

INTRODUCTION

OVERVIEW

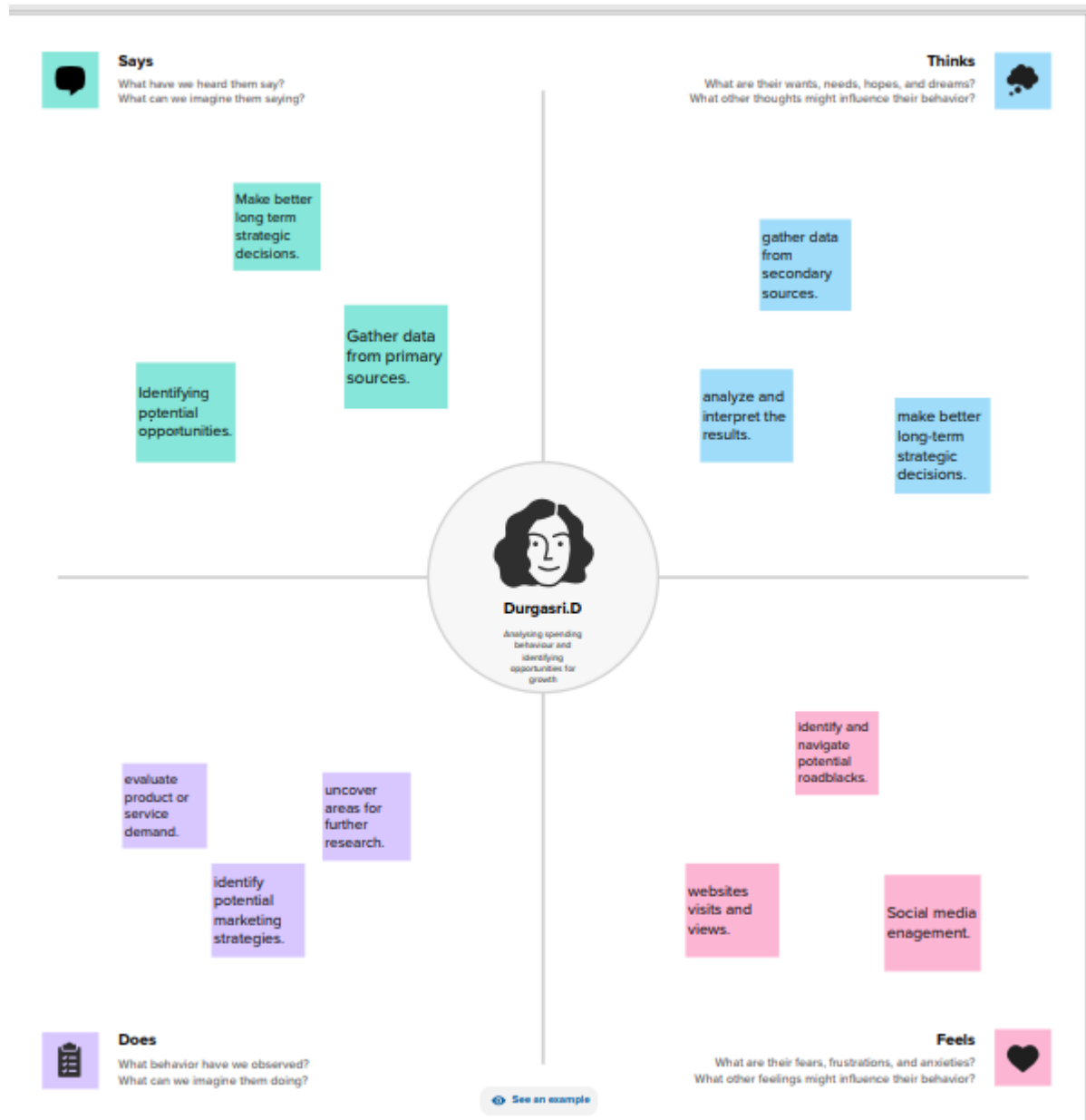
Spend analysis is conducted to increase spend visibility, proactively identify savings opportunities, improve forecasting, assess the performance of suppliers, examine the efficiency of internal processes, and gain actionable insights for contract management.

PURPOSE

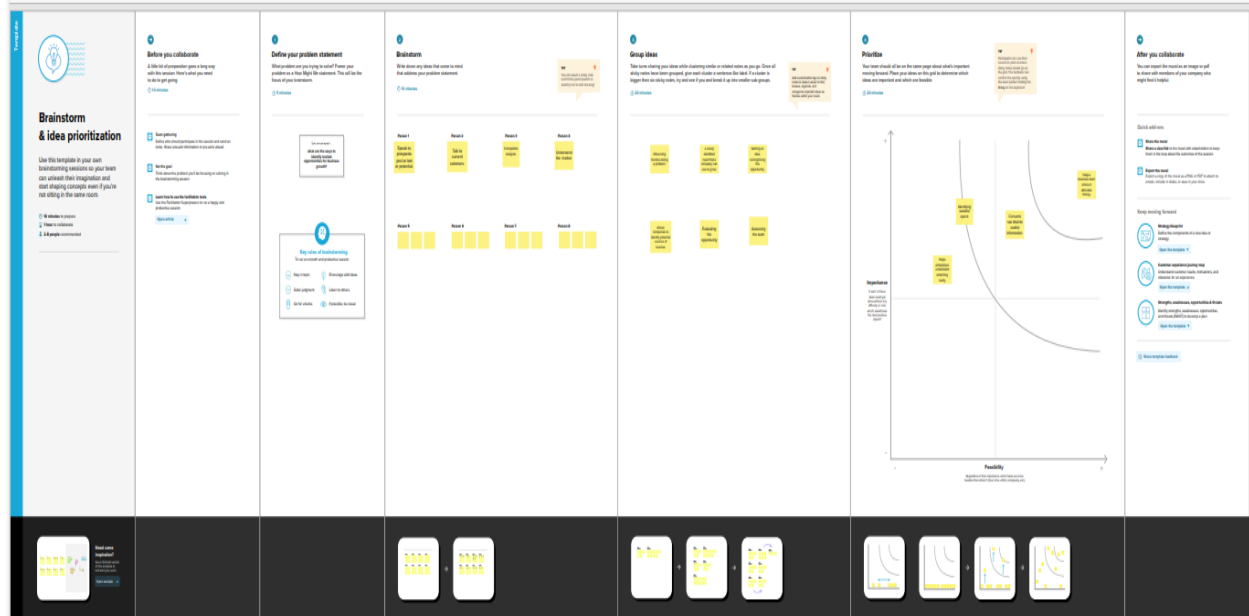
Spend analysis in procurement helps teams reduce costs, increase efficiency, and identify areas of improvement to: Generate bottom-line business value, Operate in a more agile and efficient manner, and. Enforce purchase compliance.

PROBLEM DEFINITION AND DESIGN THINKING

✓ Empathy Map

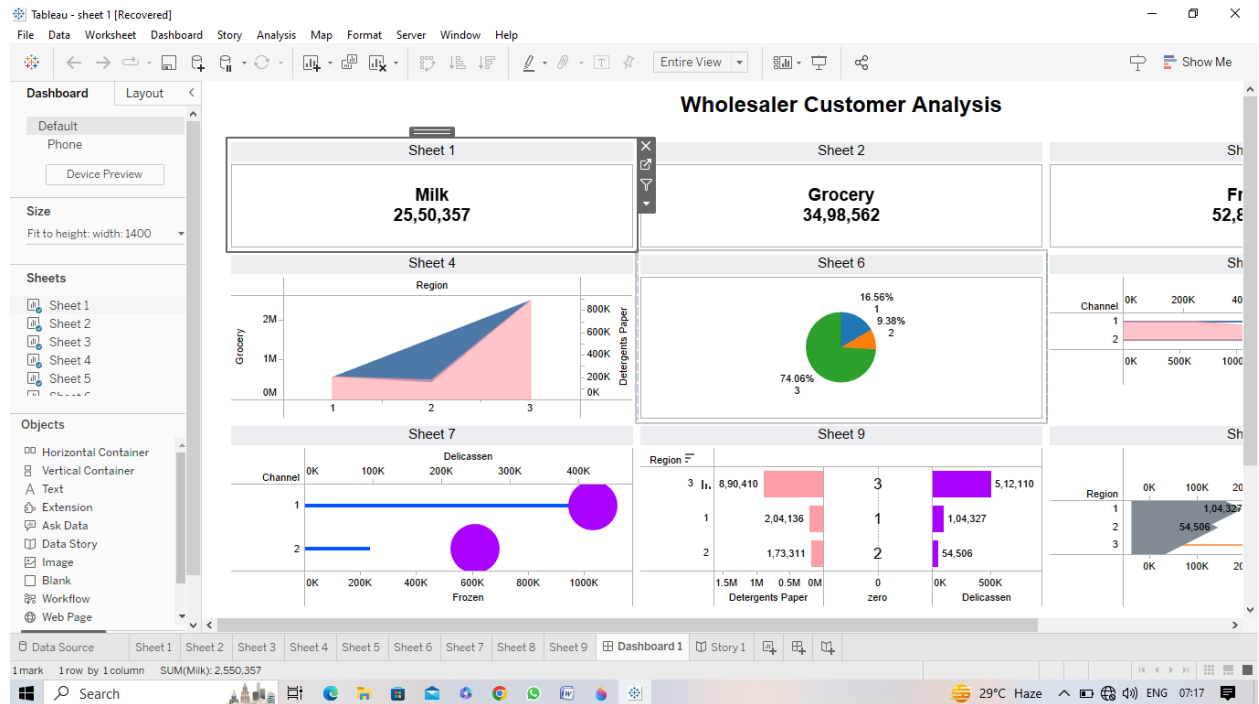


✓ Ideation and Brainstorming Map



RESULT

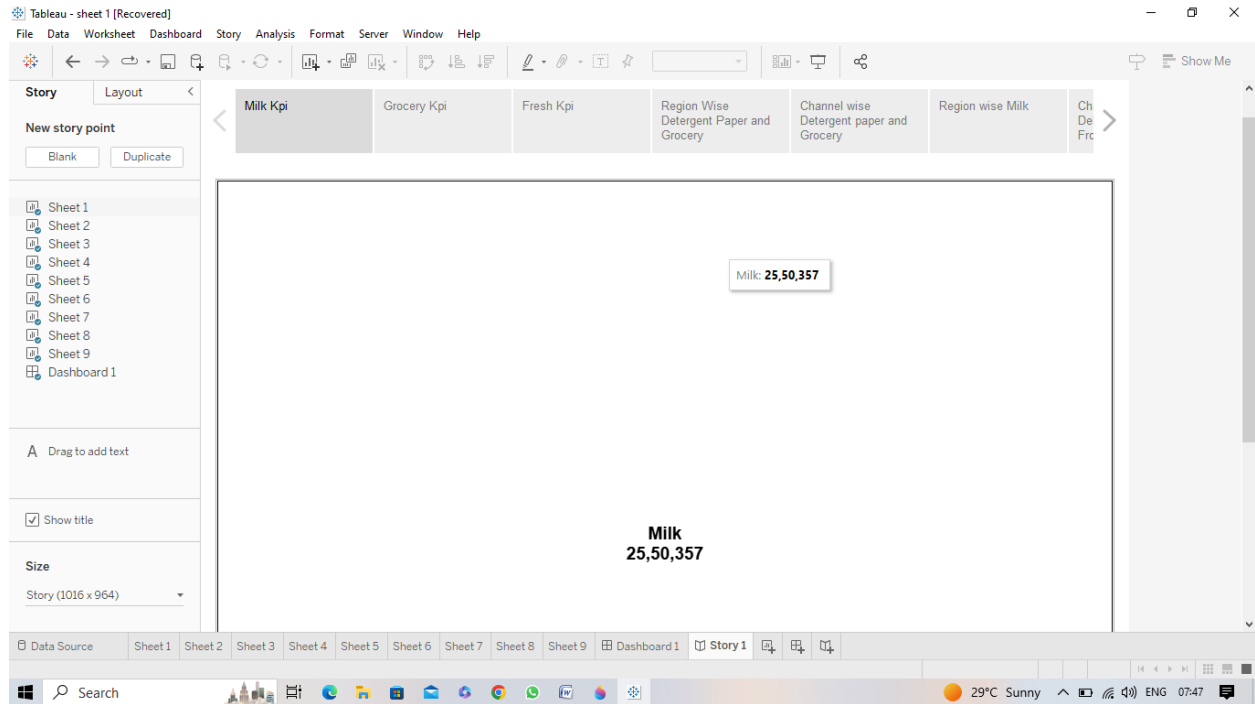
Dashboard



Dashboard is made by combining 9 sheets of our project
And the topic is Wholesaler Customer Analysis.

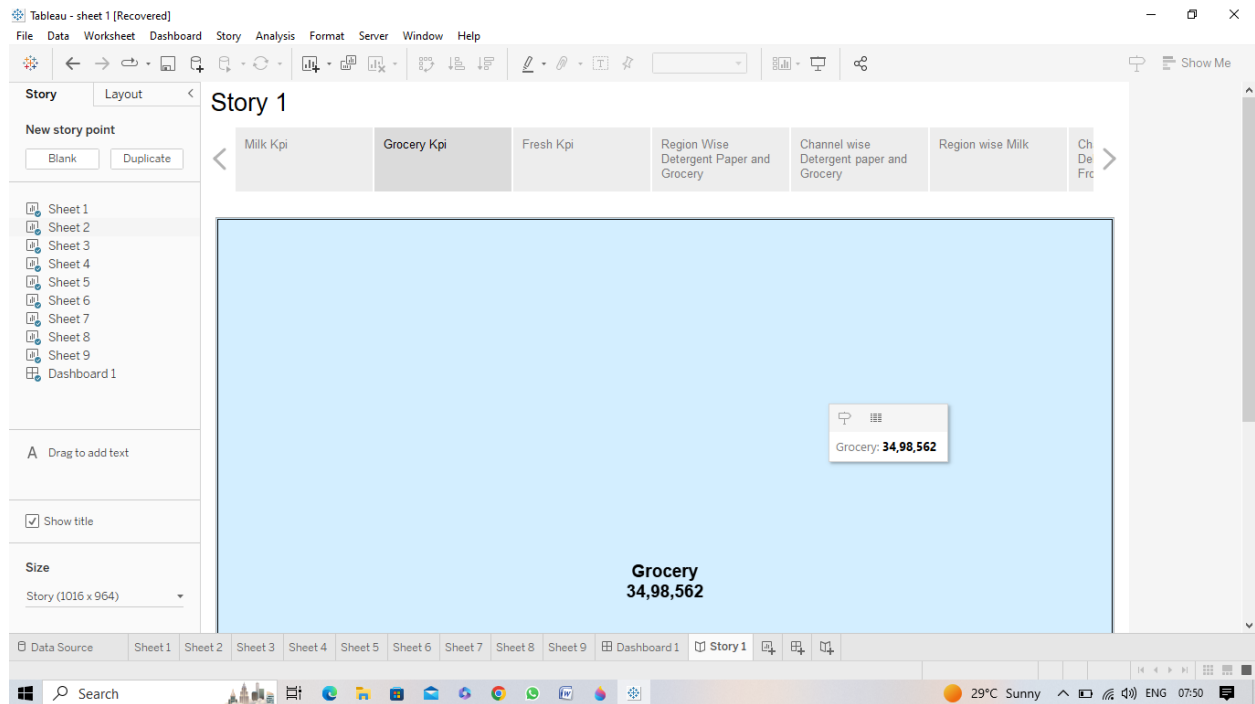
STORY

MILK KPI



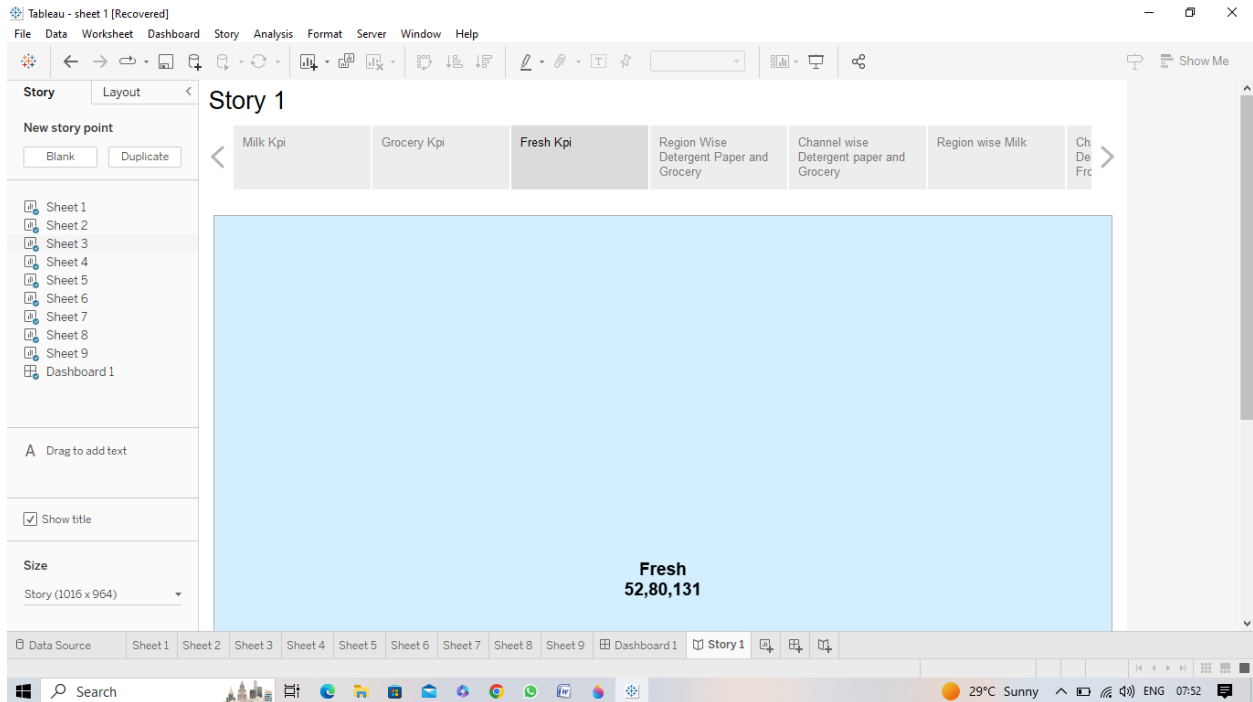
The spending **behavior** and **identify opportunities** for **growth** by leveraging data analytics and data-driven decision-making.

GROCERY KPI



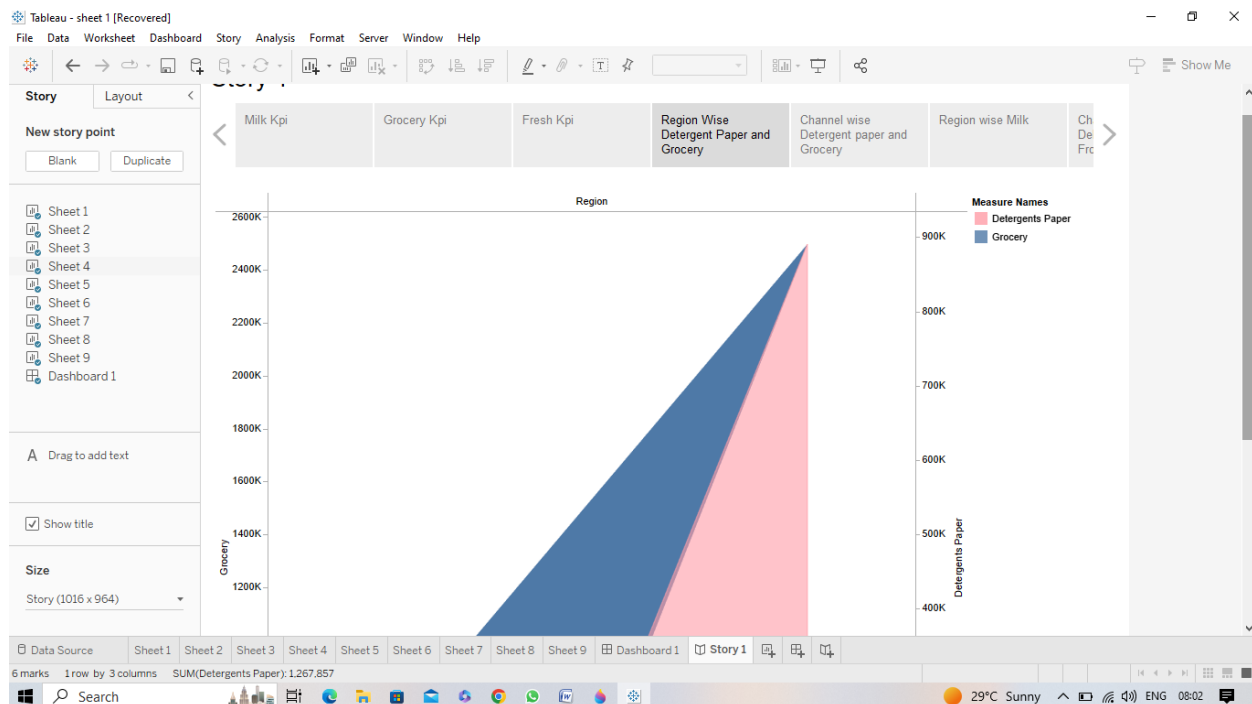
Spend analytics enables sourcing professionals to **identify** trends, market changes, performance issues, consolidation **opportunities**, and sourcing potential.

FRESH KPI



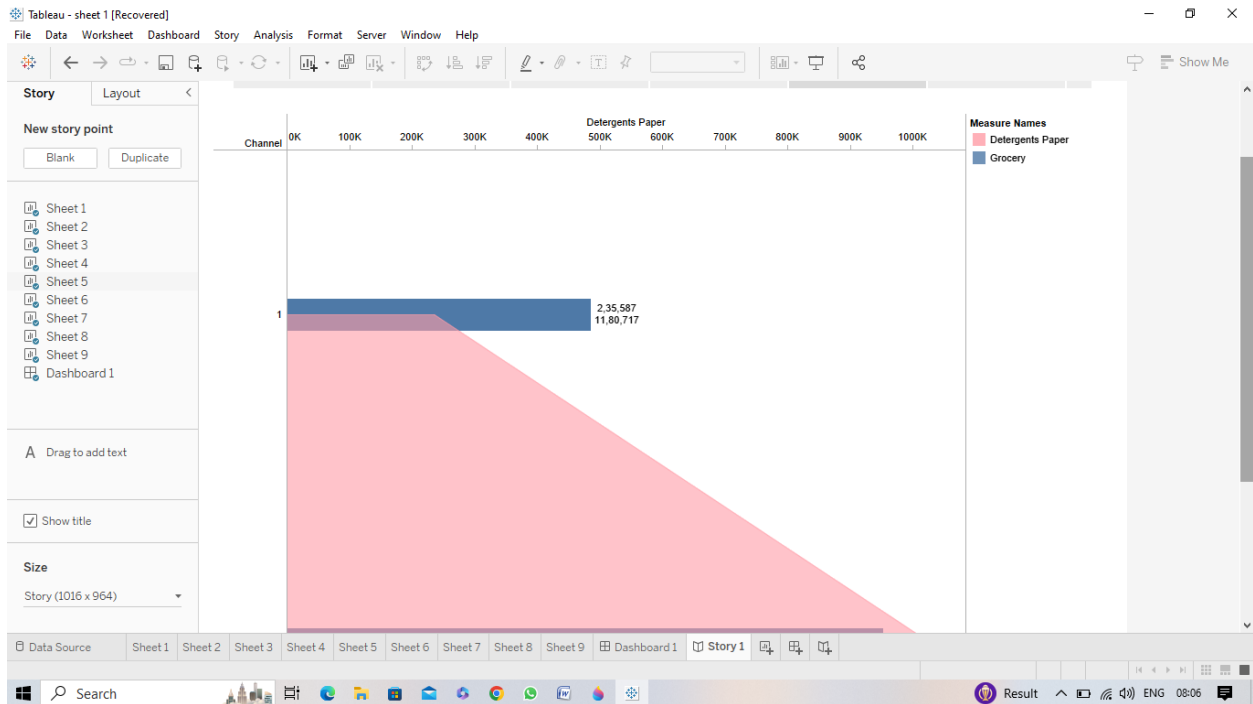
When a company connects with customers' emotions, the payoff can be huge. Yet building such connections is often more guesswork than science

REGION WISE DERTERGENT PAPER AND GROCERY



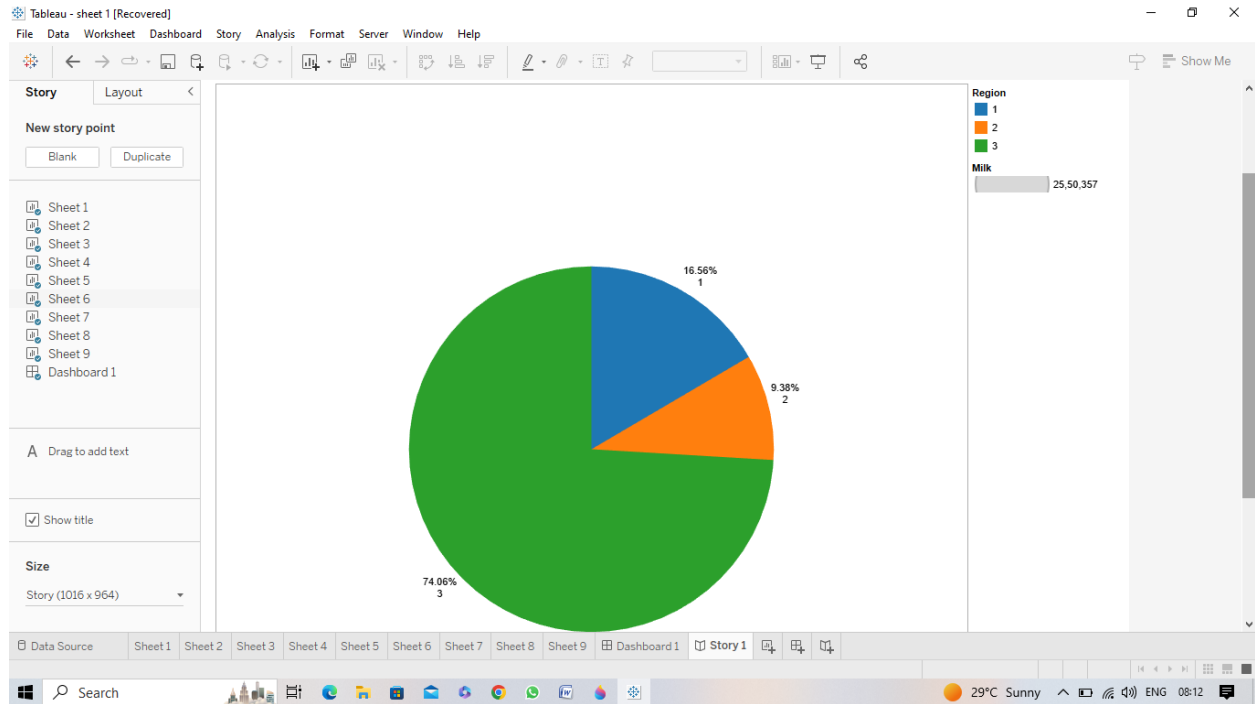
When a company connects with customers' emotions, the payoff can be huge. Yet building such connections is often more guesswork than science.

CHANNEL WISE DETERGENT PAPER AND GROCERY



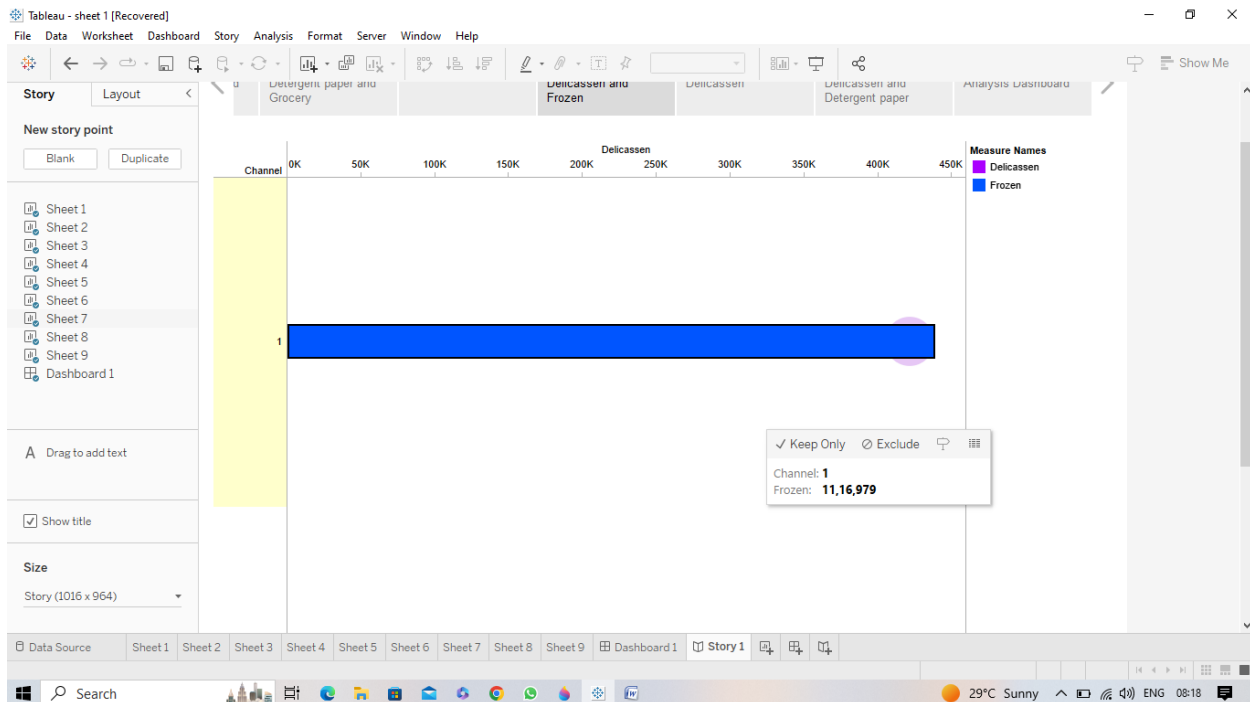
Three level **channel** means that there are three intermediaries involved between the manufacturer and the customer for the sale of products

REGION WISE MILK



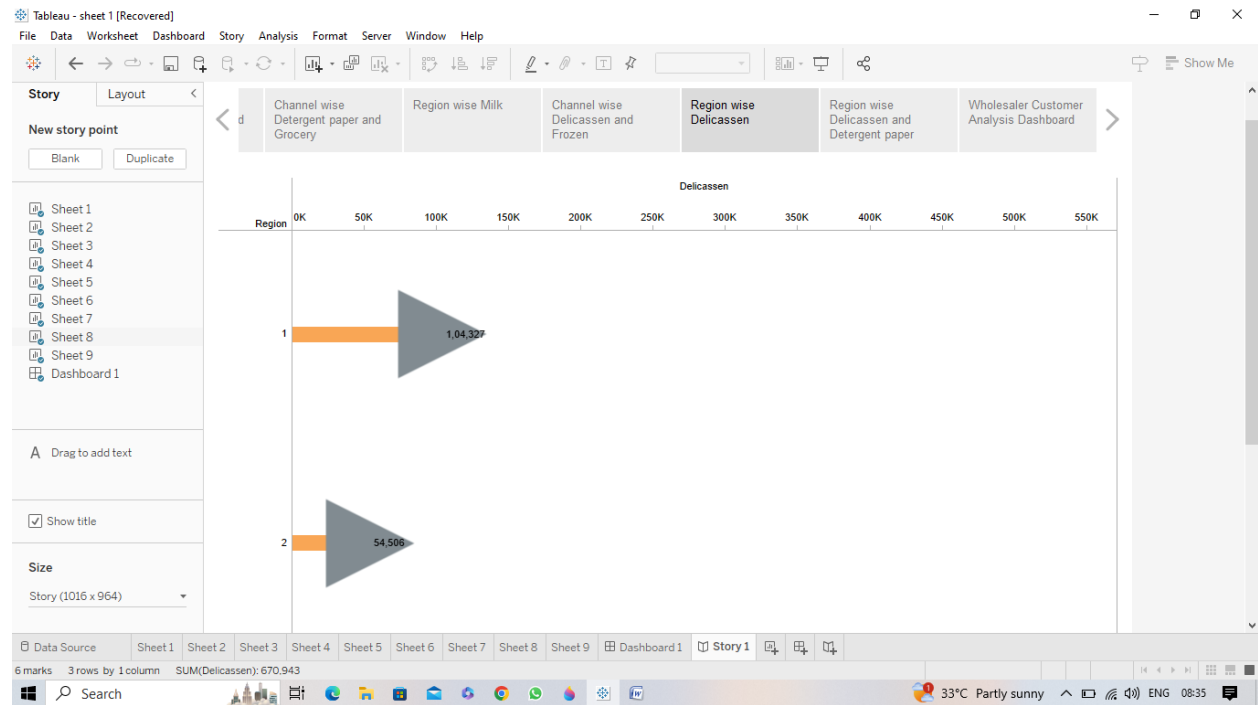
This project aims to **analyze** customer **spending behavior** and **identify opportunities** for **growth** by leveraging data analytics and data-driven decision-making

CHANNEL WISE DELICASSEN AND FROZEN



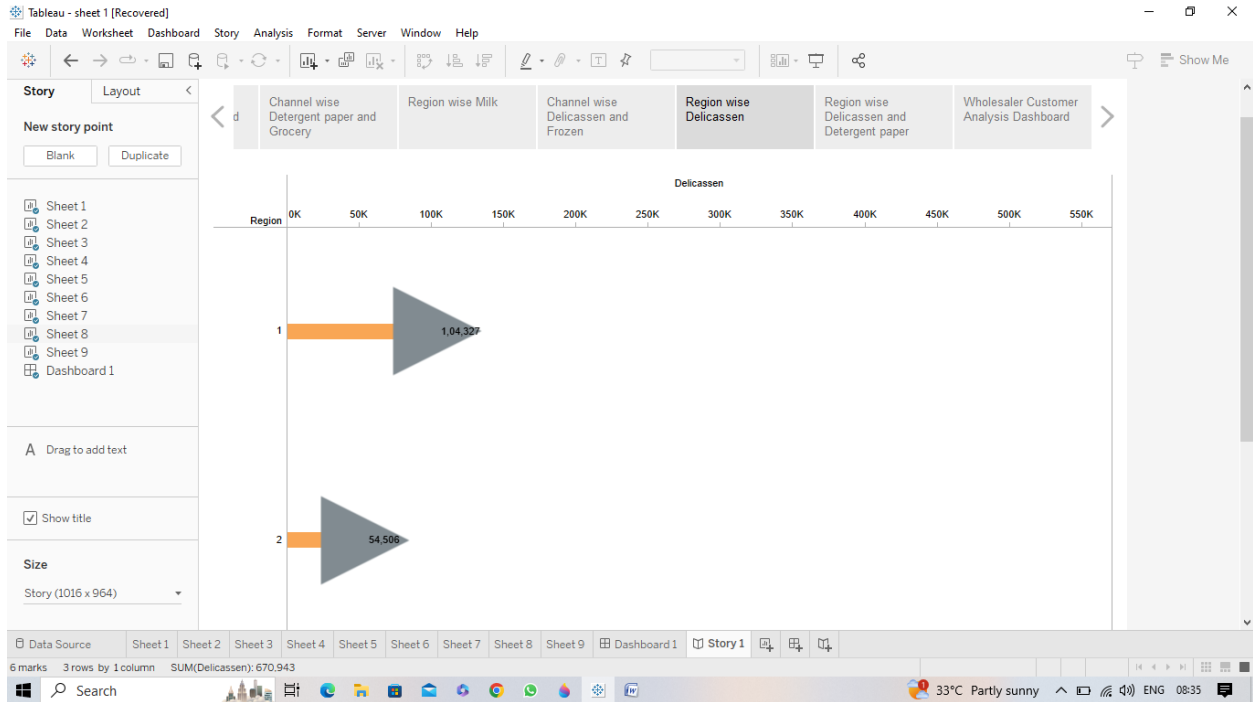
According to the chilled and **deli** food market **analysis**, by distribution **channel** ...
Region **wise**, the market is expected to register an appreciable **growth**

REGION AND DELICASSEN



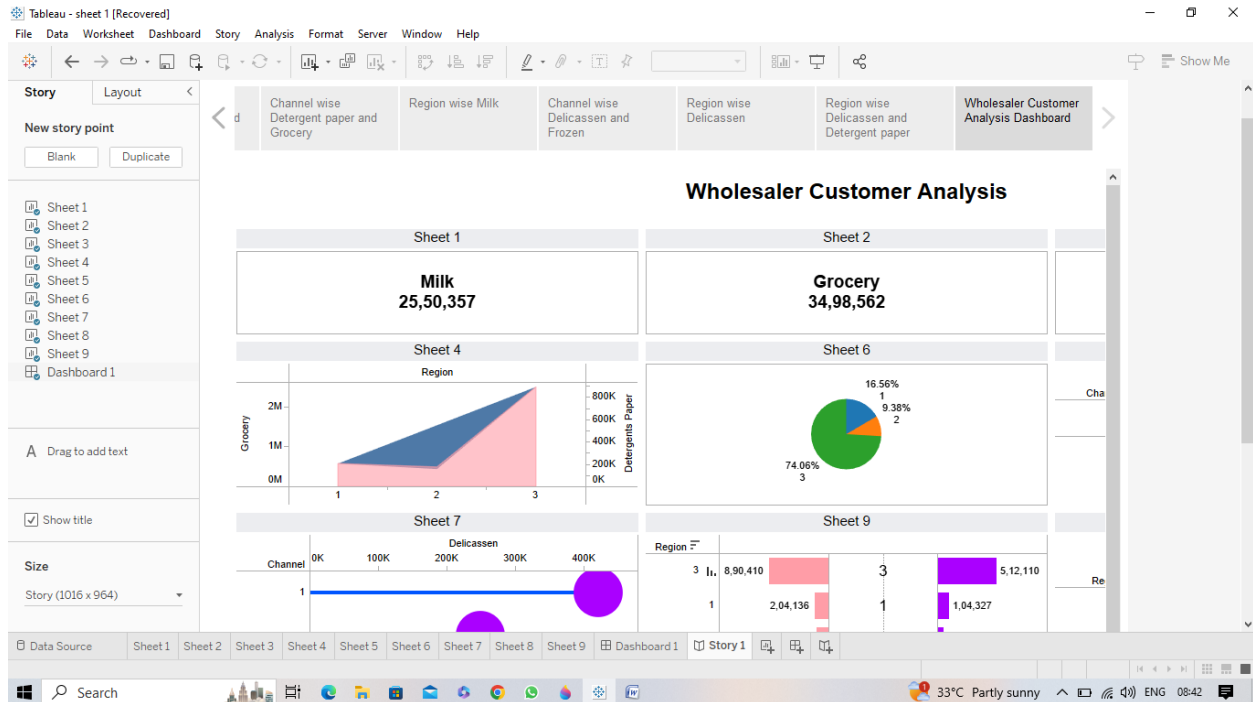
Consumer **behavior** is the study of individuals, groups, organizations and all activities related to the purchase, use and disposal of goods and services.

REGION WISE DELICASSEN AND DETERGENT PAPER



A constant **growth** is underpinning the food industry, allowing for continuous product launches and industry developments

WHOLESALE CUSTOMER ANALYSIS DASHBOARD



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

ADVANTAGES

- In customer segmentation, a common strategy is to use individual differences as a predictor of future **behavior**. Recent **advances** in data management in large.
- **Spend** analytics enables sourcing professionals to **identify** trends, market changes, performance issues, consolidation **opportunities**
- A first step to achieving this outcome is being examined in this study by investigating patterns in the **spending behaviour** of individuals
- Trend **analysis** is a technique used in technical **analysis** that attempts to predict future stock price movements based on recently observed trend data.

DISADVANTAGES

- surplus of incoming data
- low response rate
- May only target a small population
- Requires significant time investment

ge or consolidate similar products or services.

APPLICATIONS

- identify areas of opportunity to reduce costs.
- improve supplier performance and manage supply risk.

- streamline sourcing processes for better efficiency.
- identify out-of-contract or unauthorized spending.
- leverage or consolidate similar products or services.

CONCLUSION

- Collecting and assessing this data allows business leaders to reduce costs, save money, negotiate contracts with suppliers and support business operations
- Spend analysis helps enterprises understand what they really spend on, who's doing the spending and where
- And most importantly, it helps enterprises understand if they are getting their money's worth.
- A spend analysis can help a business learn where it allocates money and whether it's doing so efficiently

FUTURE SCOPE

- Talk to your customers. Talking to your existing customers can be an effective way to discover new opportunities.
- Conduct competitor analysis.
- Look at external factors.
- Think about similar companies overseas.

