

# **PROJECT REPORT TAMPALATE**

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

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### **I.INTRODUCTION**

#### **overview**

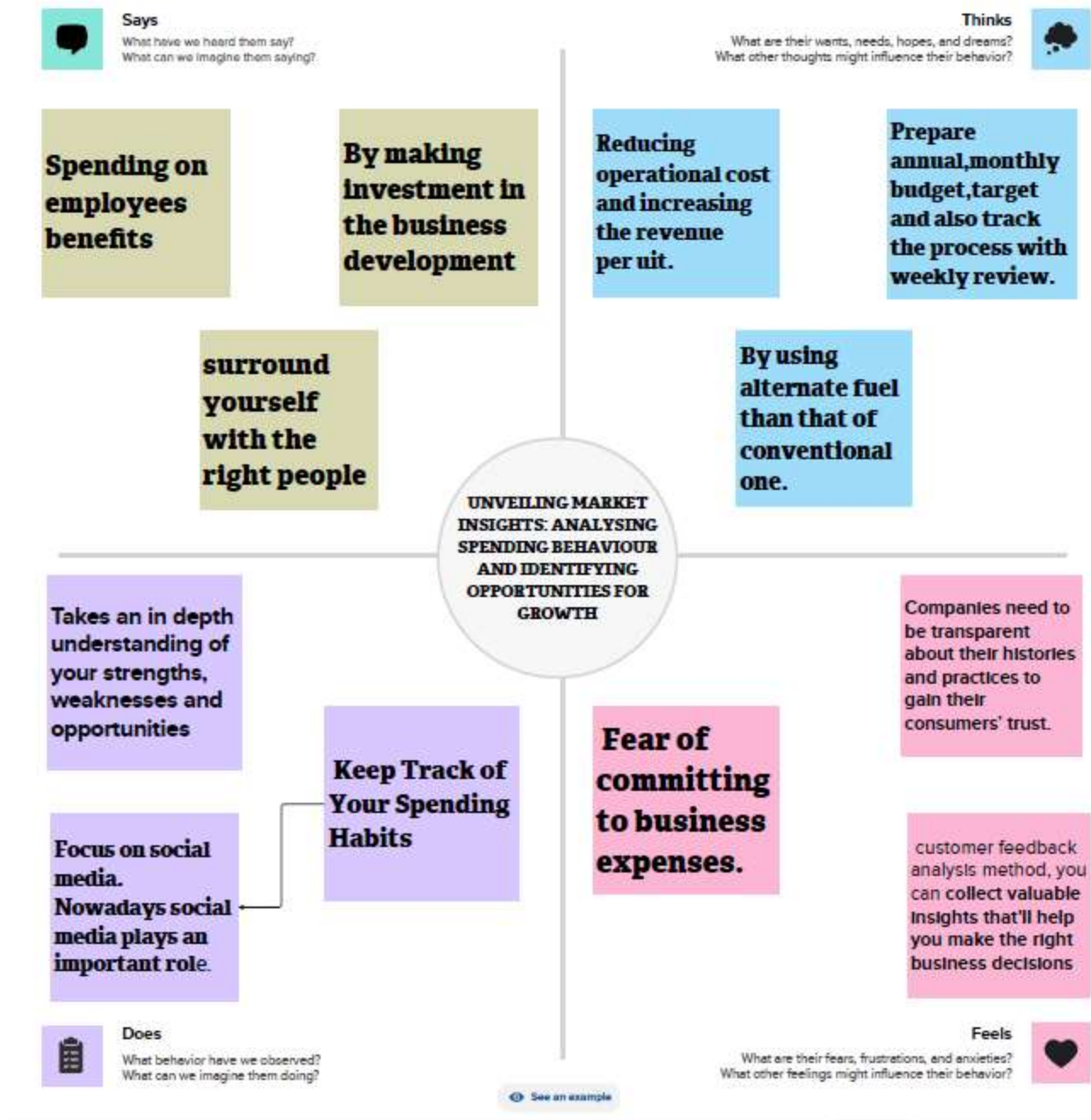
Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.

#### **Purpose**

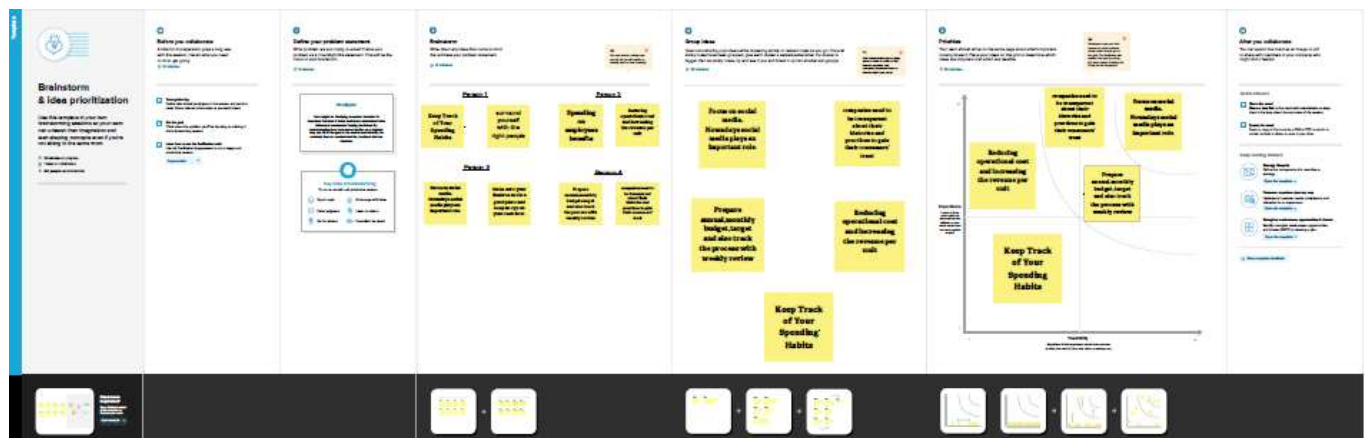
The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas. In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow.

## 2.PROBLEM DEFINATION & DESIGN THINKING

### EMPATHY MAP



# IDEATION & BRAINSTORMING MAP



## RESULT DASHBOARD I



## **ADVANTAGES**

By conducting a market opportunity analysis, businesses can identify potential customers, assess the competition, and determine the best way to enter the market. By taking the time to conduct a market opportunity analysis, businesses can increase their chances of success in a new market.

## **DISADVANTAGES**

The biggest drawback of having a market opportunity is that it can be risky and costly. Companies must invest time, money and resources into researching, developing and launching products into new markets. And if the product fails to gain traction or fails to meet customer expectations, those investments may be lost..

## **APPLICATIONS**

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

## **Conclusion**

**Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth. Creating Dashboard, Story using Tableau and analyzing Spending Behaviour and Identifying Opportunities for Growth.**