



UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

INTRODUCTION:

OVER VIEW

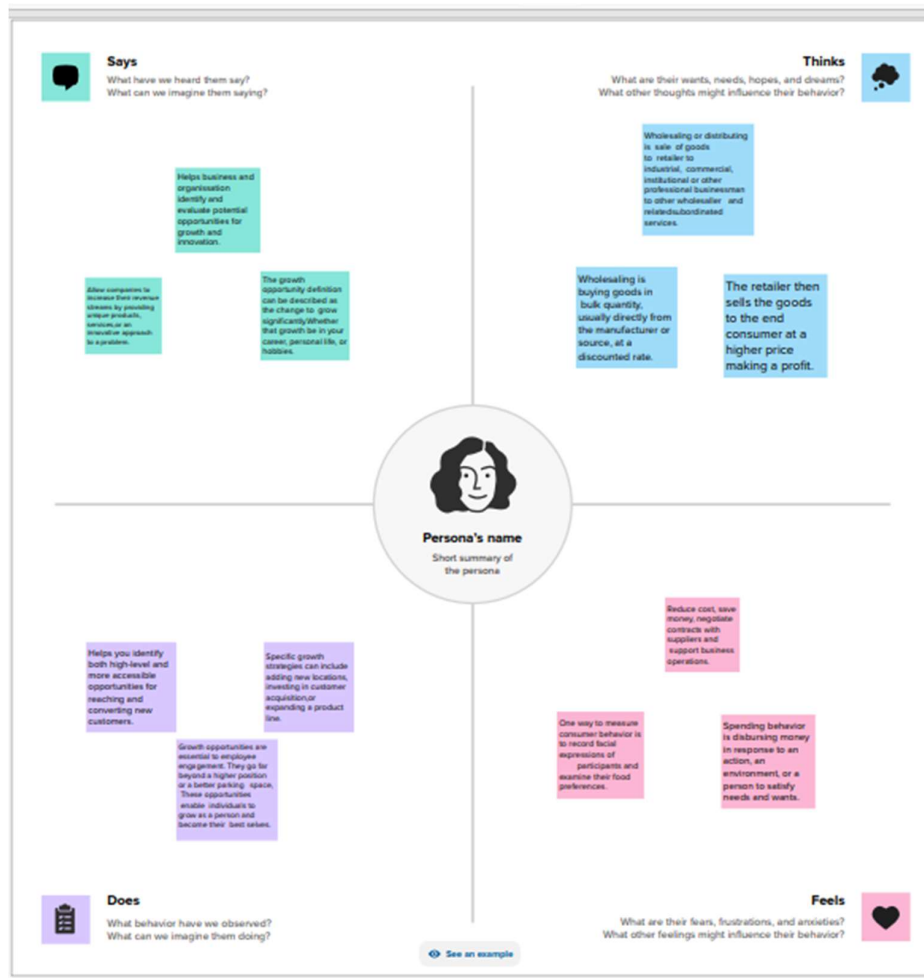
- ❖ **Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth. Creating Dashboard, Story using Tableau and analyzing Spending Behaviour and Identifying Opportunities for Growth.**
- ❖ **Marketers identify markets' common interests by classifying consumer's demographic, geographic and psychographic information.**

PURPOSE:

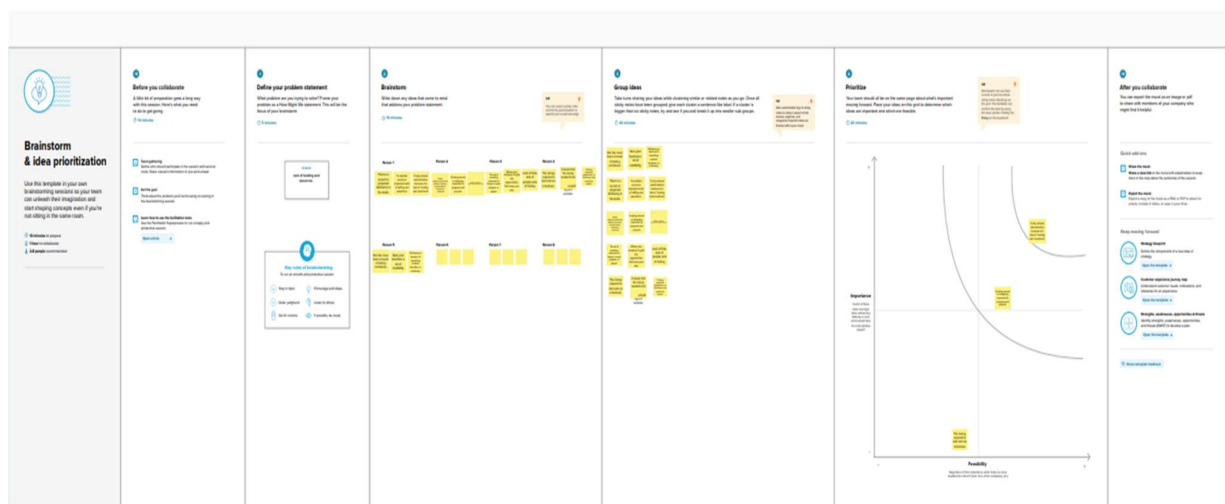
- ❖ **Securing funding from investors.**
- ❖ **Making solid business decisions.**
- ❖ **Determining new business opportunities.**
- ❖ **Avoiding business failures.**

PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP:

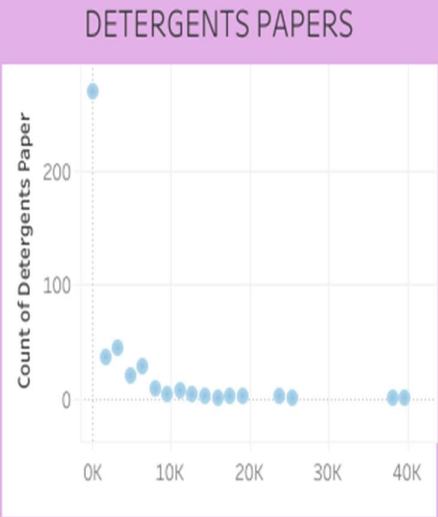
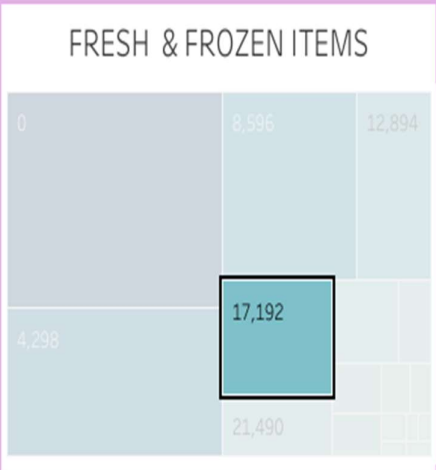
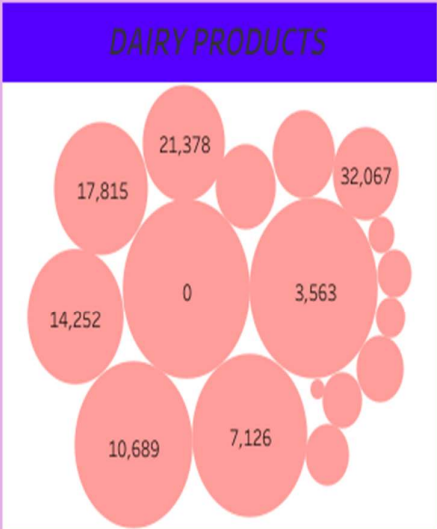
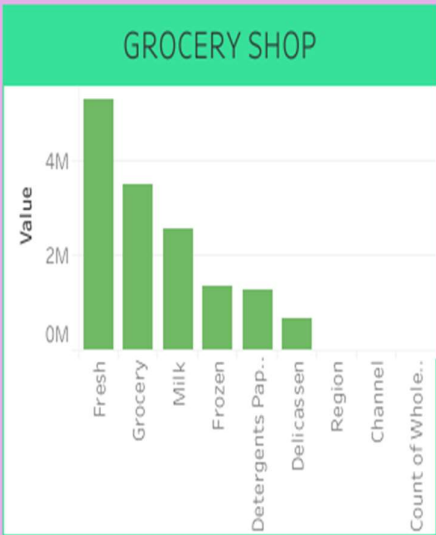


IDEATION & BRAINSTORMING MAP

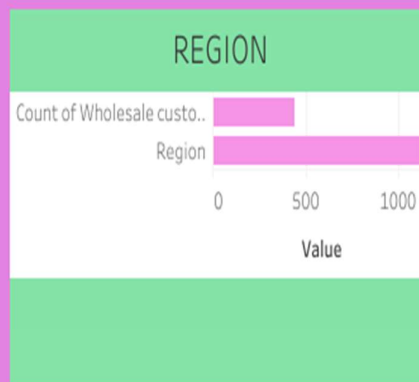
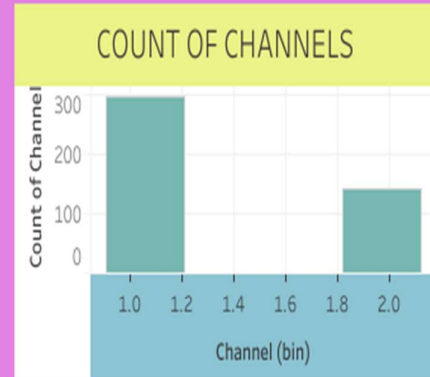


RESULT:

DASHBOARD 1



DASHBOARD 2



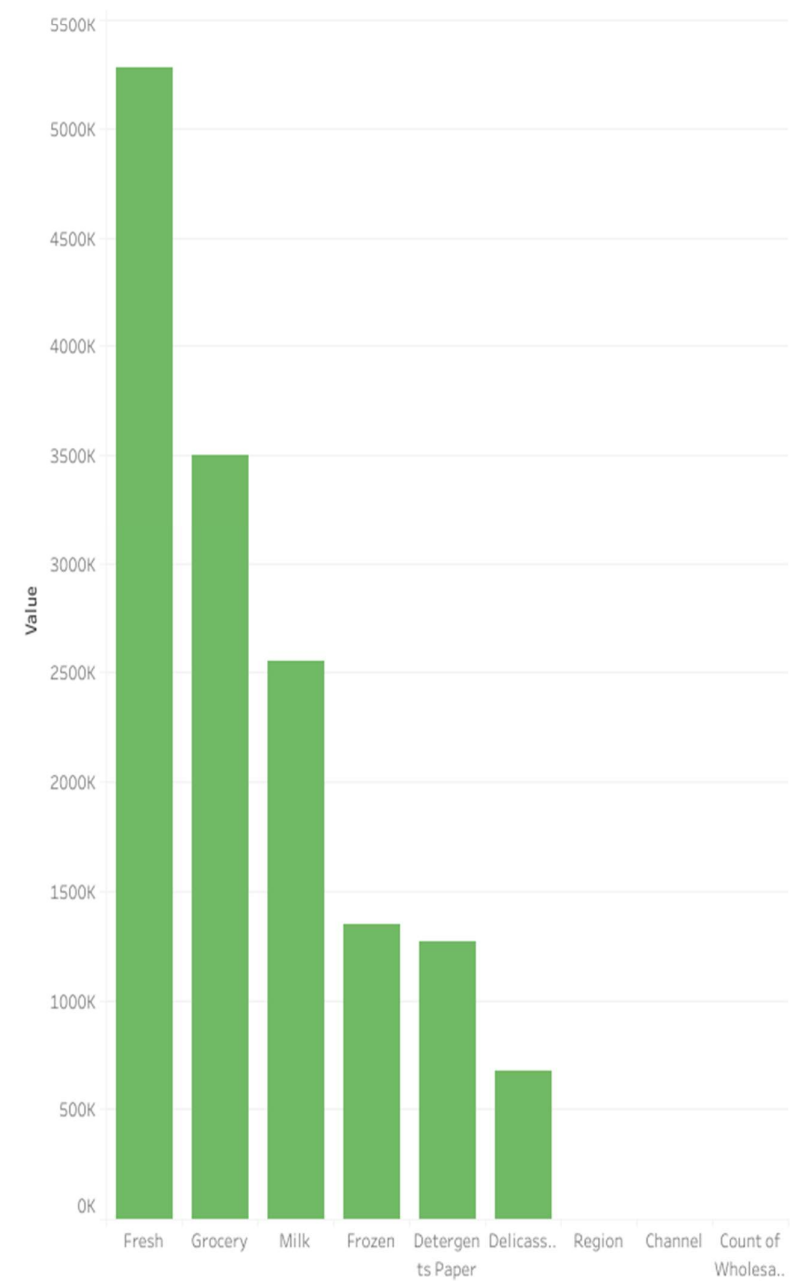
Story 1

THIS VISUALIZATION IS ABOUT THAT THE G..

THIS CHART REPRESENT THAT HO..

THIS BAR REPRESENTS THAT FROZEN ITEMS ..

THIS GRAPH TELLS ABOUT COUNT OF DE..



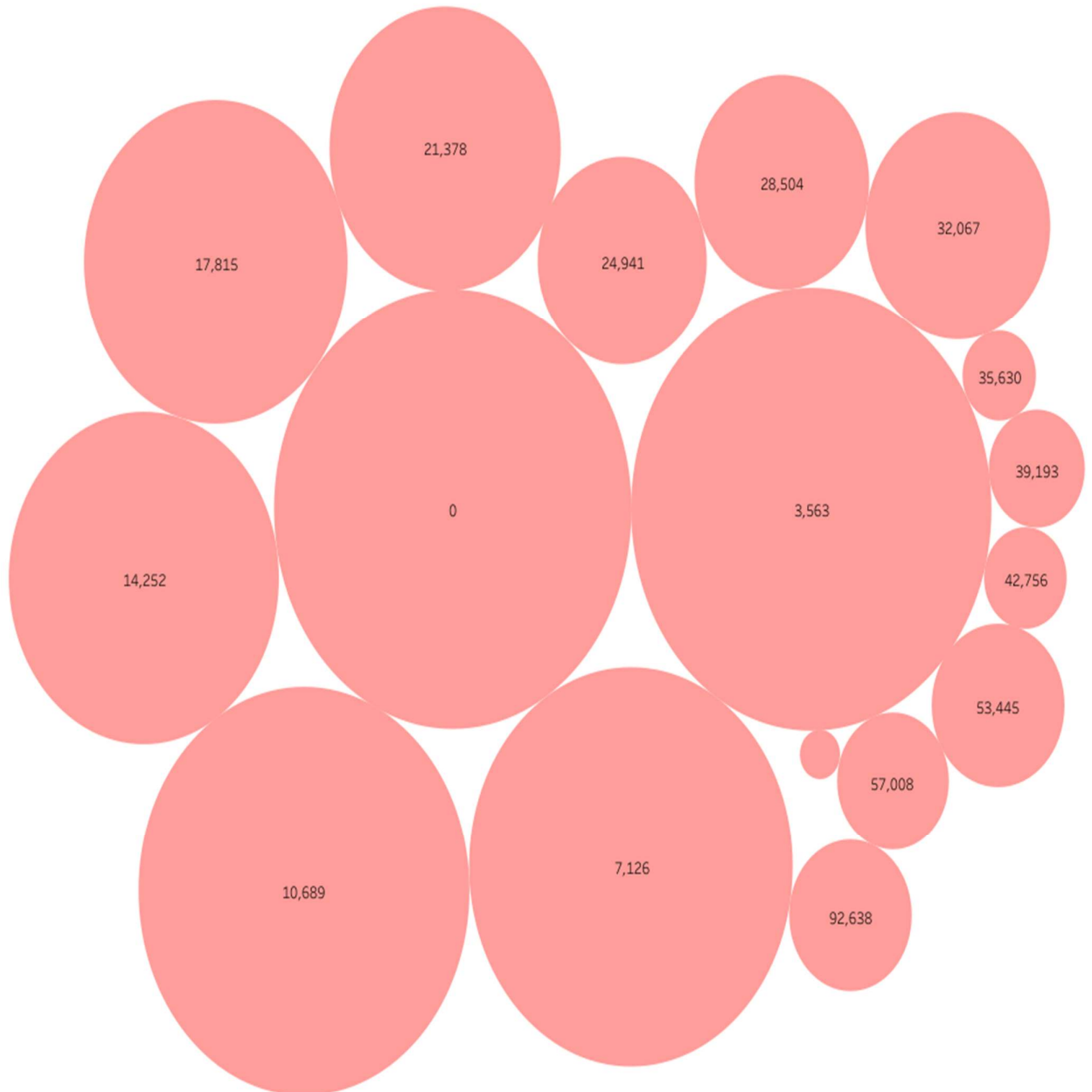
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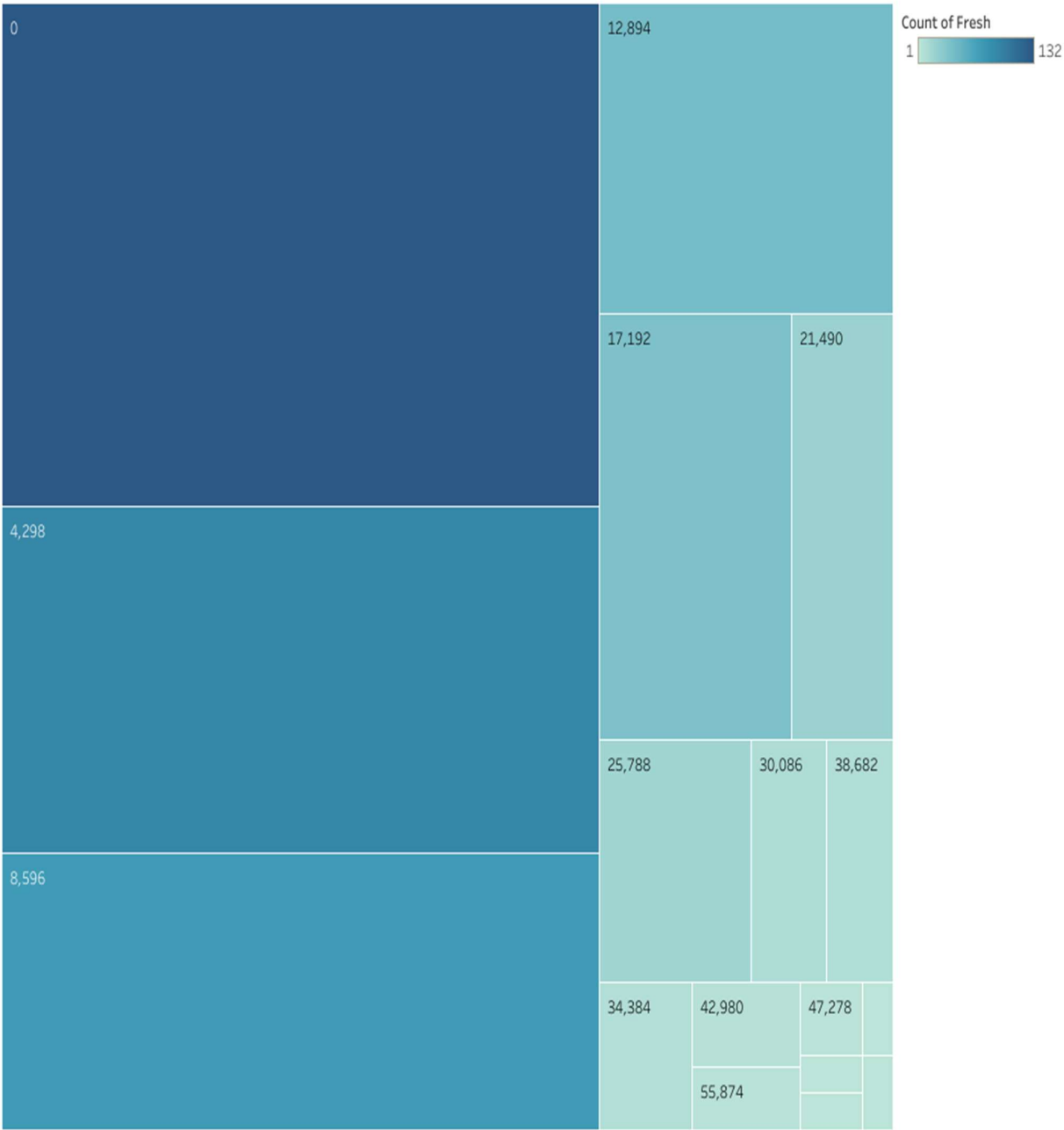
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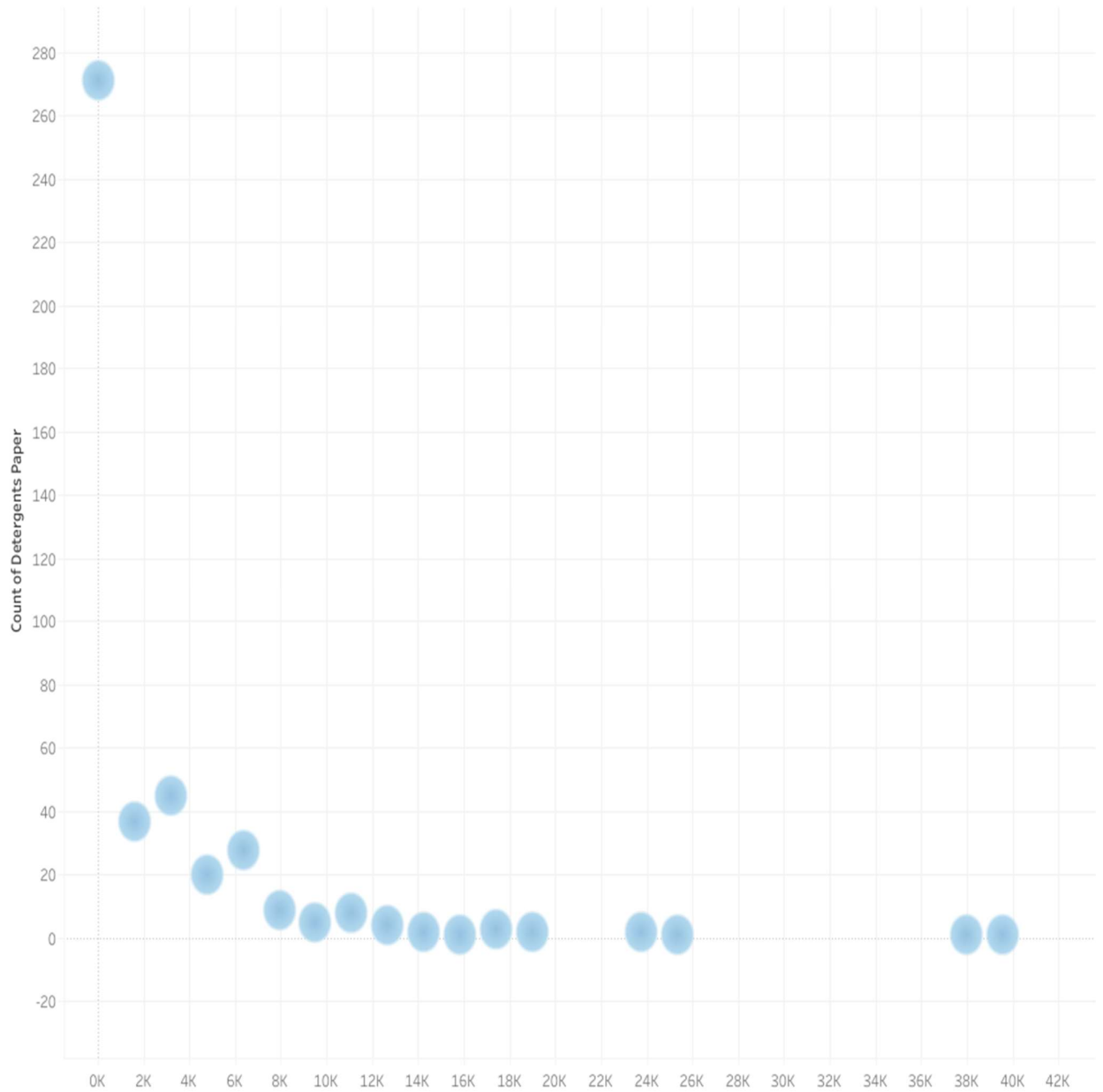
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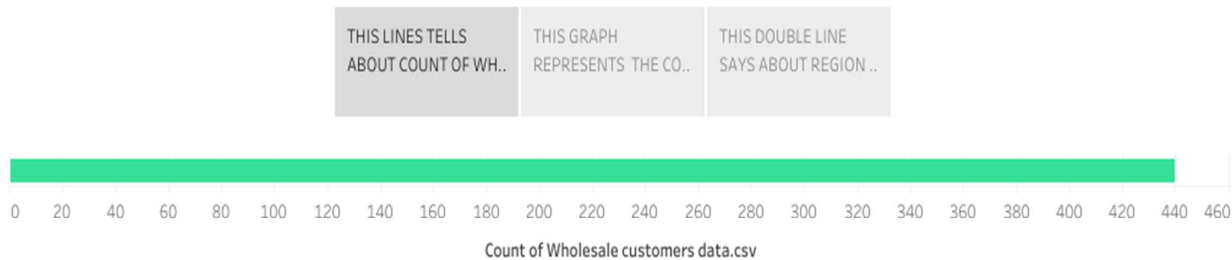
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Story 2

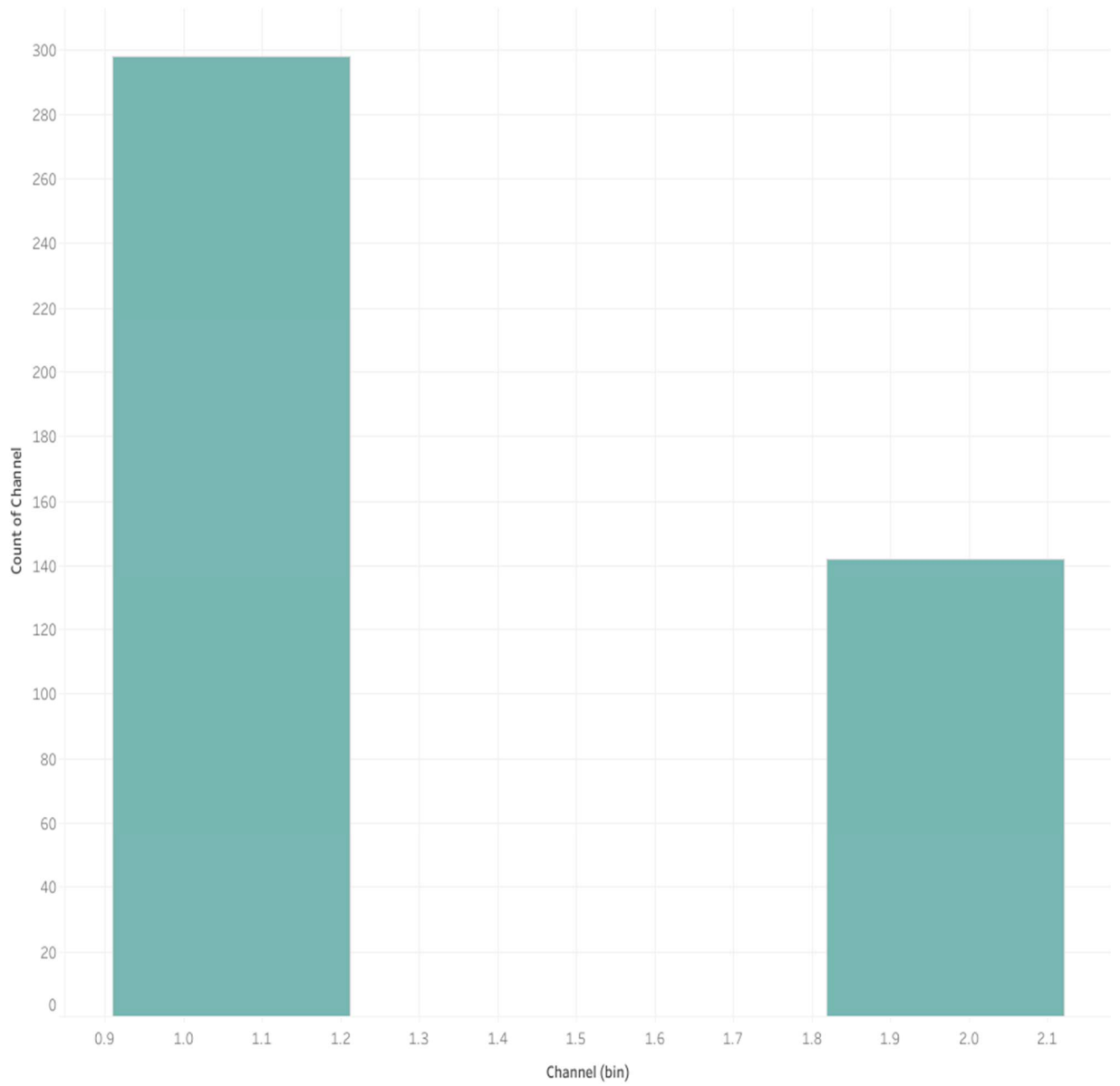


Story 2

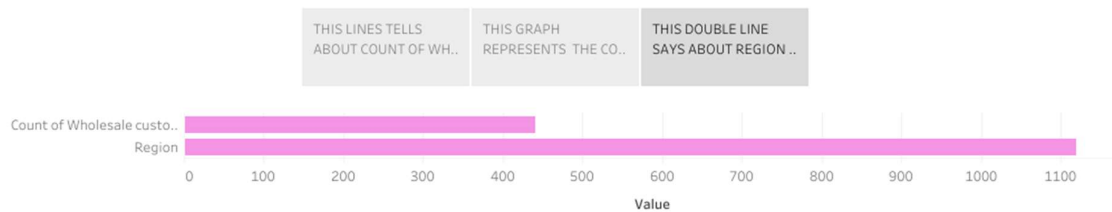
THIS LINES TELLS
ABOUT COUNT OF WH..

THIS GRAPH
REPRESENTS THE CO..

THIS DOUBLE LINE
SAYS ABOUT REGION ..



Story 2



ADVANTAGES:

- ❖ Growing your sales. When you employ good marketing tactics, you will make more sales. ...
- ❖ Using and managing your reputation. ...
- ❖ Audience marketing benefits. ...
- ❖ You earn trust. ...
- ❖ Knowing what works. ...
- ❖ Learning the marketplace.

DISADVANTAGES:

- ❖ Public goods. ...
- ❖ Market control. ...
- ❖ Imperfect information in the market. ...

- ❖ Use of legislation. ...
- ❖ Price mechanism

CONCLUSION:

- ❖ As a conclusion, the marketing concept is the philosophy where each and every firm should analyze the needs of their customers and make good decisions in order to satisfy their needs.
- ❖ conducting effective market research is essential for analyzing consumer behavior and gaining valuable insights into their preferences, needs, and motivations.

FUTURE SCOPE:

- ❖ The scope of marketing management involves providing after-sales support to consumers to retain their business, build brand loyalty, and boost the business's image.