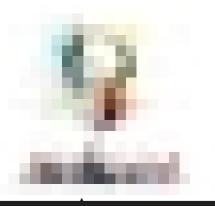
2

Braistrom

market trends
consumer behaviour
pricing
sales strategies



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

HOW TO CREATE OPPORTUNITIES FOR

GROWTH IN MARKET INSIGHTS



Market insight Business change





sales strategies informed decisions understanding

consumer

needs

and

preferences

product developm

marketing compaign planning





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.