



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

analysing  
spending  
behaviour and  
idendifying  
opportunities for  
growth say

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..

Spend analysis is conducted by analyzing and aggregating the total amount of goods and services purchased across organizational divisions to identify new opportunities to:

analysing  
spending  
behaviour and  
idendifying  
opportunities  
important

Reduce costs

Inform decision making

Consolidate suppliers

Consolidate suppliers



It provides a magnifying glass for examining and tracking expenditures across an organization at a detailed level, revealing patterns and insights that help companies reduce waste and strengthen their buying power. Continuously analyzing spending helps businesses ensure that when it comes to procurement, they never leave money on the table.

Spend analysis is an important business process that helps organizations identify ways to reduce costs and get better value from supplier relationships.

Examples of internal and external sources of the data used in spend analysis include

Industry benchmarking information.

Accounting systems.

Expense management systems.

Payroll software.

Bank and credit card accounts.

Procurement software.

Enterprise resource planning (ERP) systems.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?