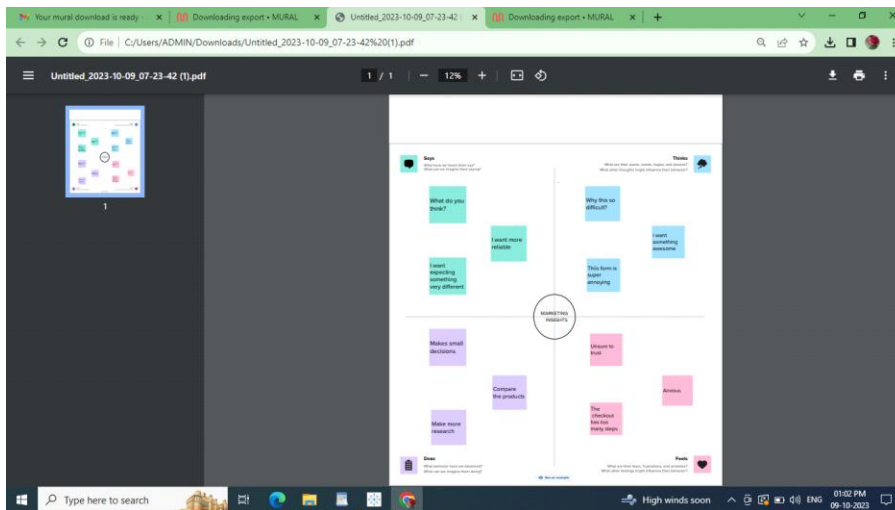


MARKETING INSIGHTS REPORT

INTRODUCTION

Market insights encompass a wide range of information about market dynamics, customer behaviors, trends, and competitive landscapes. These insights are extracted from comprehensive data analysis, which can include customer surveys, industry reports, competitive analysis, and more.

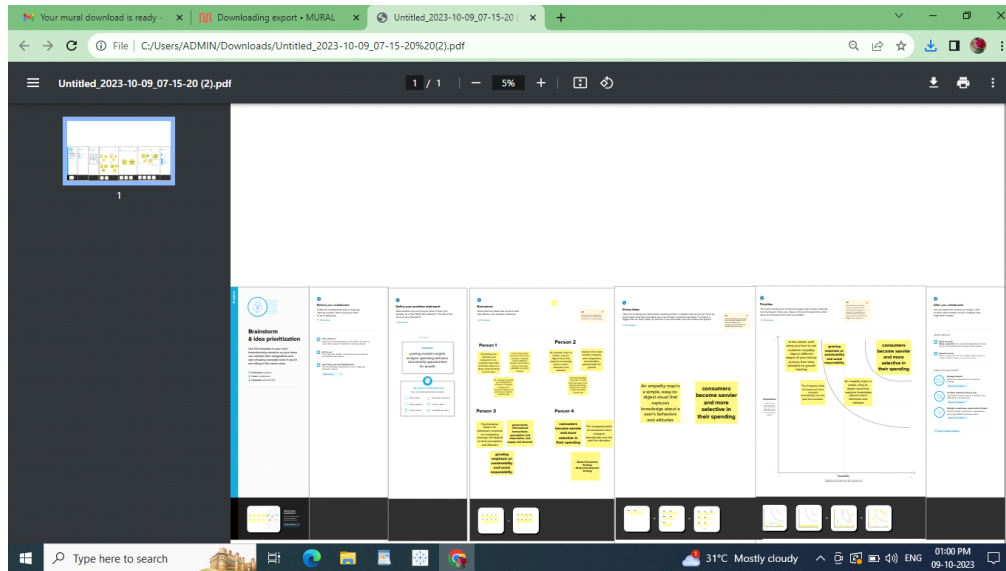
Empathy Map



Analyzing the empathy map can help you identify patterns, contradictions, or gaps in terms of customer needs, pain points, and goals.

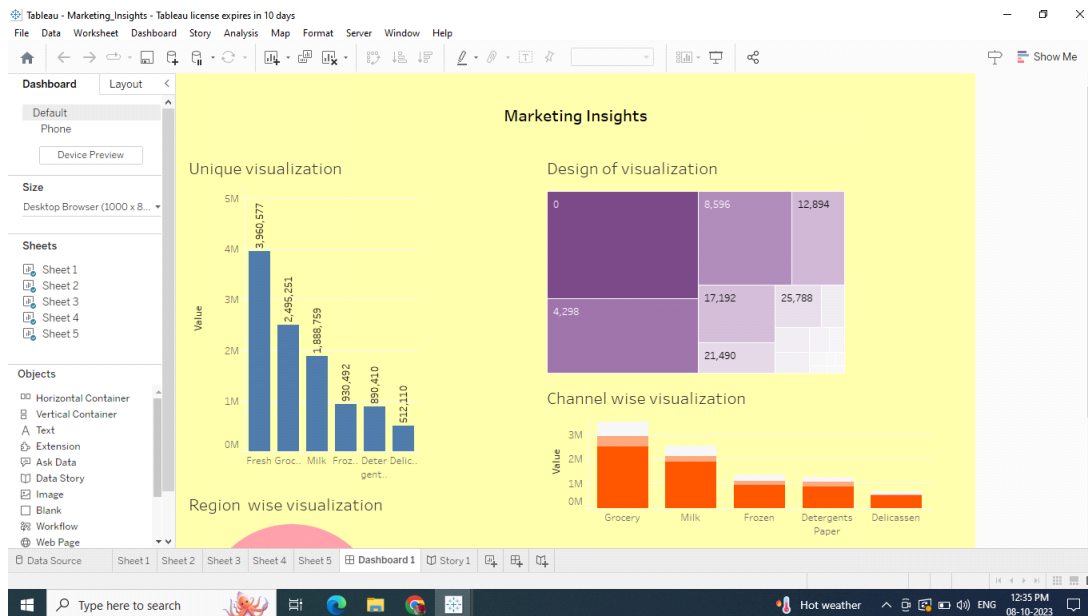
BRAINSTORMING

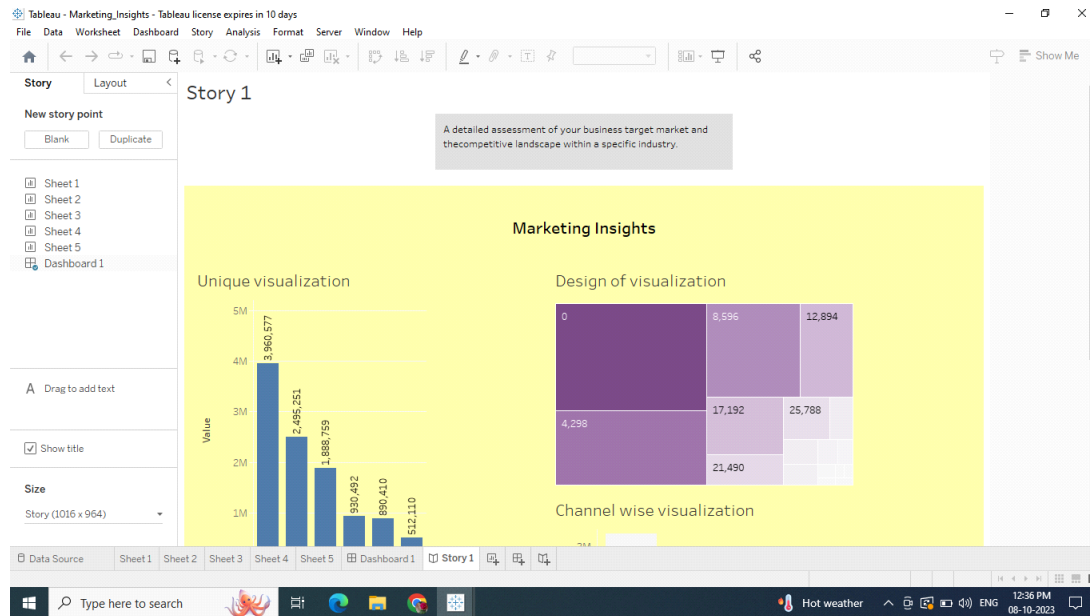
Brainstorming is a problem-solving activity where students build on or develop higher order thinking skills. Encourages creative thought.



RESULT

Finally the project is done with dashboard and story. The dashboard and story are uploaded in Tableau Public. The screenshots are given below.





ADVANTAGES

This analysis can help identify peak hours or days of high demand and optimize driver availability during those times.

Access to unique insights gives organizations a competitive advantage by allowing them to tailor their offerings to meet customer needs.

DISADVANTAGES

The observer's understanding of customer behaviour must be clear. They should be free from bias and have a reliable frame of reference.

The observer's incompetence could compromise the validity and reliability of the observation.

APPLICATIONS

The goal of the field of market insights is to learn about and analyze the market. Data on the market, consumers, and competitors must be gathered, analyzed, and interpreted by individuals in this role.

Their main objective is to give important information and viewpoints to company decision-makers, helping them to make wise decisions and create plans.

CONCLUSION

In conclusion, market research is a critical component of any marketing strategy.

By understanding the needs and behavior of their target market, businesses can develop effective marketing strategies, stay competitive, and make informed decisions about the products and services they offer.

FUTURE SCOPE

Technological innovation and advancement will further optimize the performance of the product, making it more widely used in downstream applications. Moreover, Consumer behavior analysis and market dynamics (drivers, restraints, opportunities) provides crucial information for knowing the Digital Fitness market.