

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

## **1. INTRODUCTION**

### **1.1 Overview**

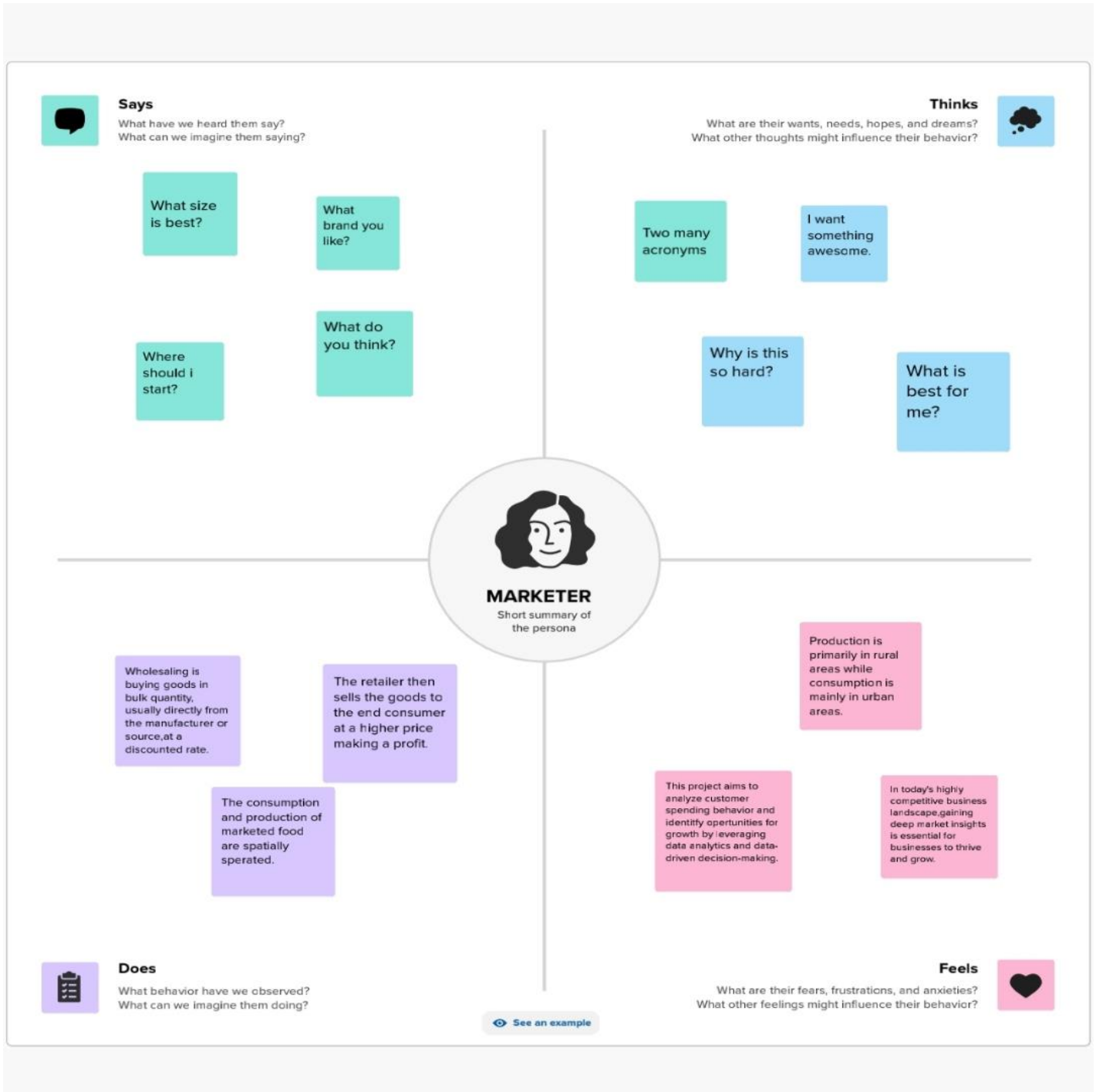
Wholesaling distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, 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. In today's highly competitive business landscape gaining deep market insights is essential for businesses to thrive and grow. This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

### **1.2 PURPOSE**

The primary purpose of conducting market research is to understand or examine the market associated with a particular product or service to decide how the audience will react to a product or service.

# 1. Problem Definition & Design Thinking

## 1.2 Empathy Map



The image displays a sequence of six panels, each representing a step in a business plan template. The panels are arranged horizontally and show the progression of a business plan from brainstorming to a final, polished version.

- Panel 1: Brainstorm & idea prioritization** - Shows a list of ideas being brainstormed and then prioritized based on their potential impact and feasibility.
- Panel 2: Define your goals and outcomes** - Shows a list of goals and outcomes being defined and prioritized.
- Panel 3: Business plan** - Shows a detailed business plan being developed, including sections for market analysis, financial projections, and marketing strategy.
- Panel 4: Business plan** - Shows the business plan being refined and polished, with a focus on clarity and conciseness.
- Panel 5: Business plan** - Shows the final, polished business plan being presented to stakeholders.
- Panel 6: Business plan** - Shows the final, polished business plan being implemented and monitored.

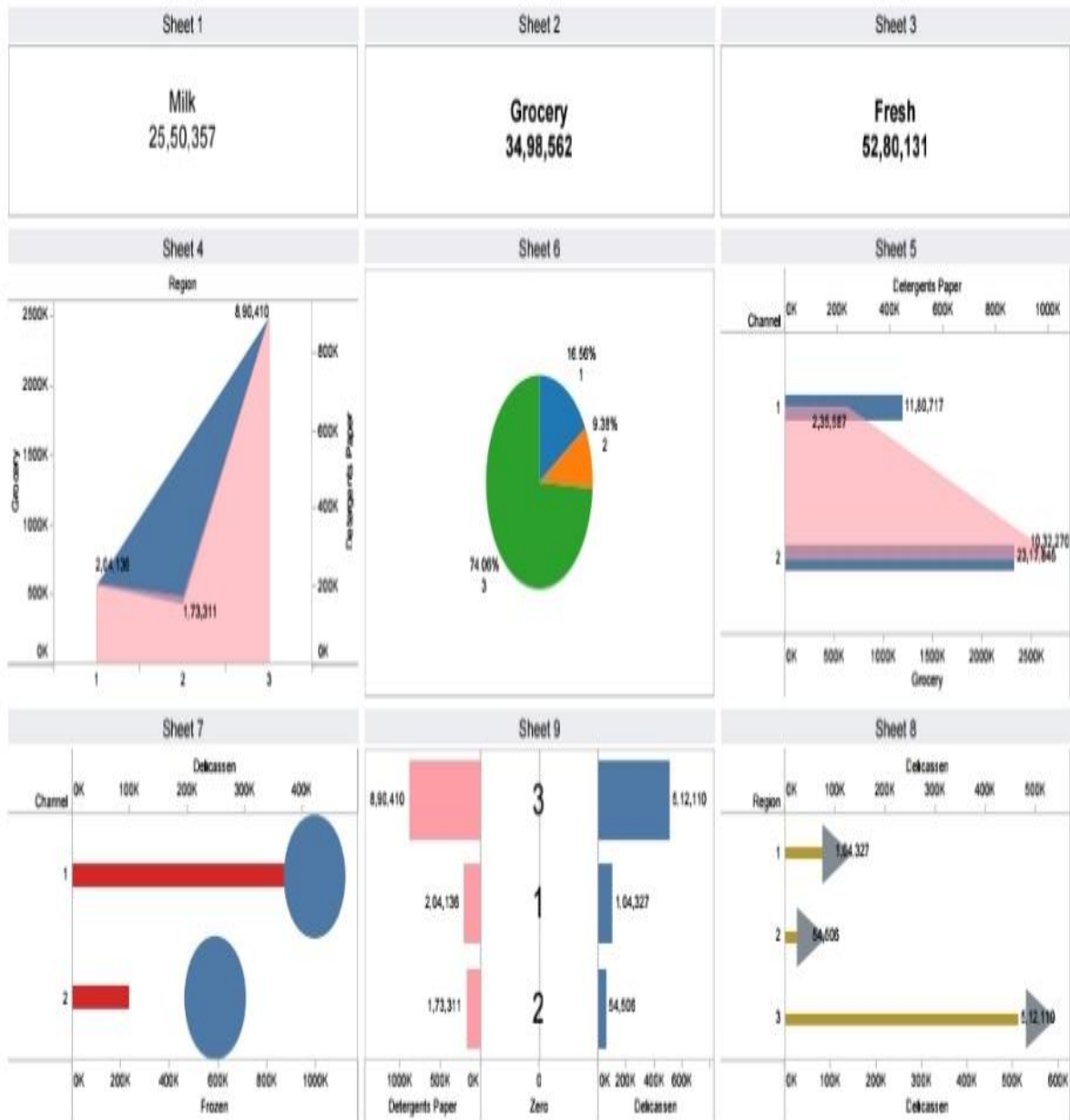
The panels are designed to be used as a template, with each panel containing a set of questions and prompts to guide the user through the process. The panels are also designed to be easily editable, allowing users to tailor the plan to their specific needs and goals.

**This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making to the market.**

## 3.RESULT

## DASHBOARD

### Wholesaler Customer Analysis



# STORY

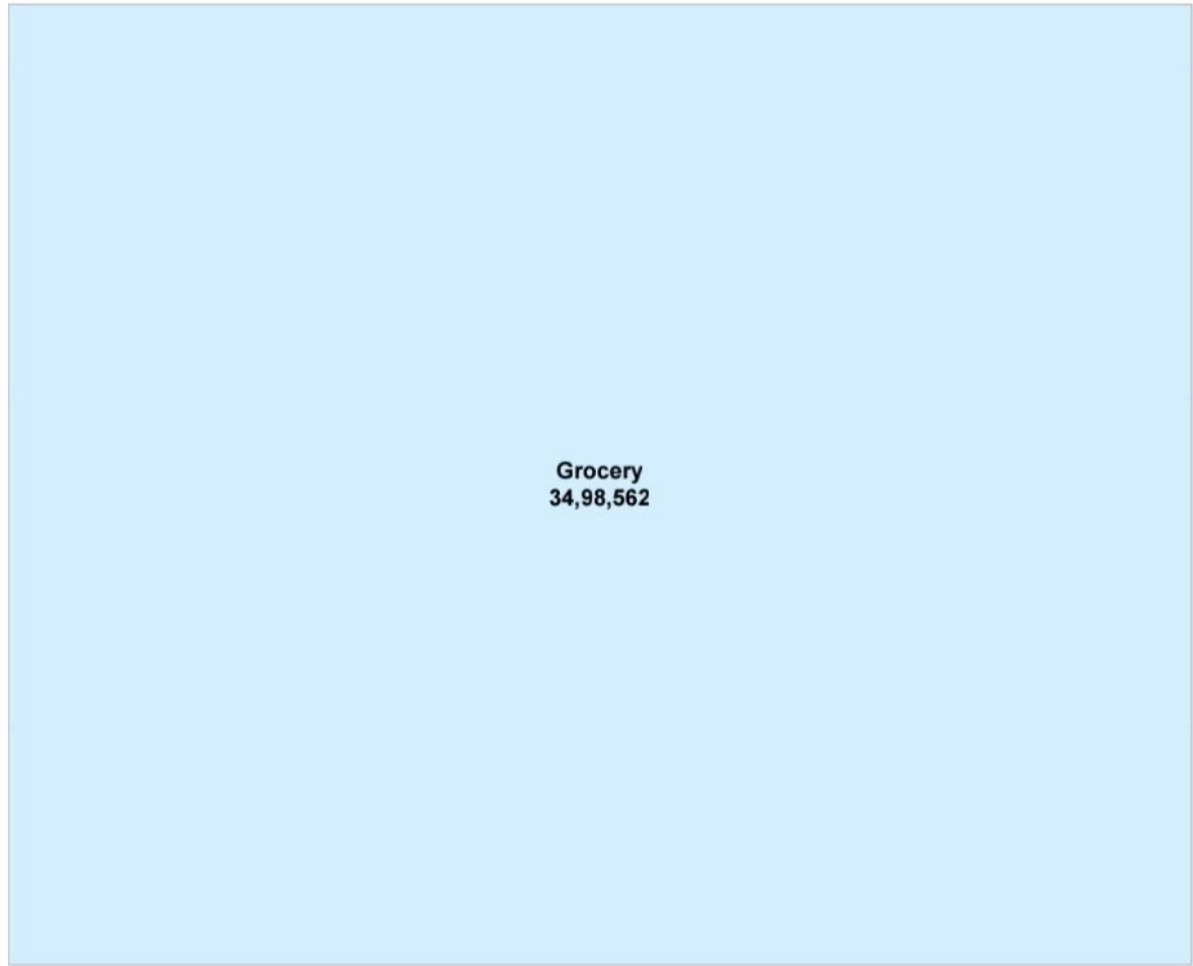
## Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper And Grocery	Chennai Wise Detergent Paper And Grocery	Region Wise Milk	Channel Wise Delicassen ..
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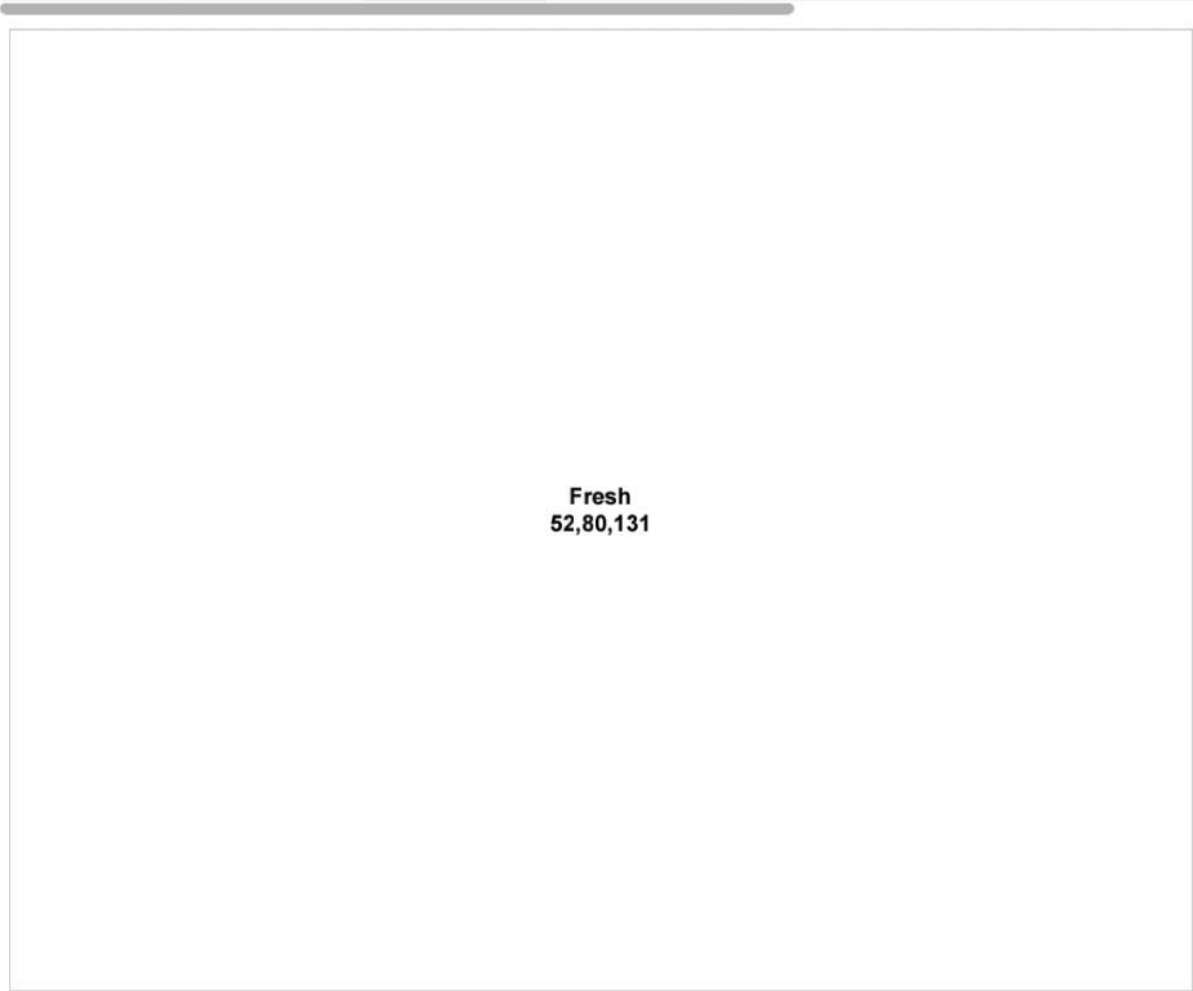
Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper And Grocery	Chennai Wise Detergent Paper And Grocery	Region Wise Milk	Channel Wise Delicassen ..
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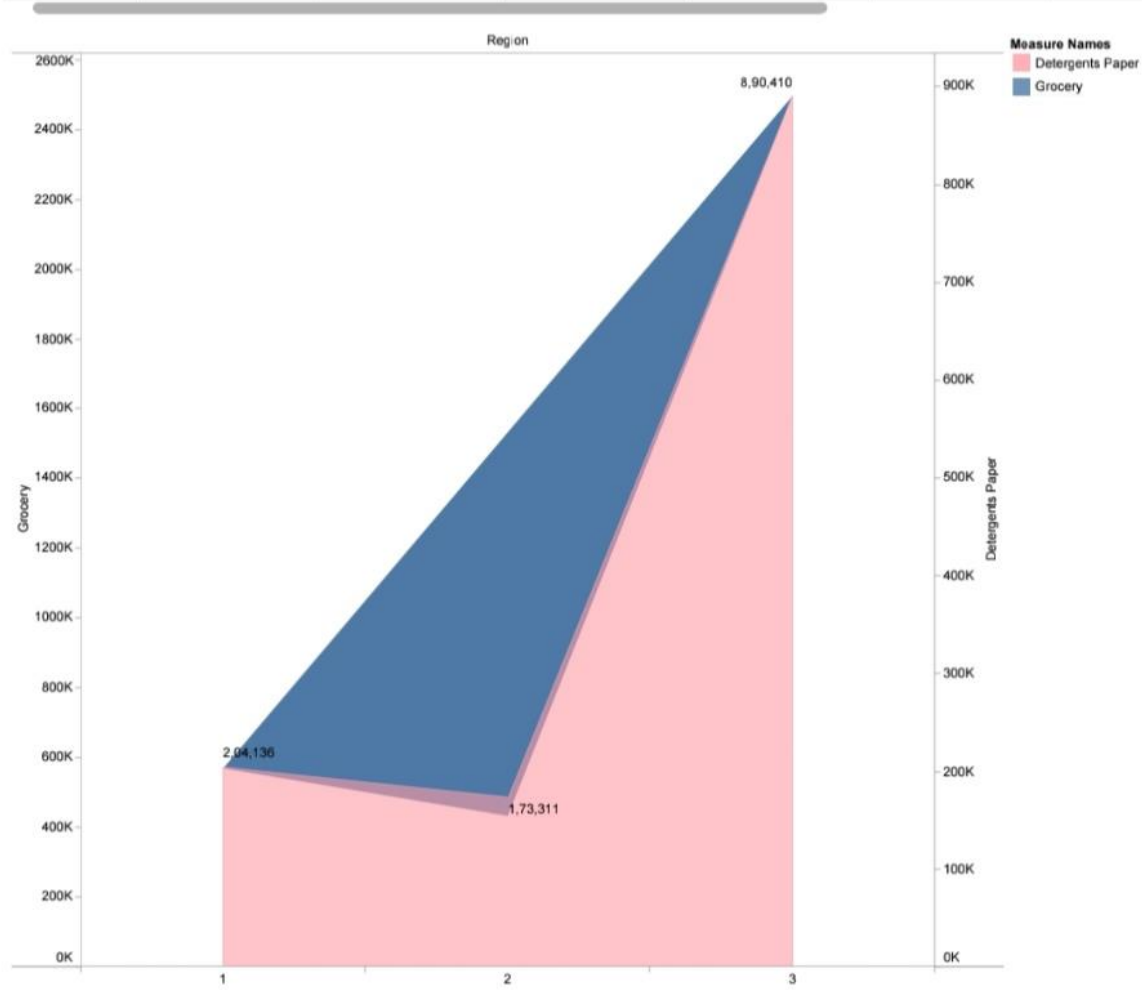
Story 1

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Story 1

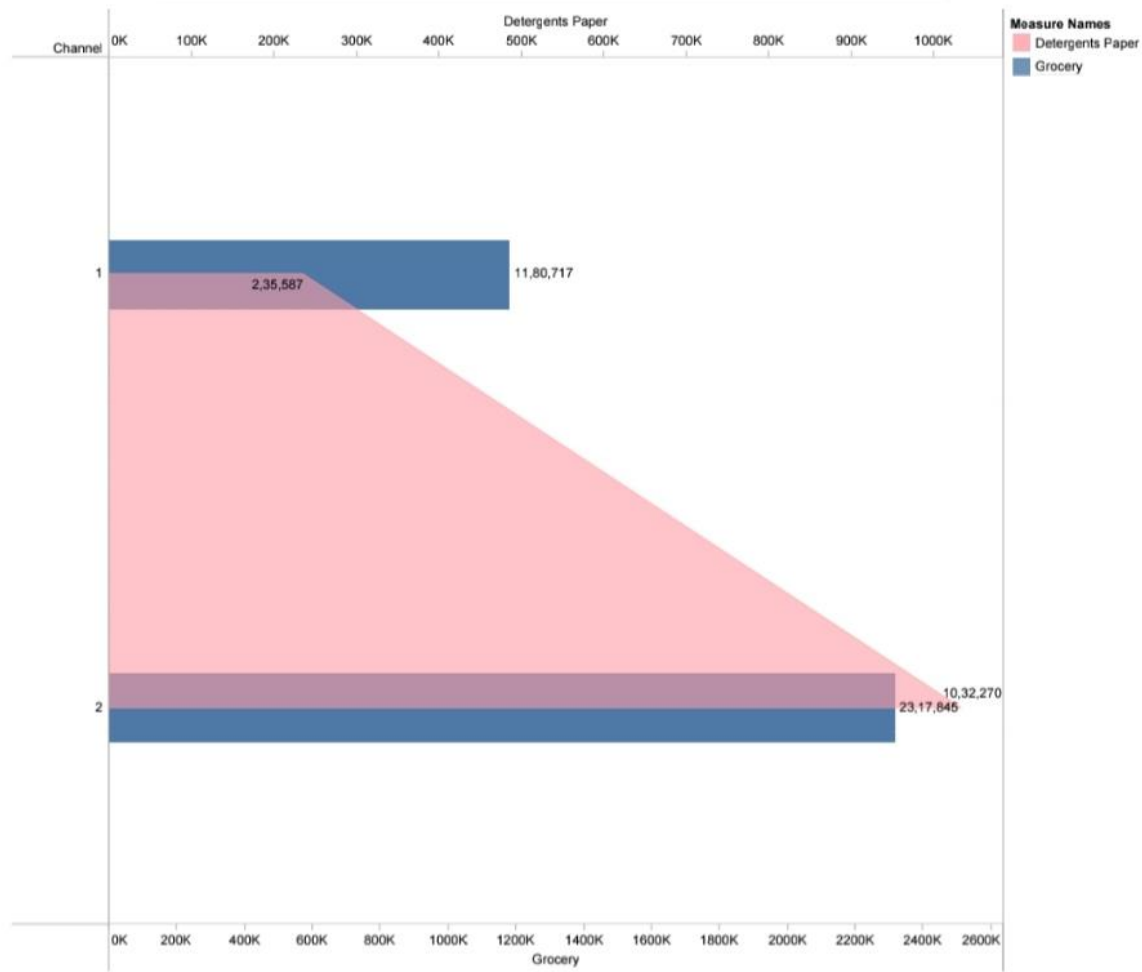
Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper And Grocery	Chennai Wise Detergent Paper And Grocery	Region Wise Milk	Channel Wise Delicassen And Frozen
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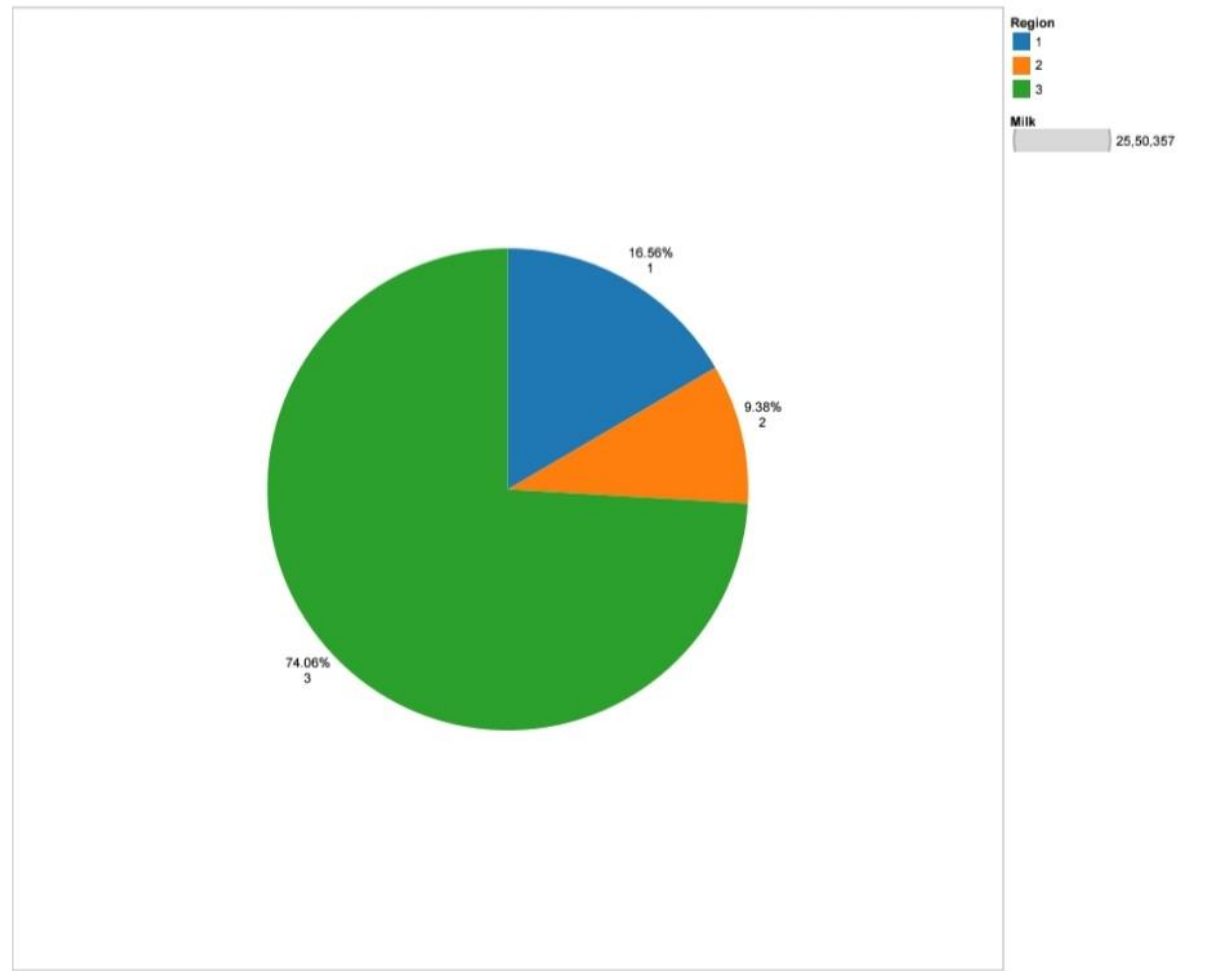
Story 1

Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper And Grocery	Chennai Wise Detergent Paper And Grocery	Region Wise Milk	Channel Wise Delicassen And Frozen	Region Wise Delicassen
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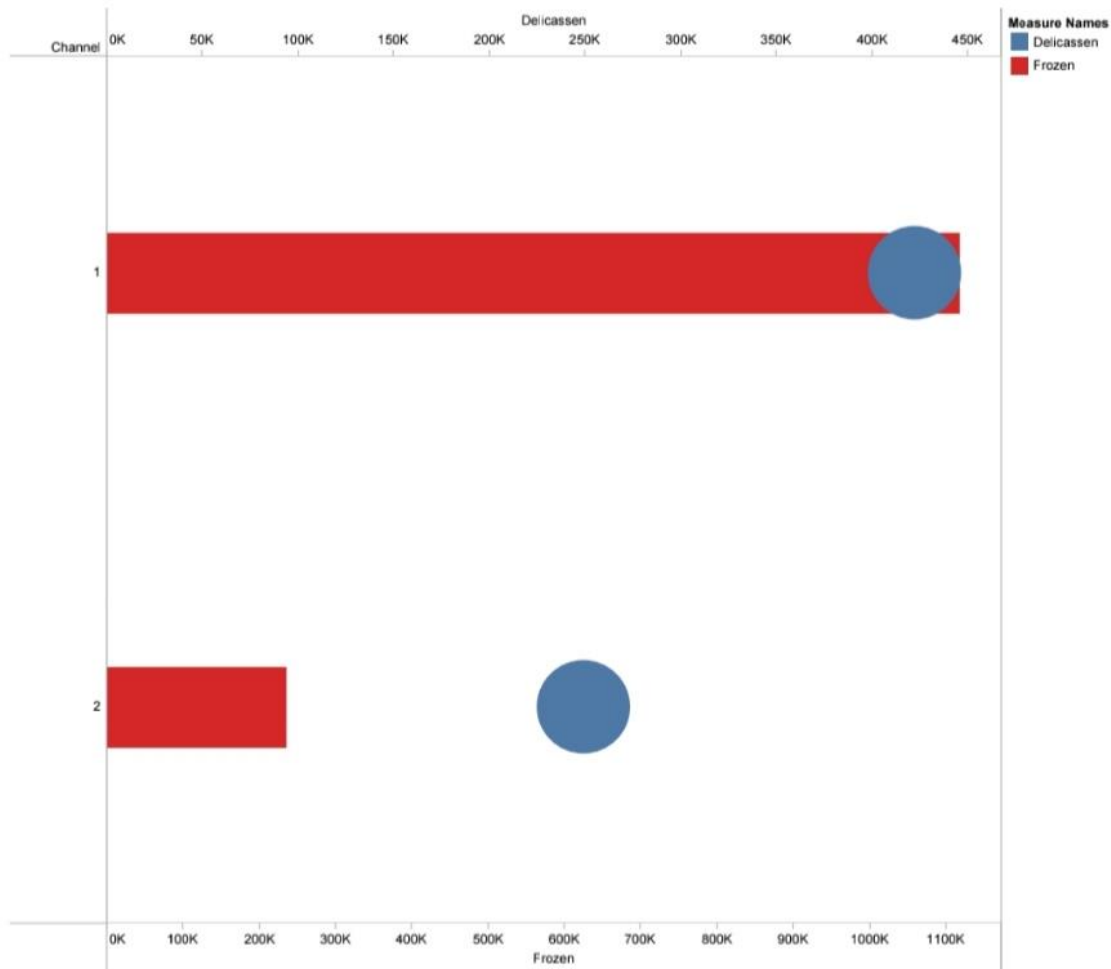
Story 1

Fresh Kpl	Region Wise Detergent Paper And Grocery	Chennai Wise Detergent Paper And Grocery	Region Wise Milk	Channel Wise Delicassen And Frozen	Region Wise Delicassen	Region Wise Delicassen And Detergent Paper
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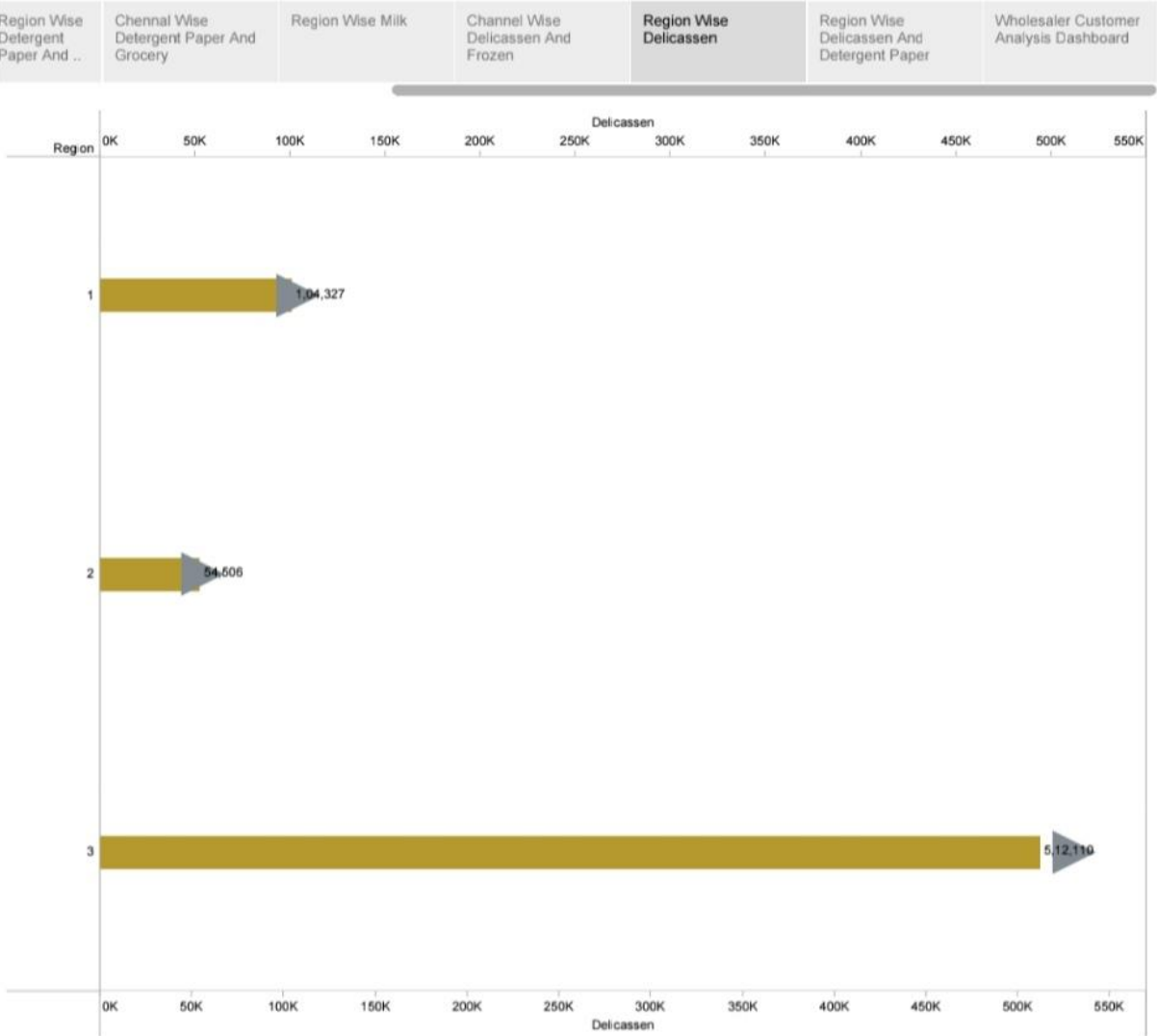


## Story 1

Region Wise Detergent Paper And Grocery	Chennai Wise Detergent Paper And Grocery	Region Wise Milk	<b>Channel Wise Delicassen And Frozen</b>	Region Wise Delicassen	Region Wise Delicassen And Detergent Paper	Wholesaler Customer Analysis Dashboard
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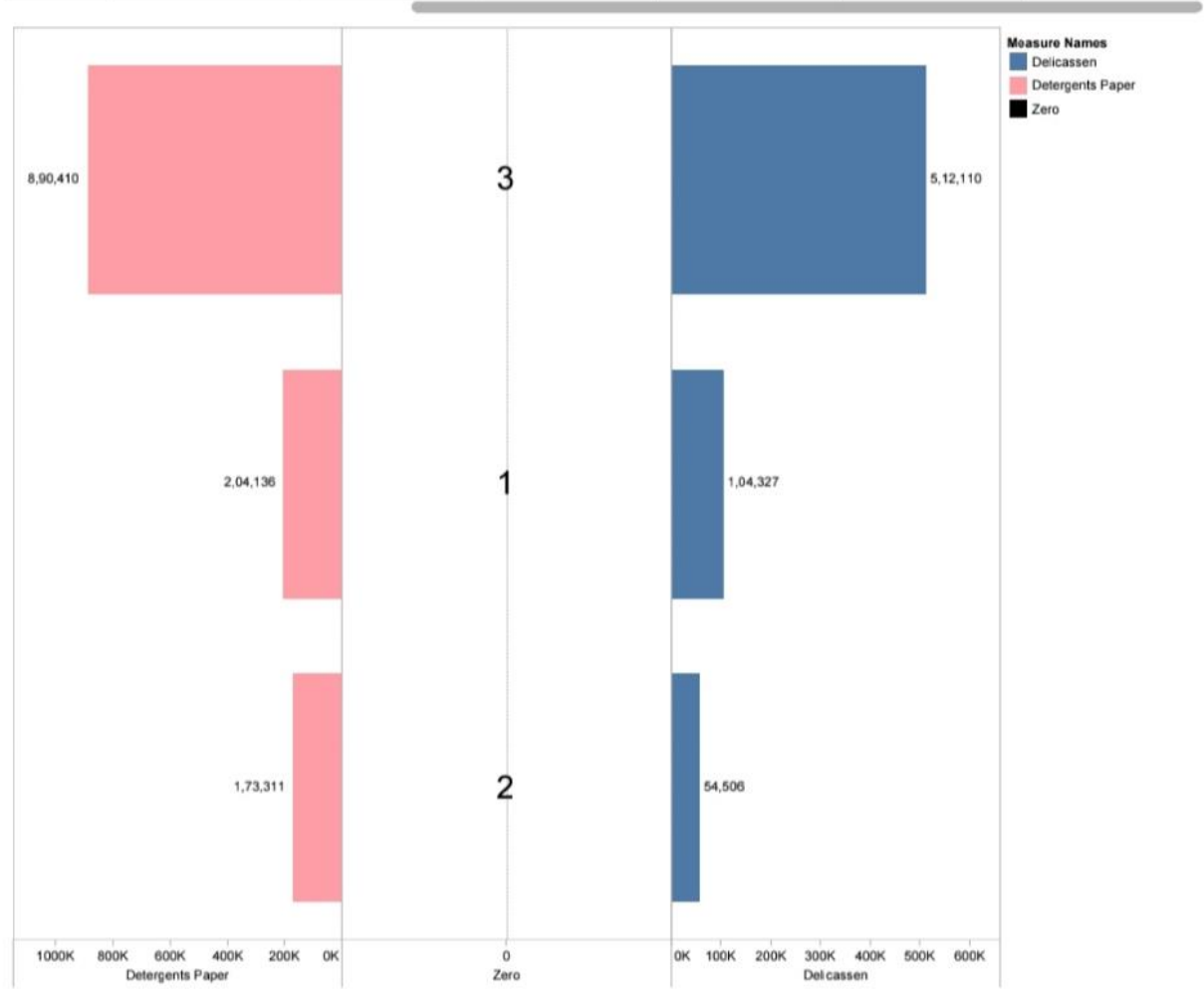


Story 1



Story 1

Region Wise Detergent Paper And ..	Chennai Wise Detergent Paper And Grocery	Region Wise Milk	Channel Wise Delicassen And Frozen	Region Wise Delicassen	Region Wise Delicassen And Detergent Paper	Wholesaler Customer Analysis Dashboard
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## **4.ADVANTAGE & DISADVANTAGE**

### **ADVANTAGE:**

- ❖ They provide in-depth understanding of customers's OAPB.
- ❖ They probe further than in one-on-one personal interview.
- ❖ It is easy convenient to explore the position of certain companies and destinations.
- ❖ Asking actual consumers targeted, which are more appropriate.
- ❖ You can gather information as you get it.

### **DISADVANTAGE:**

- ❖ Can be more expensive than secondary;costly for new forms.
- ❖ Rejection by some respondents and not taken seriously.
- ❖ They only produce qualitative information which is not representative.
- ❖ It may not accurately represent the opinions, attitudes, perceptions.
- ❖ If we need numerical data we need another method.
- ❖ Higher cost.
- ❖ Time consuming.
- ❖ Not always feasible.

## **5. APPLICATIONS**

**Among the strategic areas, marketing research application would be demand forecasting, segmentation studies, identification of target markets for a given product, and positioning strategies identification. A study of consumer buying habits for detergents-frequency, pack size, effect of promotion, brand loyalty and so forth.**

## **6.CONCLUSION**

**Market research provides significant advantages for businessman, such as informed decision-making, targeted marketing, and a competitive edge. However, it's crucial to consider the potential disadvantages, including cost, data accuracy, and information overload.**

## **7.FUTURE SCOPE**

**All because of digital marketing the market moving fast and furious reaching out the mass of audience at-a-time. If we enlist the impacts of internet marketing, they will find a two-fold impression of digital media marketing.**

**Analytics and statistics suggest 40% growth rate of digital marketing. While that for other industries it is to 5% to 10%. By conducting a comprehensive analysis, businessman can optimize their marketing strategies.**