



GOVERNMENT OF TAMILNADU

Naan Mudhalvan - Project-Based Experiential Learning

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

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M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN

(Affiliated To Mother Teresa Women's University, Kodaikanal)

Reaccredited with "A" Grade by NAAC

DINDIGUL- 624001.

NOVEMBER- 2023



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PG & RESEARCH DEPARTMENT OF MATHEMATICS
BONAFIDE CERTIFICATE

This is to certify that this is a bonafide record of the project entitled, "**UNVEILLING MARKET INSIGHTS : ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH**" done by Ms. M.ABARNA-(21321ER001), Ms. P.ARUL THIRISHA-(21321ER002), Ms.V.BHAVANI-(21321ER003), Ms.A.CHANDRA -(21321ER004) . This is submitted in partial fulfillment for the award of the degree of Bachelor of Science in Mathematics in M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN,DINDIGUL during the period of June 2022 to November 2023.

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

1. INTRODUCTION

Wholesaling or 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 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.

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth.

1.1 OVERVIEW



Marketing refers to business activities associated with communicating, advertising, delivering, or selling products or services to customers. A company undertakes the activities to promote the sales of a product or service to the target audience.

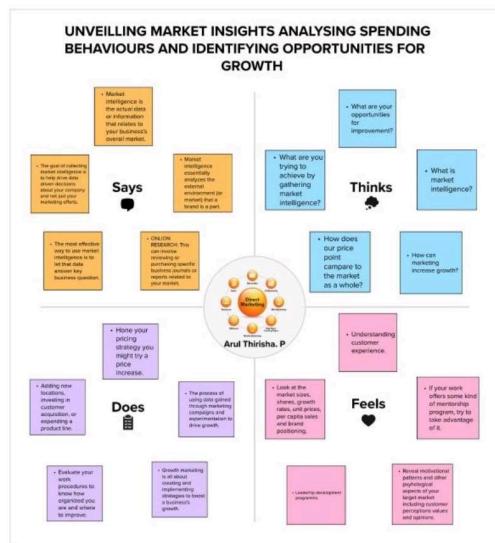
1.2 PURPOSE OF THE MARKETING PLAN:

- Interpret Ambiguous Situations
- Analyze/ Evaluate Data
- Set Goals & Mark Projections
- Lead to rational decision making

2. PROBLEM DEFINITION & DESIGN THINKING

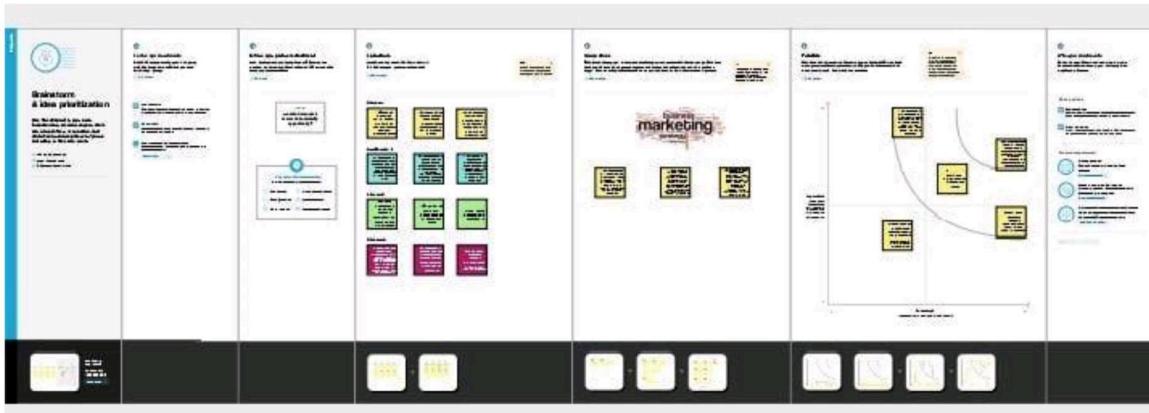
2.1 EMPATHY MAP:

Marketing your business can be challenging, especially if you have a limited budget and a competitive market. However, you don't need to spend a fortune to attract and retain customers, as long as you use some creative and effective strategies that can boost your brand awareness and customer loyalty.



2.2 IDEATION & BRAINSTORMING MAP:

In the simple terms, it's a strategy used to solve problems by allowing members of a team to contribute their ideas in an open meeting.



3. RESULT:

3.1 THE MILK BUYERS IN INDIA



3.2 THE GROCERY BUYERS IN INDIA

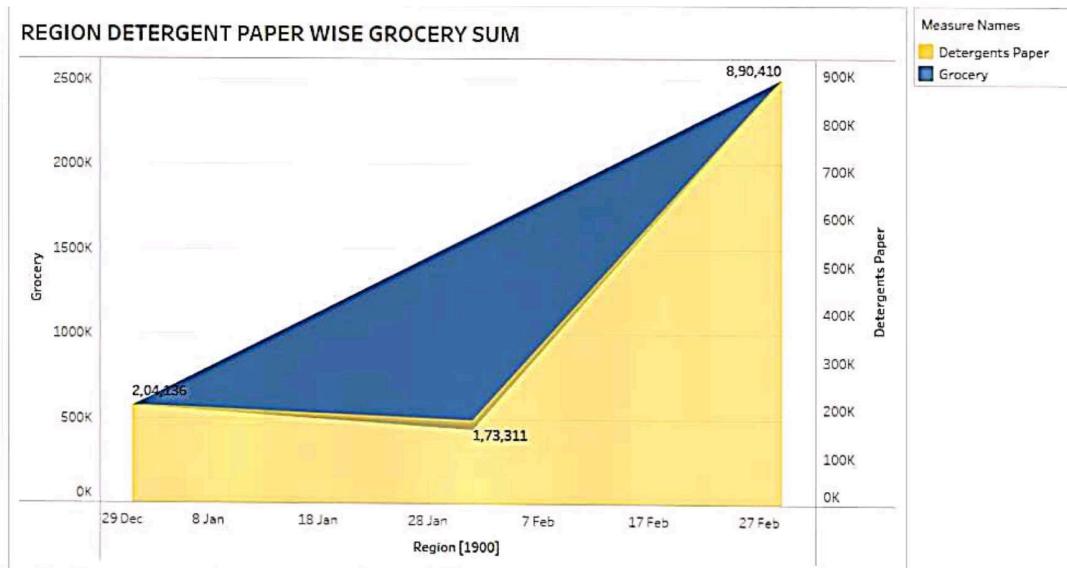


3.3 THE FRESH BUYERS IN INDIA



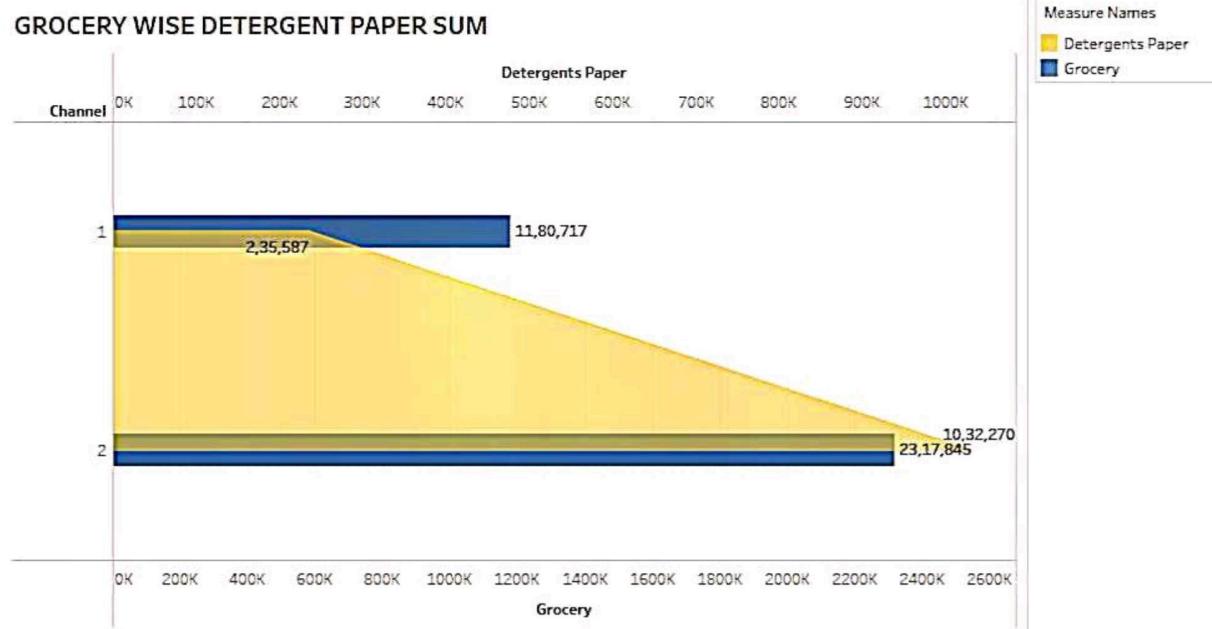
3.4 REGION WISE DETERGENT PAPER AND GROCERY

Grocery (2,04,436) is maximum compared to the detergent paper (8,90,410) in the region wise

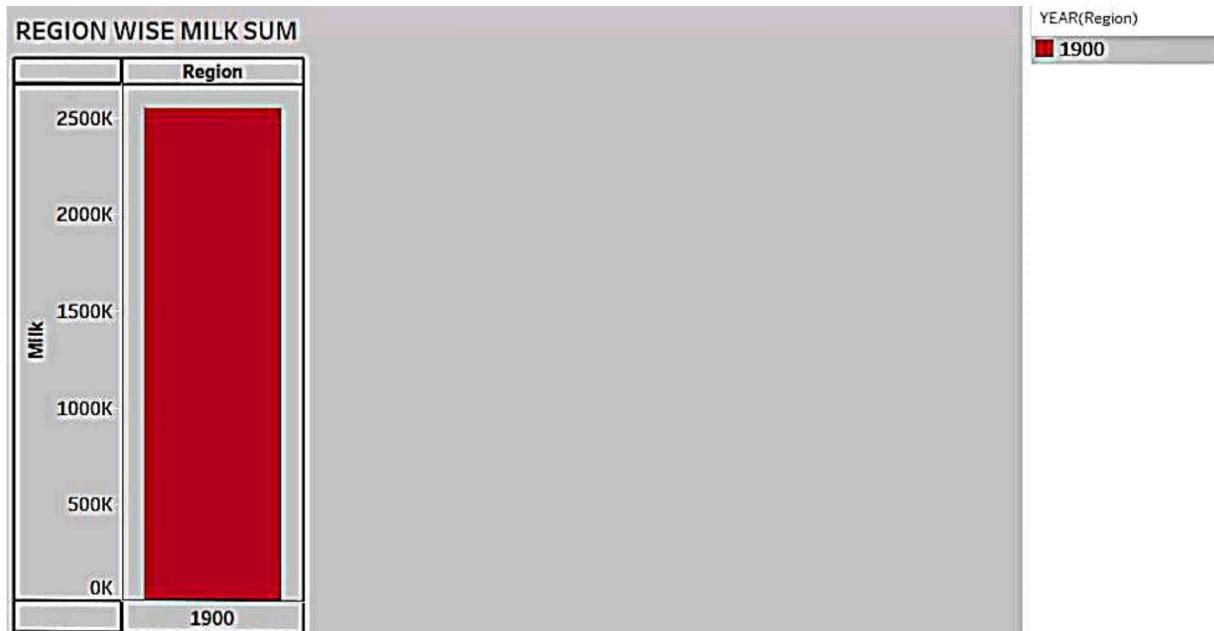


3.5 CHANNEL WISE DETERGENT PAPERS AND GROCERY

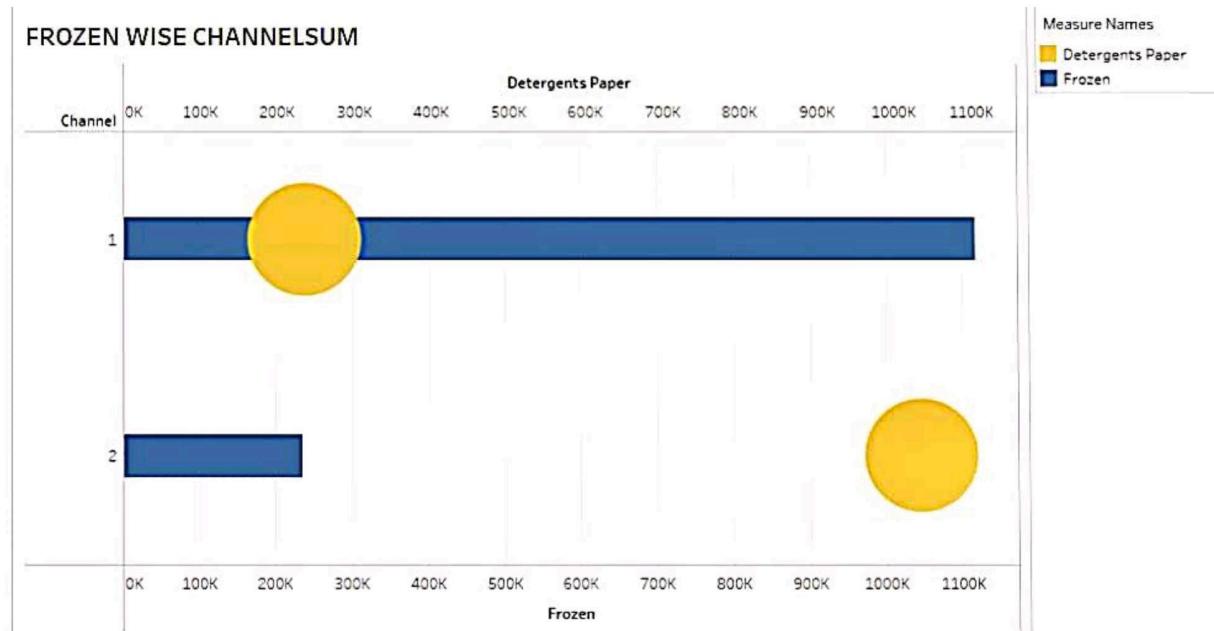
Grocery (23,17,845) is maximum compared to the Detergent paper(10,32,270) in the channel.



3.6 REGION WISE MILK

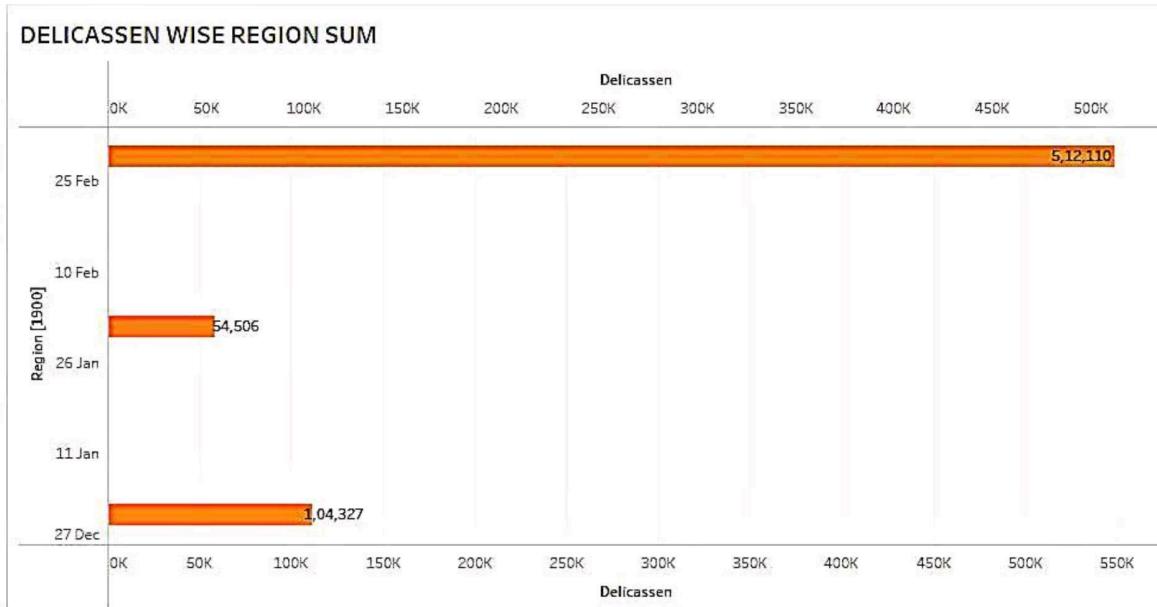


3.7 CHANNEL WISE DELICASSEN AND FROZEN



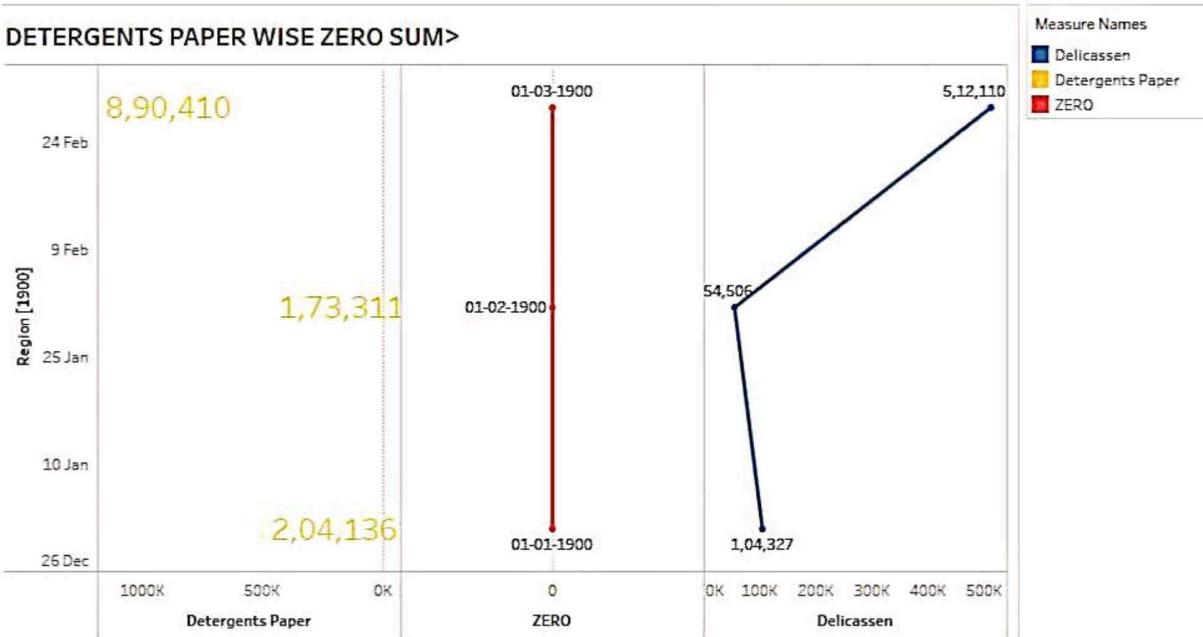
3.8 REGION WISE DELICASSEN

Region Wise Delicassen region 3 (5,12,110) is higher than the remaining two regions (1,04,327&54,506).

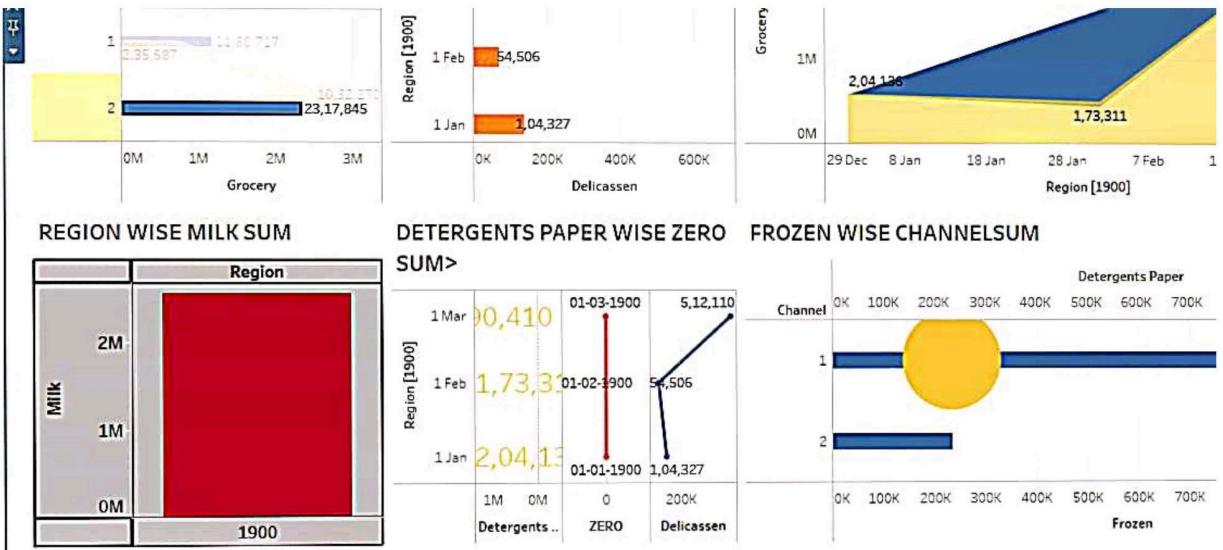


3.9 REGION WISE DELICASSEN AND DETERGENT PAPER

Delicassen (5,12,110) is less than Detergent Paper (8,90,410).

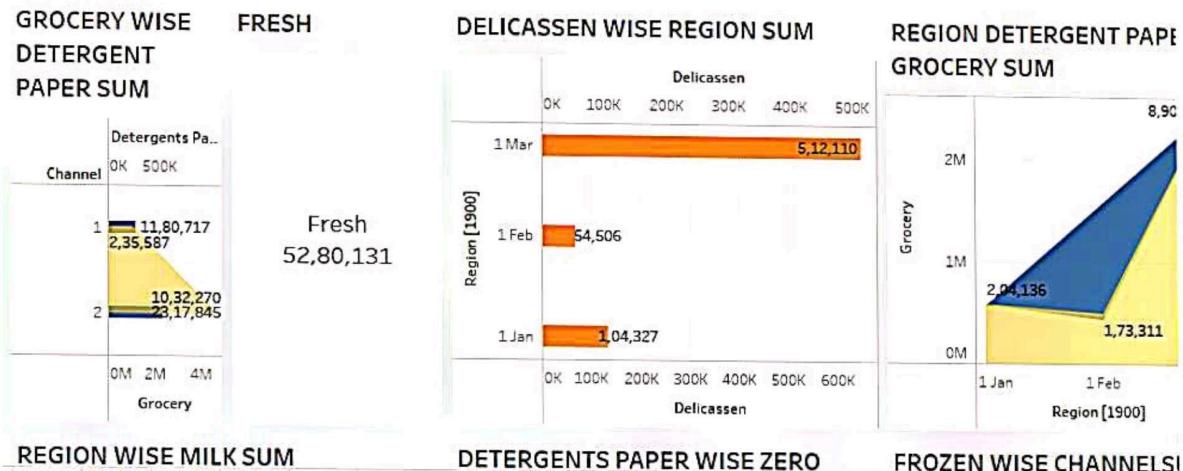


4. DASHBOARD



5. STORY

MARKETING SALES PROFIT AND LOSS



6. ADVANTAGES:

- ❖ Marketing Facilitates exchanges in the ownership and possession of goods and services.
- ❖ Marketing Helps in optimal utilization of resources.
- ❖ Marketing provides gainful employment Opportunities.
- ❖ Marketing stabilizes the Economic Conditions.
- ❖ Marketing Acts as a Basis for Making decisions.

7. DISADVANTAGES:

- ❖ Marketing can be expensive and drain profits, especially for smaller businesses.
- ❖ It's difficult to accurately assess the cost benefit of a marketing campaign.
- ❖ Not all campaigns are successful because they were not carefully researched and planned.
- ❖ The business may require additional staff to assist with advertising.

8. APPLICATIONS

It can help wholesalers identify their most valuable customers, understand their purchasing patterns, and tailor their marketing strategies accordingly. By analyzing customers data, wholesalers optimize their product offerings, pricing strategies, and inventory management to better meet customer demands. Overall, it's a valuable tool for wholesalers to enhance customer satisfaction and drive business growth.

9. CONCLUSION

Wholesaler customer analysis helps wholesalers gain valuable insights into customer behavior and preference.