

1.INTRODUCTION

1.1 OVERVIEW

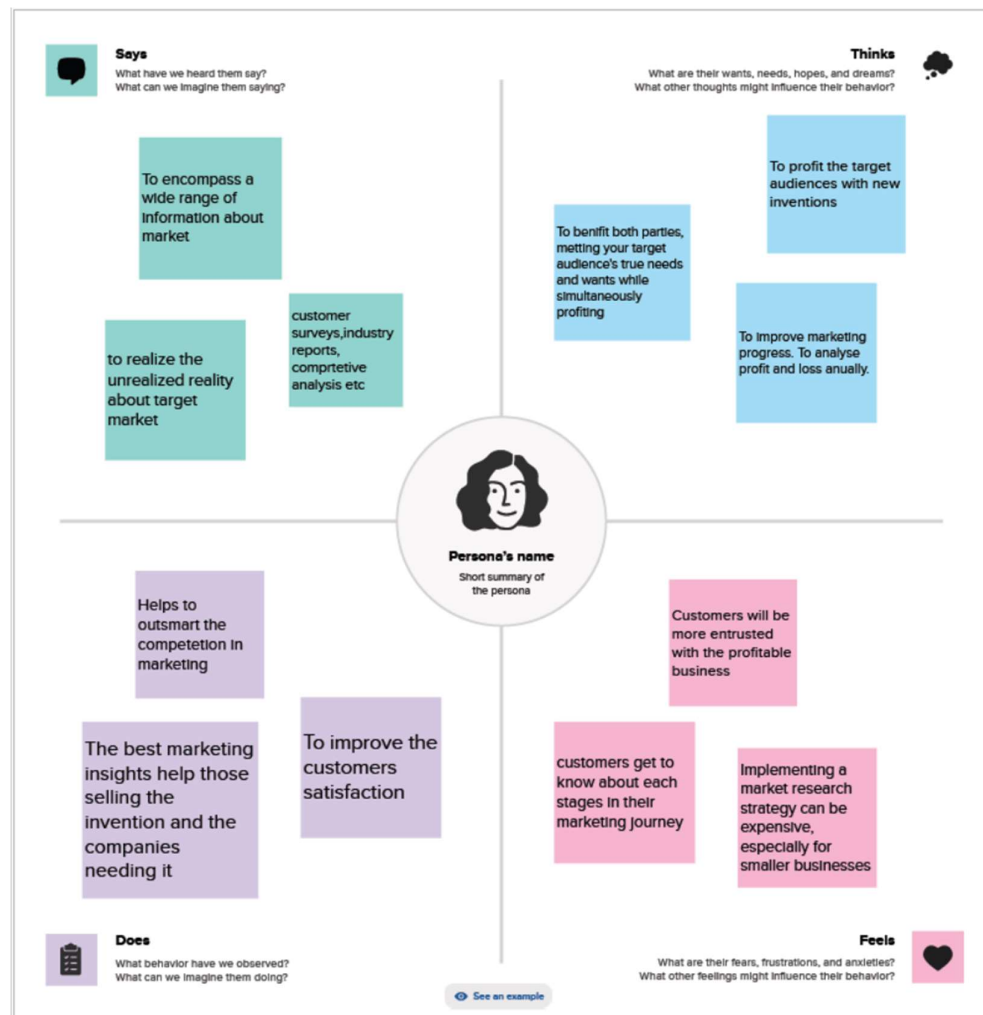
Our project is under the topic UNVEILING MARKET INSIGHTS : Analysing spending behaviour and identifying opportunities for growth .The primary objective of our project is to study customer spending patterns ,preferences and trends across various dimensions .We have done comprehensive analysis proving that businesses can optimize their marketing strategies ,improve product offerings and enhance customer engagement to drive revenue growth.

1.2 PURPOSE

This project is aimed to improve the marketing progress and growth opportunities .The basic purpose of this project is to meet and satisfy the target customer's needs and wants .

2.PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTORMING MAP

Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- ⌚ 10 minutes to prepare
- ⌚ 1 hour to collaborate
- 👤 3-8 people recommended

40

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

- ⌚ 10 minutes

1 Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

3 Learn how to use the facilitation tools

Use the Facilitation Supportpage to run a happy and productive session.

[Open article](#) →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

- ⌚ 5 minutes

Focus on

How might we analyse and describe meaningful growth opportunities?

Key rules of brainstorming

To run an smooth and productive session

- 🗣️ Stay in topic. 🗣️ Encourage wild ideas.
- 🗣️ Delay judgment. 🗣️ Listen to others.
- 🗣️ Go for volume. 🗣️ If possible, be visual.

1

Brainstorm

Write down any ideas that come to mind that address your problem statement.

- ⌚ 10 minutes

Tip

You can submit a sticky note and let the facilitator take it down to your channel!

Person 1

from user reviews and feedback

analysing the product demand

researching on the best raw materials

developing a multifunctional product

introducing best quality product

updating and enhancing the drawbacks

Person 2

Person 3

promoting products with effective advertisement

offering free samples for customer knowledge

advertising marketing through social media

Person 4

providing best onsite customer service

reasonable price based on quality

10 days return policy and 100% refund on return

Group ideas

Take turns sharing your ideas while clustering similar or related ones as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

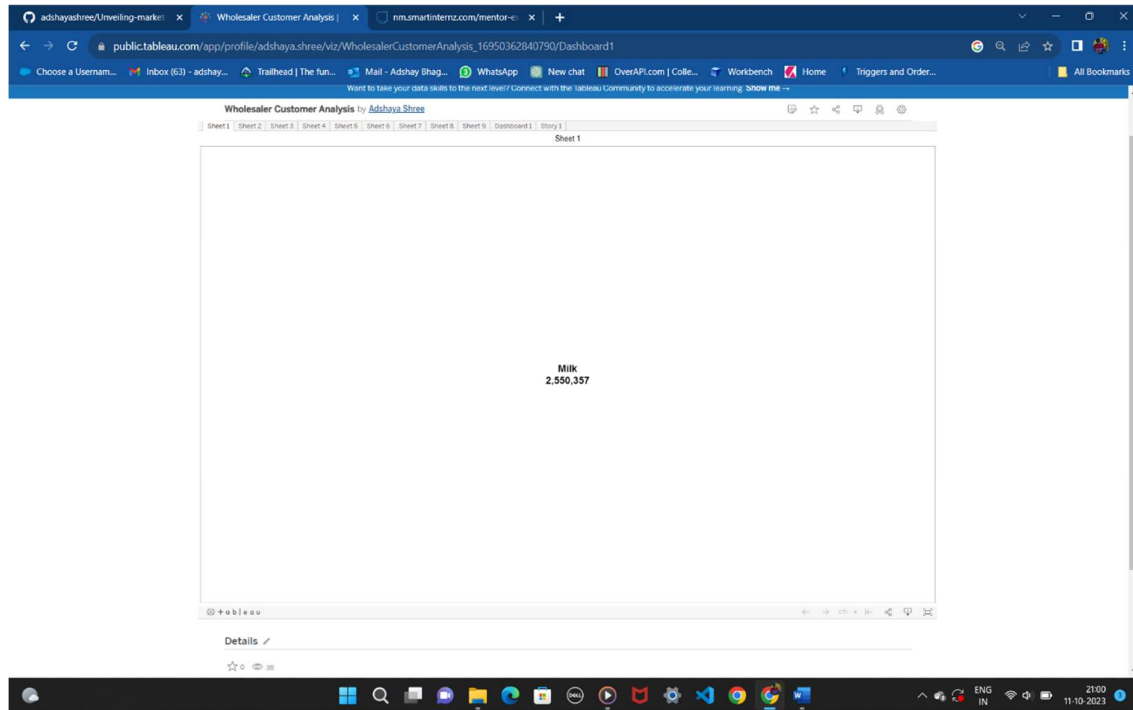
- Show the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to your drive.

Keep moving forward

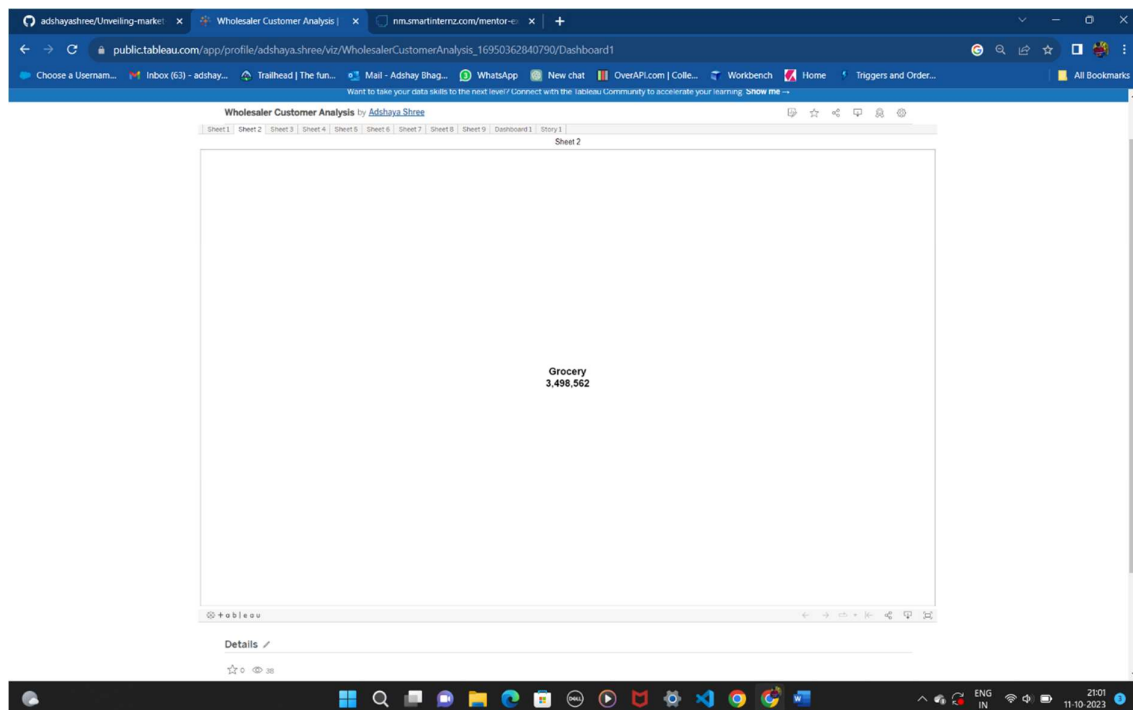
- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Visualize customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats (SWOT) to develop a plan**
[Open the template](#)

[More templates featured](#)

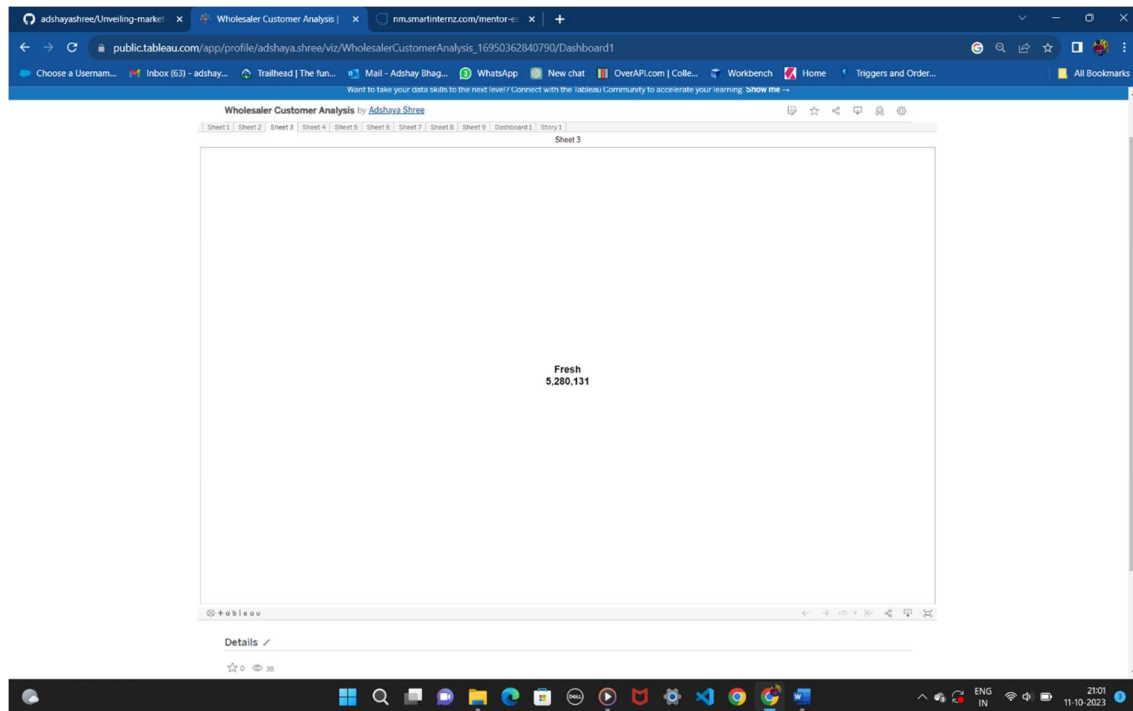
3 RESULT



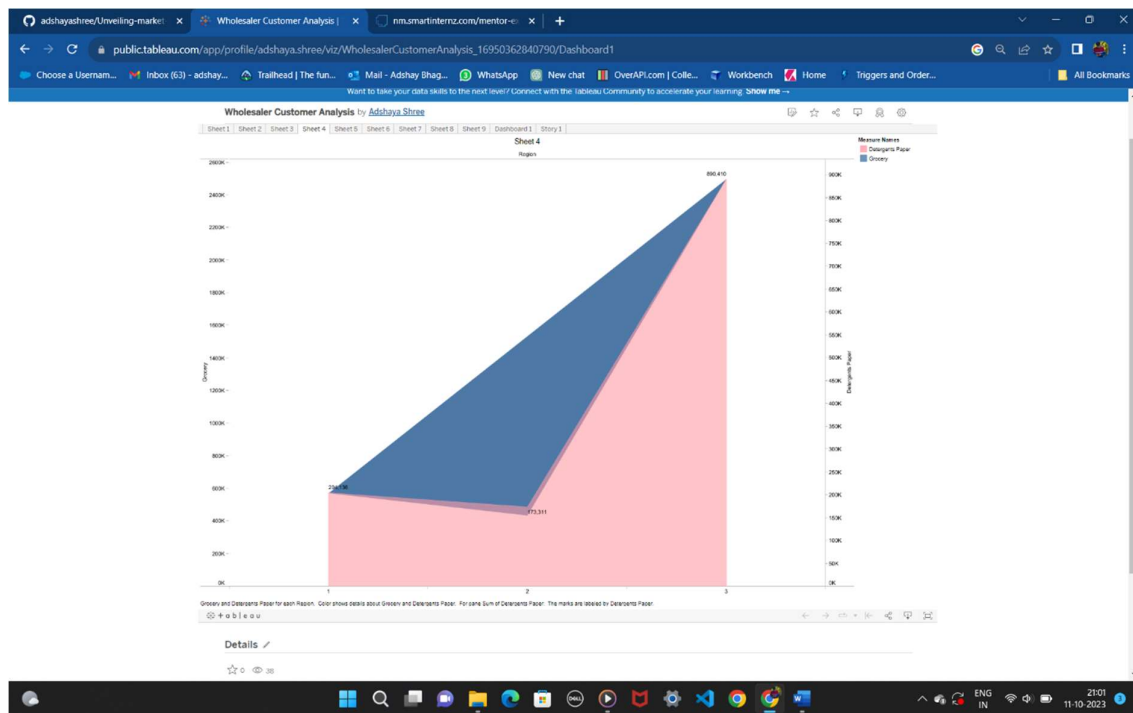
This is the KPI of the product milk.



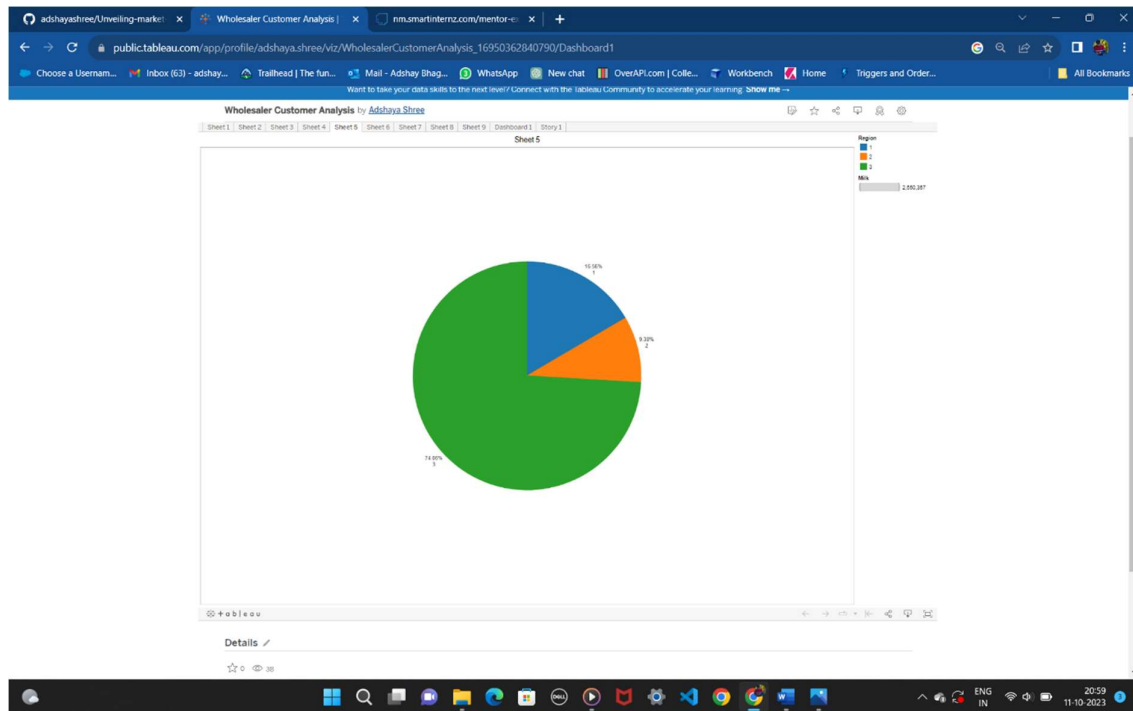
This is the KPI of the grocery products.



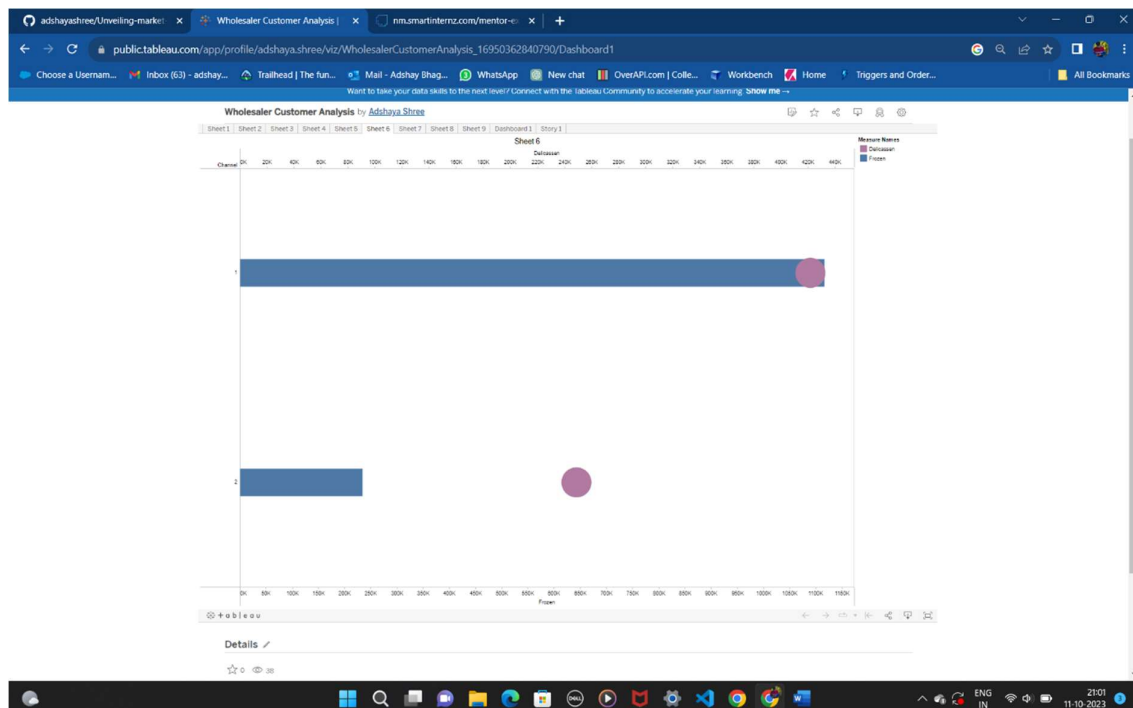
This is KPI value of fresh products.



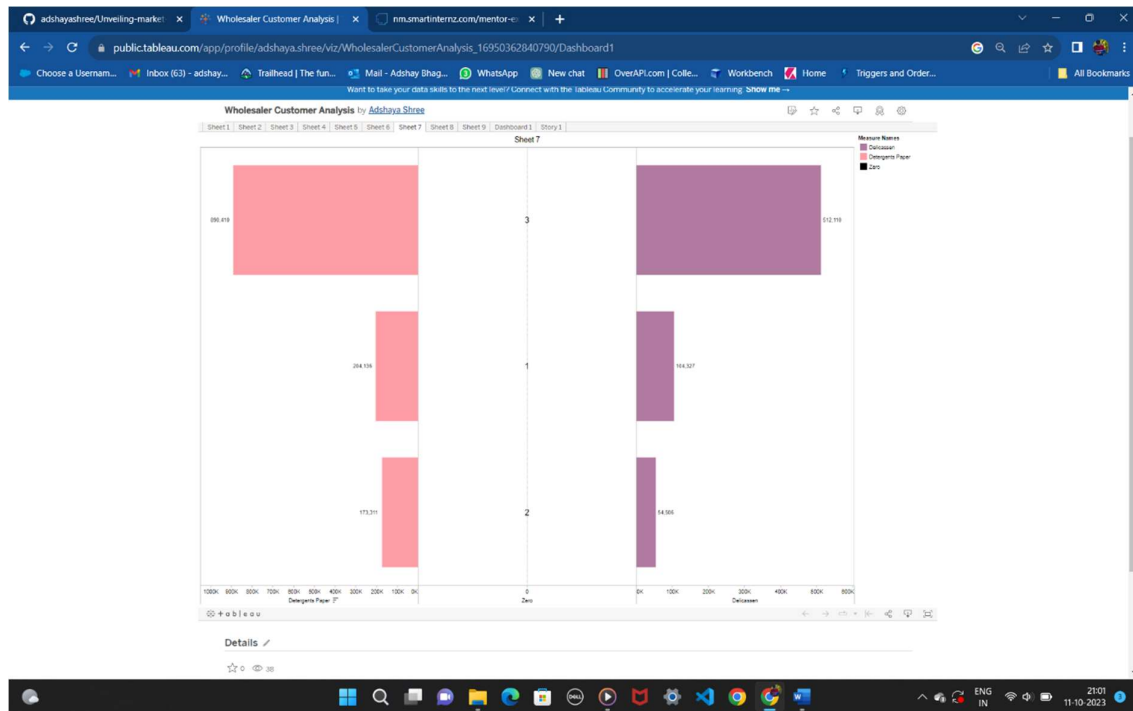
This is region wise data of detergent paper and grocery products.



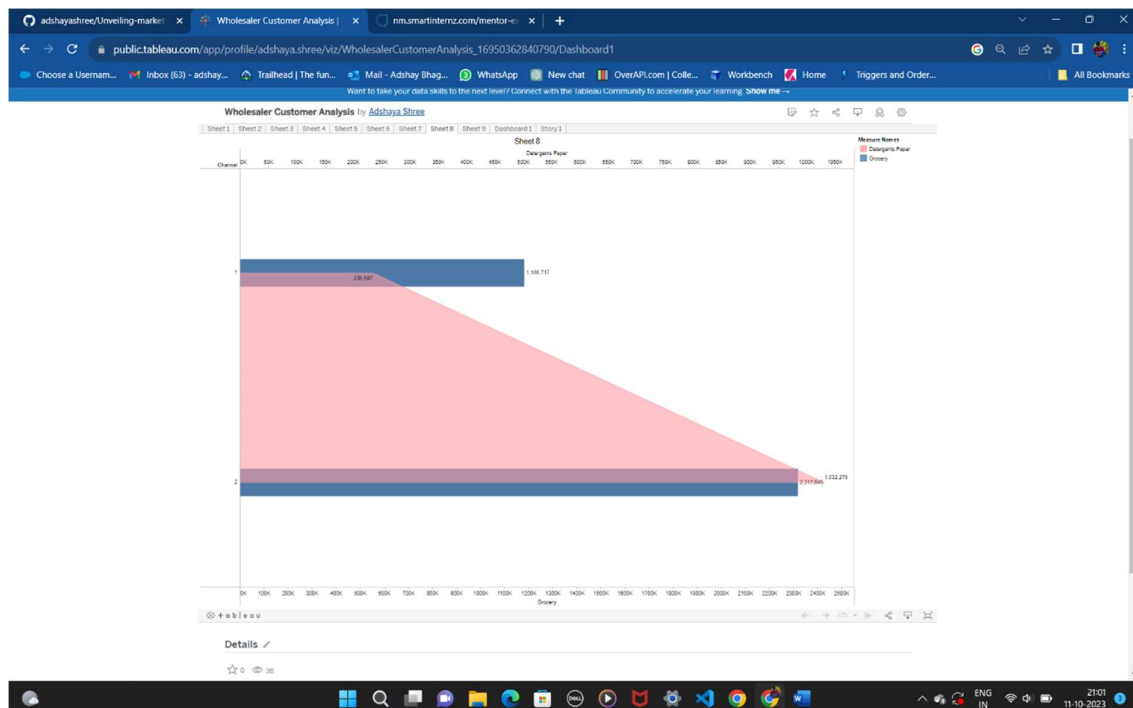
This is the region wise data of the product milk.



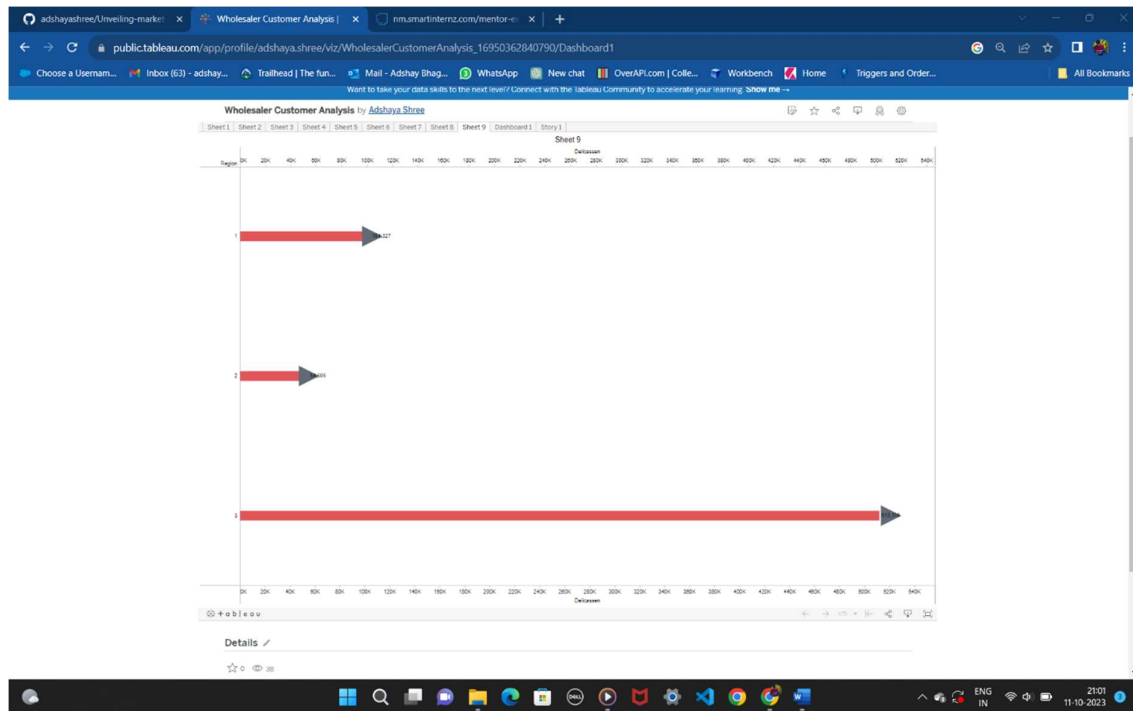
This is the channel wise data representation of delicatessen and frozen products.



This is the region wise data of delicatessen and detergent.



This is the channel wise representation of detergent paper and grocery.



This is the region wise data of delicatessen.

4 ADVANTAGES AND DISADVANTAGES

4.1 ADVANTAGES

1. Acquiring or getting new customers is the main advantage of marketing strategy.
2. It helps to research on the outcome of a marketing strategy before implementing it.
3. It helps in expressing the purpose of our business by conveying the vision to the Customers.

4.2 DISADVANTAGES

1. Using marketing strategies in a small business maybe expensive.
2. Lack of resources can cause such strategy to produce low profit in the markrtng which is a waste of time and effort

5 APPLICATIONS

Companies can use market research to test new products or to get information from consumers about what kinds of products or services they need and don't currently have.

For example, a company that's considering starting a business might conduct market research to test the viability of its product or service.

6 CONCLUSION

We have brought out various marketing strategies to outsmart the competition in the field of business. Analysing the outcome of a decision or change made in business can help to prevent the loss in our economy.

7 FUTURE SCOPE

It can help to improve the gaps in the growth and development of marketing. The data analysis of KPI can help to predict the loss or increase in the performance of the sales and purchasing of products. It is the best method to create a reporting system to track the KPIs.