

1

Define your problem  
statement

HOW TO CREATE OPPORTUNITIES FOR  
GROWTH IN MARKET INSIGHTS

Market research analysis is the  
uses of data analysis technique  
to gather, process, and interpret  
market data to gain a better  
understanding for customers

**Market insight**  
Business change



2

Braistrom

market trends  
consumer behaviour  
pricing  
sales strategies  
informed decisions



understanding  
consumer  
needs  
and  
preferences

product  
developm

marketing  
campaign  
planning

market  
trend  
analysis

Identifyi  
ng  
market

improving  
customer  
relationships

3

Group ideas

GROUP 1

the insights gained from this  
data can help business identity  
what their customers want and  
tailors their products and  
marketing strategies accordingly.

GROUP 2

market research analysis  
provides valuable insights into  
customer behaviour and  
preferences that can be used to  
inform the planning and execution  
of marketing campaigns.

GROUP 3

finally, market research analysis  
can also be used to improve  
customer relationship by  
understanding customer need  
and leading to increased  
customer satisfaction and  
loyalty.

4

Prioritize

GROUP 1

Market research analysis can be  
used to measure customer  
satisfaction with a company  
products, services, or overall  
customer experience. this  
information can then be used to  
identity areas for improvement  
and needs

GROUP 2

the role of market identifying market  
trends. by analysing market data, business  
can gain a deeper understanding of the  
current market landscape, including the  
size and growth rate of the market, and any  
emerging trends or informed decisions  
about product,

GROUP 3

market research analysis enables  
business to segment their customer  
base into different groups based on  
demographic, psychographic, and  
behavioural characteristics. services  
that better meet the needs of specific  
customer segments.