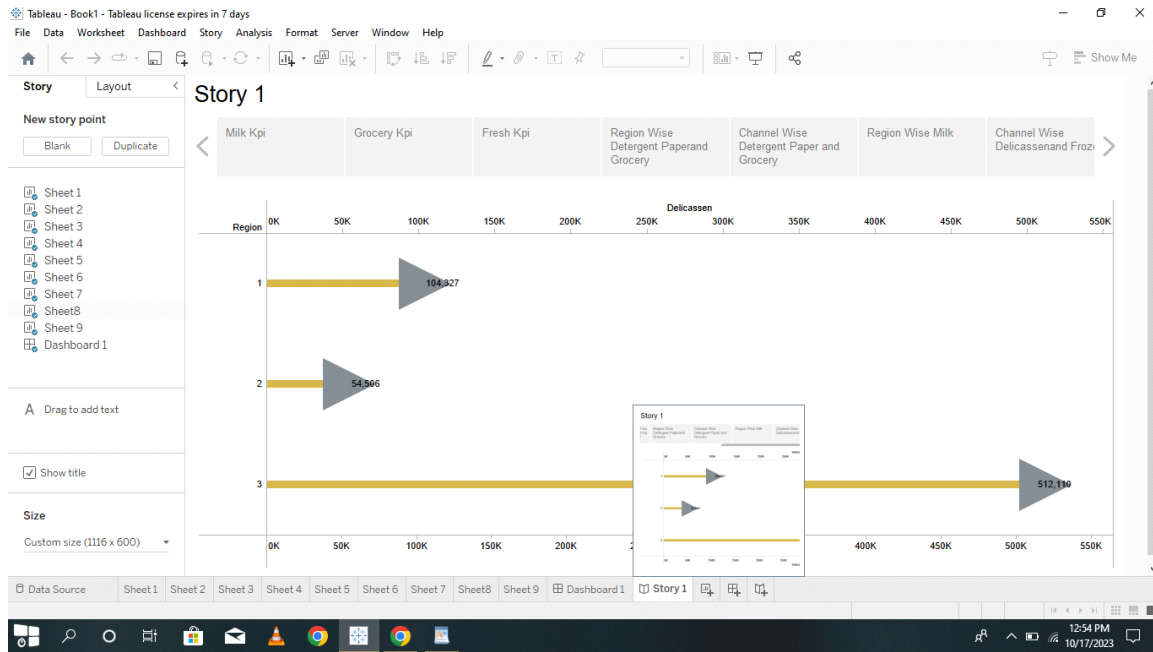
## 6.REGION WISE DELICASSEN AND DETERGENTPAPER



## DASHBOARD



## STORY



## 4 ADVANTAGES & DISADVANTAGES

### Advantages

1. Uncover saving opportunities
2. Reduce costs
3. Inform decision making
4. Create a stronger spend management strategy
5. Manage risk

### Disadvantages

1. Required significant time investment
2. Disadvantages of a market includes are inequality, negative externalities
3. Lack of public goods
4. India faces several challenges including the lack of data, funding, infrastructure, language etc.,
5. Wide social and economic gap

## 5 APPLICATIONS

1. New product developments into :new -to-the-company, improvement of existing product ,extension of product line, and new -to -the -market.

2.A consumer product is a finished product available for sale to a customer.

## **6 CONCLUSION**

Marketing research is crucial for ensuring that a company can understand the mindset of its customers. Based on the findings of these reports, they can develop products that can fulfill customers' requirements.

## **7 FUTURE SCOPE**

Ethical Consideration:As data privacy and ethical concerns grow, the future of this field will involve balancing in-depth consumer insights with respect for privacy and compliance with data protection regulations.Global Markets: As businesses expand globally, understanding diverse spending behaviors across cultures will be essential for market entry and success.

## **8 APPENDIX**

- Executive Summary: A concise summary of key findings, opportunities, and recommendati
- Data Analysis: Detailed analysis of spending behavior, including trends, patterns, and key insights.
- Market Segmentation: Information on how different consumer segments behave in terms of spending
- Conclusion: A summary of the main takeaways and the potential impact on the business.

