SMARTBRIDGE
Let's Bridge the Gap

Smart
Internz

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

Project Based Experiential Learning Program

Marketing

COUNSELING

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.
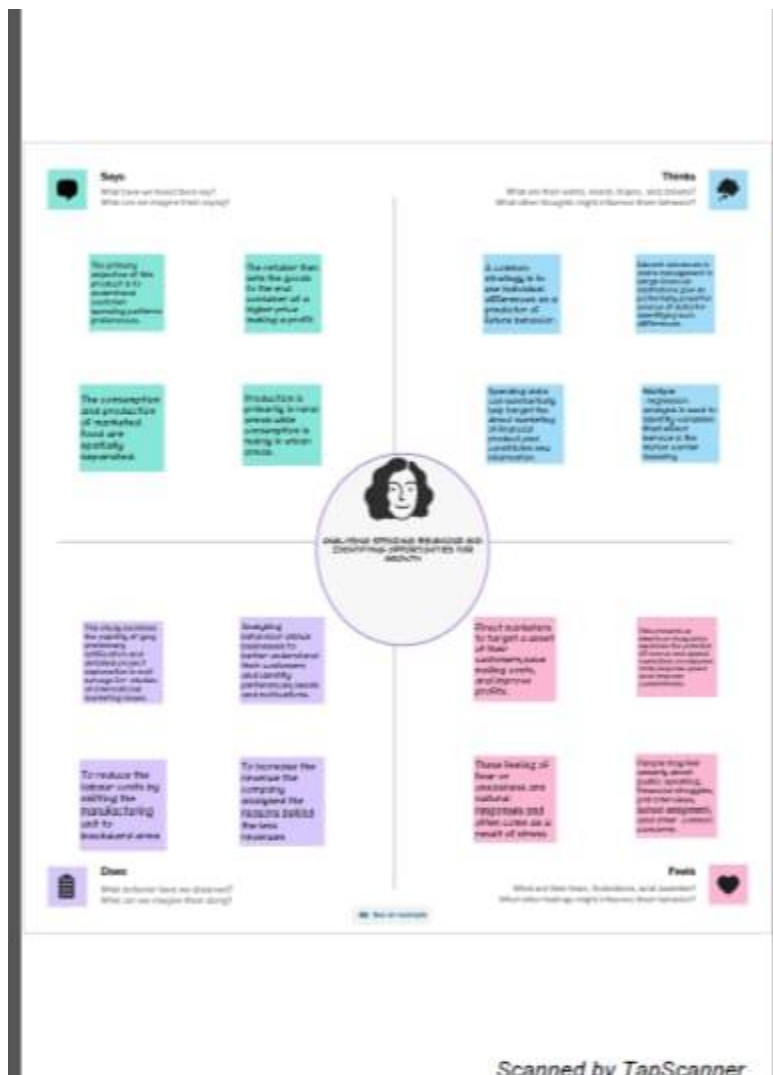
The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas.

Milestone 1: Define Problem / Problem Understanding
Activity 1: Specify the business problem

Refer Project Description

EMPATHY MAP:

BRAIN STROMING:

Activity 2: Requirements

Analyzing spending behavioí and identifying oppoítunities foí gíowth can píovidecíucial

maíket insights foí businesses looking to optimize theií stíategies and incíease maíket shaíe.

Píicing Optimization: Analyze the íelationship between píicing and spending behavioí to identify píicing stíategies that maximize íevenue while maintainingcustomeí satisfaction.

Puíchase Patteíns: Analyze the fíequency and timing of customeí puíchases toidentify seasonal tíends oí patteíns that can guide inventoíy management and maíketing campaigns.

Competitoí Analysis: Compaíe youí spending behavioí data with competitoís to undeístand youí maíket position, píicing stíategies, and aíeas wheíe you can gain acompetitive advantage.

For this Created KPI's and interactive Visualizations and Dashboard and story Board to bring clean and deep understanding of the data.

Activity 3: Literature Survey

A literature survey is a method of researching existing literature and studies related to a specific topic. In the context of Measuring Success in Talent Management, a literature survey would involve reviewing studies and articles that have been published on the topic of Wholesaler a customer. The literature survey would include sources such as academic journals, industry reports, and online articles. It would aim to identify key performance indicators (KPIs) and metrics that are commonly used to measure wholesaler customers. The literature survey would also explore any existing research on The Tableau HR Scorecard: Measuring Success in Talent Management specifically, and would aim to identify any unique challenges.

Activity 4: Business Impact

It shows the information about the data and shows the weak regions and channels and helps to improve the weakness and helps where to improve. By this the wholesaler makes plans to transport the goods and where to transport more goods. And what type of goods are selling more in which region and channel.

Social Impact:

- Personalization and Targeted Marketing: With insights from spending behavior

analysis, businesses can personalize marketing efforts and promotions. This targeted marketing approach reduces unnecessary advertising noise and enhances the relevance of promotional messages for consumers.

- Economic Growth and Job Creation: As businesses identify growth opportunities and optimize their strategies, they often experience increased revenue and expansion. This can lead to economic growth and job creation, benefiting local communities and contributing to the overall prosperity.

Business Impact:

- Revenue Growth: Leveraging market insights to identify growth opportunities can lead to increased sales and revenue for businesses. Understanding customer preferences and optimizing product offerings can attract more customers and improve customer retention.
- Cost Optimization: Data-driven decision-making allows businesses to allocate resources more efficiently. By identifying underperforming products or unprofitable channels, businesses can optimize costs and improve their bottom line.

Milestone 2: Data Collection & Extraction

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Activity 1: Collect the dataset

Please use the link to download the dataset:

Activity 1.1: Understand the data

Data contains all the meta information regarding the columns described in the CSV file. we have provided CSV file:

Wholesaler Customer Data.Csv

Column Description

Region: It is dimension Data in Wholesaler data.

Channel: It is also a Dimension data.

Fresh: It is a product in data and it measures the selling quantity of fresh.

**Milk:** It is measured and shows the quantity of selling Milk.

Grocery: combination of products used to Prepare food comes under measure.

Frozen: food that has been subjected to rapid freezing and it is measured.

Detergent paper: It is also a measure in the wholesaler customer data.

Delicatessen: It is also one of the products sold by the wholesaler.
Activity 2:Connecting Dataset to Tableau.
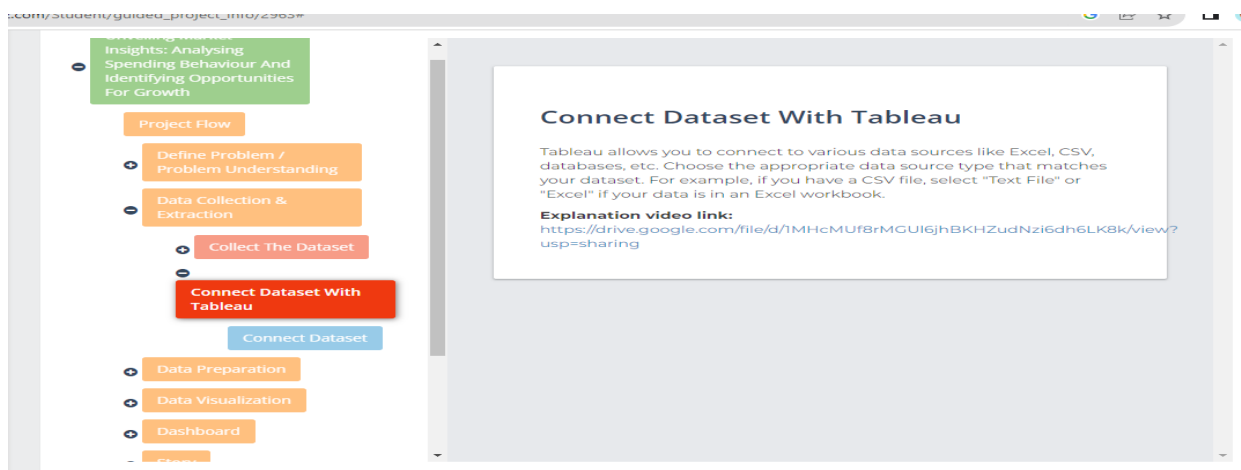
Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

Data modules are containers that describe data and rules for combining and shaping data to prepare it for analysis and visualization in Tableau. Data module sources. Data modules can be based on data servers, packages, uploaded files, data sets, and other data modules.

Milestone 4: Data Visualization

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

Activity 1: No of Unique Visualizations

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and efficiency of a project include bar charts, line charts, heat maps, scatter plots, pie charts, Maps, etc. These visualizations can be used to compare performance, track changes over time, and show distribution, and relationships between variables.
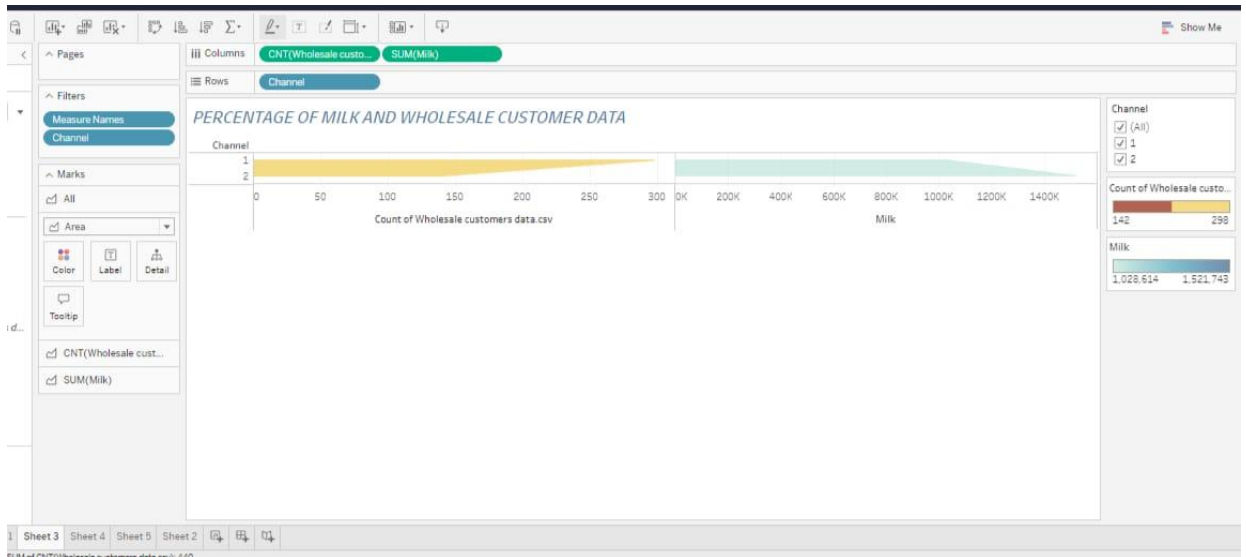
- **Activity 1.1: Region wise availability of fresh foods and milk:**
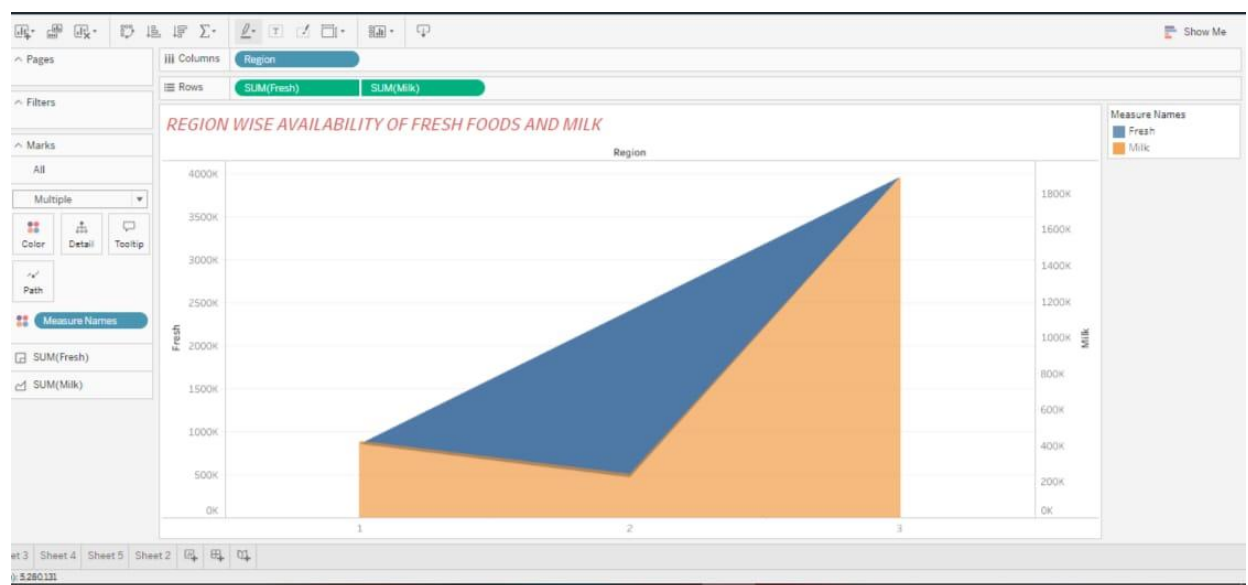
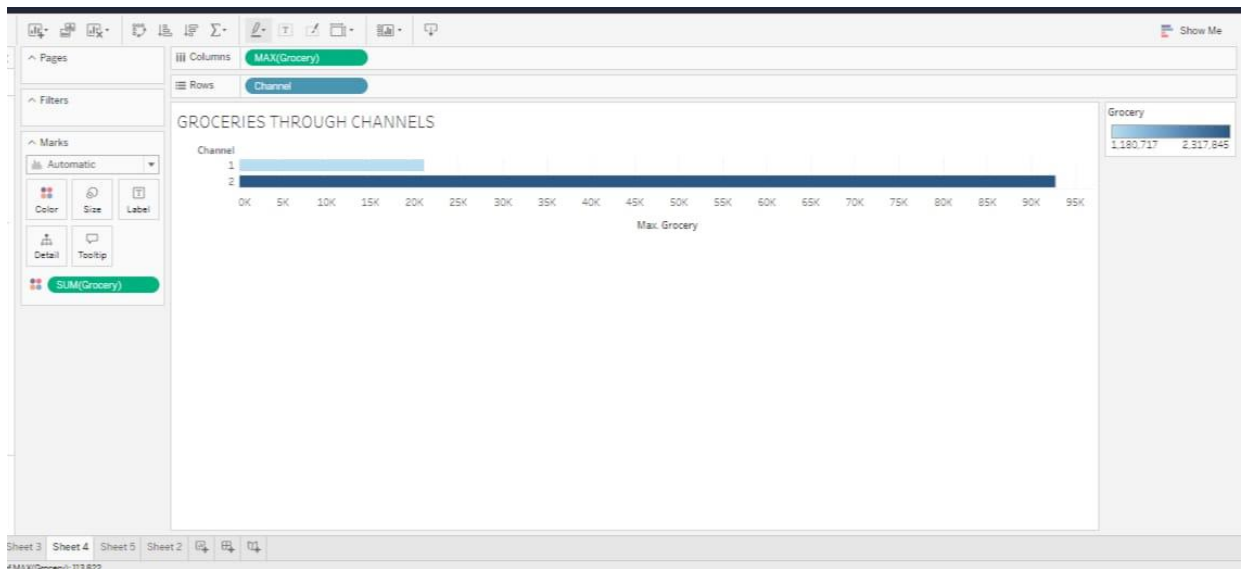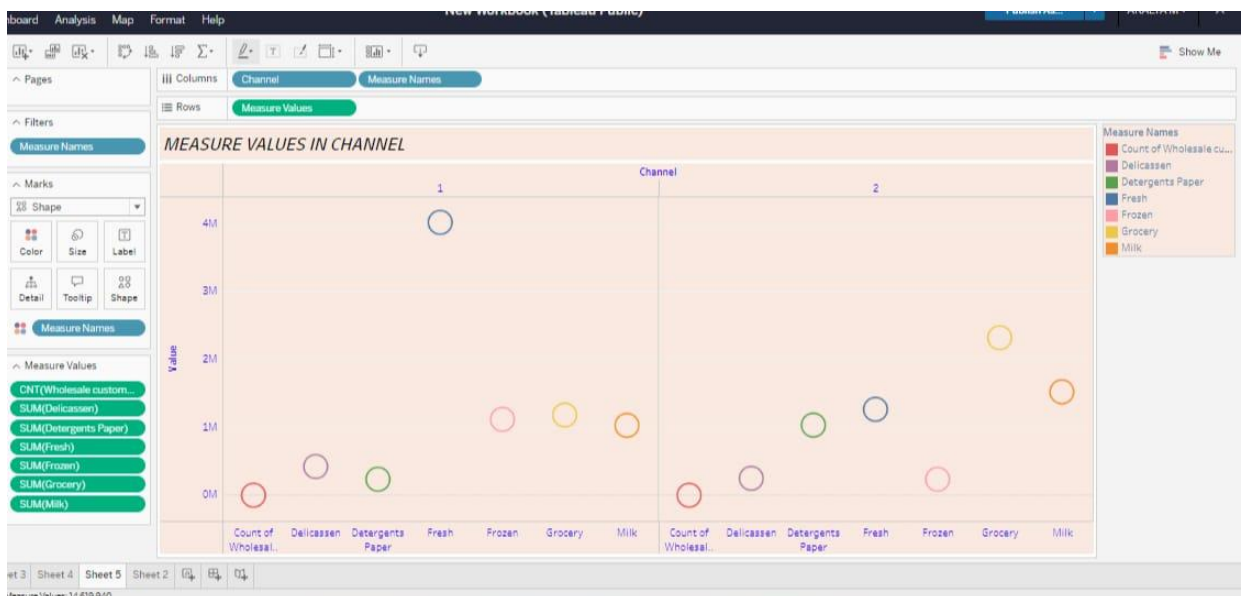
- **Activity 1.2: Detergent paper and grocery**
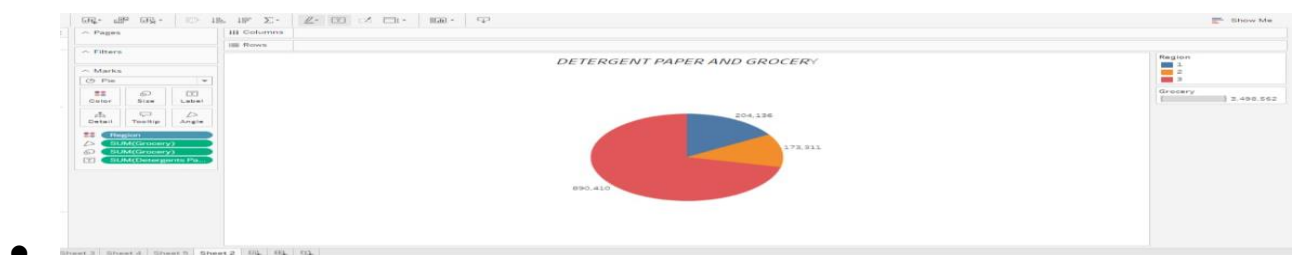
- **Activity 1.3:Percentage of milk and wholesale customer data:**

- **Activity 1.4: Groceries through channels:**

- **Activity 1.5: Measure values of channel:**

Milestone 5: Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.
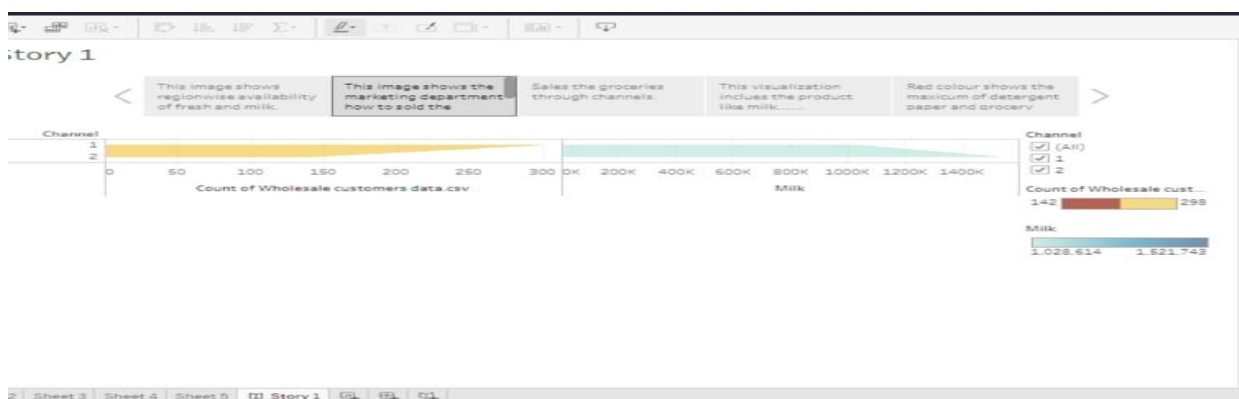
Activity :1- Responsive and Design of Dashboard.

Once you have created views on different sheets in Tableau, you can pull them into a dashboard.

Milestone 6: Story

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos

Story 1

This image shows regionwise availability of fresh and milk. | This image shows the marketing department how to sold the | Sales the groceries through channels. | This visualization inclues the product like milk...... | Red colour shows the maxicum of detergent paper and grocery

Region
1
2
3

Grocery
3,498,562

204,136

173,311

Sheet 2 | Sheet 3 | Sheet 4 | Sheet 5 | Story 1

rgents Paper): 1,267,857

to search

Story 1

This image shows regionwise availability of fresh and milk. | This image shows the marketing department how to sold the | Sales 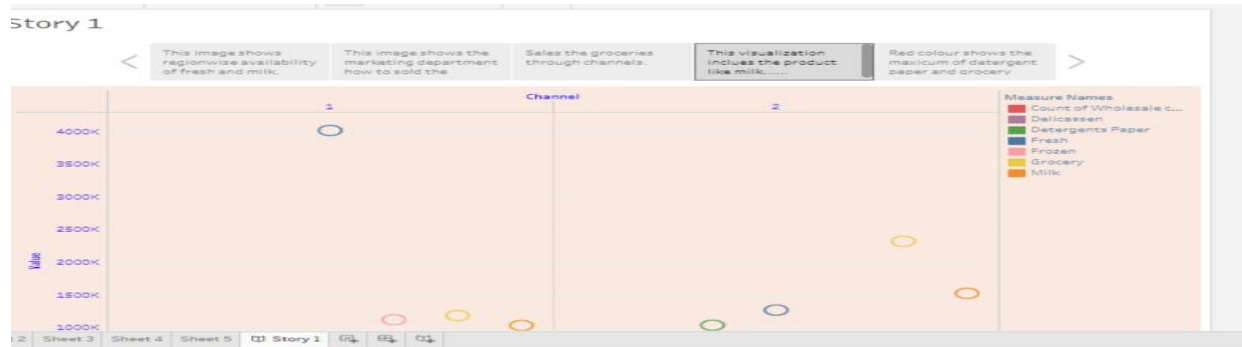the groceries through channels. | This visualization inclues the product like milk...... | Red colour shows the maxicum of detergent paper and grocery

Region

Measure Names
Fresh
Milk

4000K
3500K
3000K
2500K
2000K

1800K
1600K
1400K
1200K
1000K

Fresh

Milk

Sheet 2 | Sheet 3 | Sheet 4 | Sheet 5 | Story 1

Story 1

This image shows regionwise availability of fresh and milk. | This image shows the marketing department how to sold the | Sales the groceries through channels. | This visualization inclues the product like milk...... | Red colour shows the maxicum of detergent paper and grocery

Channel
1
2

0   50   100   150   200   250   300   0K   200K   400K   600K   800K   1000K   1200K   1400K
Count of Wholesale customers data.csv   Milk

Channel
(All)
1
2

Count of Wholesale cust...
142   298

Milk
1,028,614   1,521,743

Sheet 3 | Sheet 4 | Sheet 5 | Story 1

Story 1

Story 1

Milestone 7: Performance Testing

Activity 1: Amount of Data Rendered to Tableau

- The amount of data that is rendered to a Tableau depends on the size of the datase

Activity 2: Utilization of Data Filters

Activity 3: No of Calculation Fields

```
#  Delicassen
#  Detergents Paper
#  Fresh
#  Frozen
#  Grocery
#  Milk
#  Zero
#  Wholesale customers data …
#  Measure Values
```

Activity 4: No of Visualizations/ Graphs

1. Region wise availability of fresh foods and milk

2. Detergent paper and grocery

3. Milk and wholesale customer data

4. Groceries through channels
5. Measure values in channel

Milestone 8: Publishing

Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.

Publishing dashboard and reports to tableau public

Step 1: Go to Dashboard/story, click on share button on the top ribbon
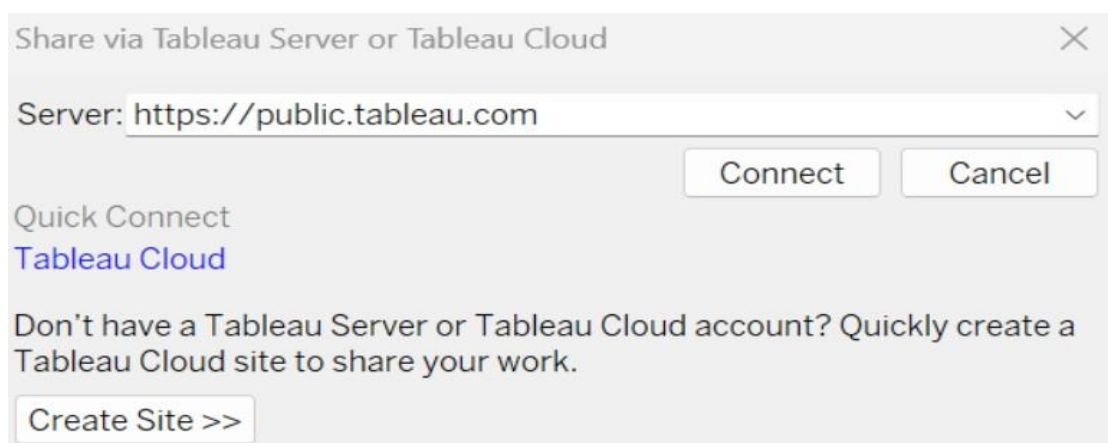
Give the server address of your tableau public account and click on connect.

Step 2: Once you click on connect it will ask you for tableau public user name and password

Once you login into your tableau public using the credentials, the particular visualization will be published into tableau public

Note: While publishing the visualization to the public, the respective sheet will get published when you click on share option.

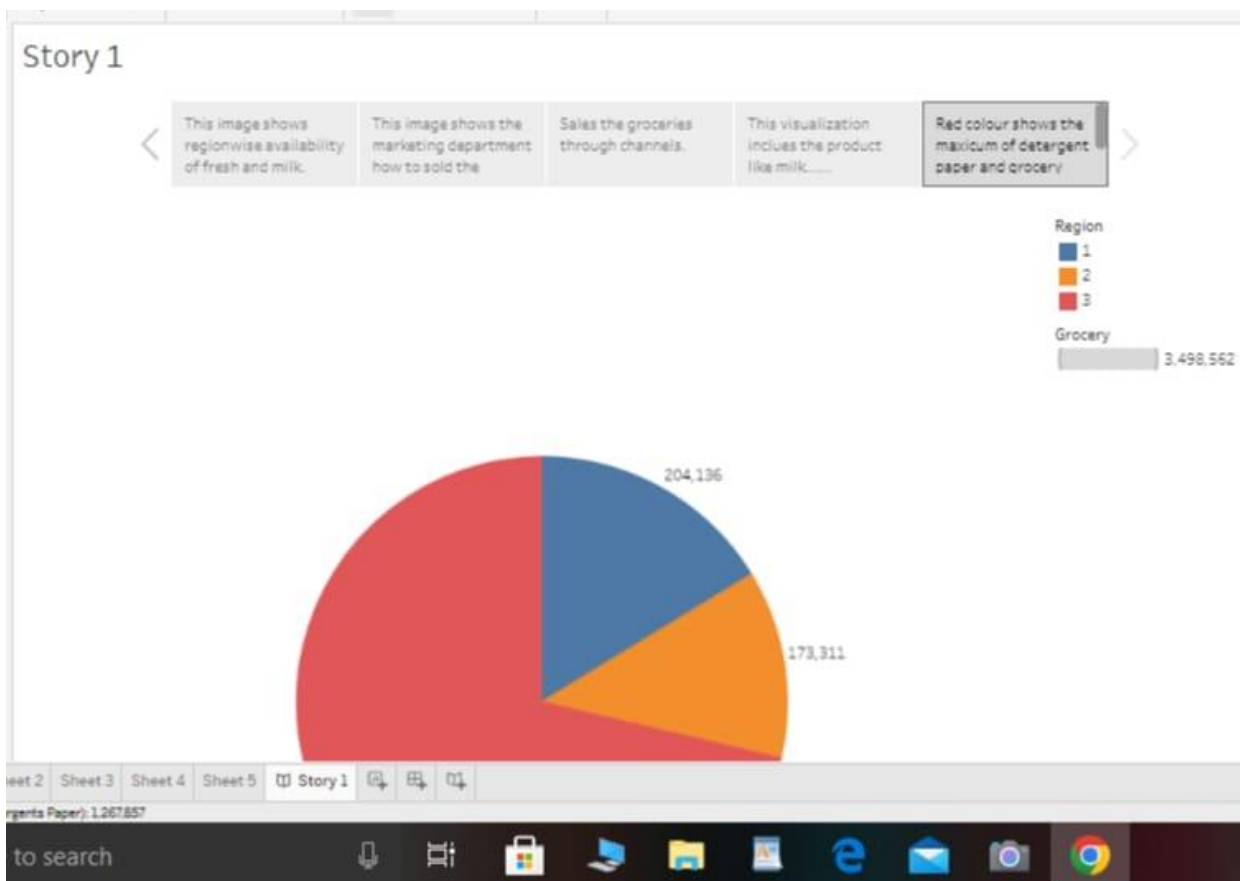**Activity 1: Dashboard and Story embed with UI With Flask**
   a.) Home Page:

Dashboard page : -

Storyboard page: -

Milestone 9: Project Demonstration & Documentation

Below mentioned deliverables to be submitted along with other deliverables

Activity 1:- Record explanation Video for project end to end solution

Activity 2:- Project Documentation-Step by step project development procedure

ADVANTAGES:

Advantages of spend Analysis. Conducting a spend Analysis benefits your business in many ways.It can show you where there is room for improvement when reducing your indirect costs. It can also show you which vendors and suppliers are most valuable to your company*.*

DISADVANTAGES:

In many cases consumers are exploited by sexy or otherwise

attractive advertisements through the media. They take full advantage

of weakness of consumers to mold it in their favour whether it is

scheme of exchange, gifts,lotteries or otherwise.

APPLICATIONS:

➤ *It helps drive performance through better prioritisation and*

resource

deployment.

➤ *It helps drive performance through economy of scale and skill*

through

category management.

➤ *It is of vital usage when following up on realised savings.*

It ensures better compliance.

CONCLUSION:

It can be concluded that one of the motivations of consumers doing

impulse buying is to fulfill their desire of social needs. Consumers tend

to buy in impulse if they are with friends or within the group. They also

become more impulsive if they see other people are busy buying products.

FUTURE SCOPE:

Overall,the scope of customer behaviour is broad and includes various aspects of marketing. By understanding can develop effective strategies that meet the needs and preferences of their target audience, which can lead to increased sales and profitability.