

## IREVOLUTION: UNEVILING MARKET INSIGHTS

## INTRODUCTION:

## 1.1 Overview:

The goal of the field of market insights is to learn about and analyse the market. Data on the market, consumers, and competitors must be gathered, analysed, and interpreted by individuals in this role. Their main objective is to give important information and viewpoints to company decision-makers, helping them to make wise decisions and create plans. Working in the field of market insights requires a special set of skills which allow both efficient market research and the creation of insightful data. Here are some qualities everyone should have:

1. **Analytical Thinking:** A Market Insights expert must be able to break down data and draw out relevant information. It's essential to have the ability to differentiate between hidden patterns and a broader context.
2. **Curiosity:** This quality is maybe the most crucial. The key to success in this industry involves possessing a strong drive to investigate unique trends, go into unknown territories, and understand customer behaviour.
3. **Excellent Communication Skills:** You must be able to clearly and persuasively present your findings while working with company decision-makers and data. You must be an effective communicator, verbally and in writing.
4. **Creativity:** You'll frequently need to come up with solutions for problems
5. and find new perspectives. Your ability to be creative will enable you to examine data and information from various perspectives, revealing new possibilities and approach.

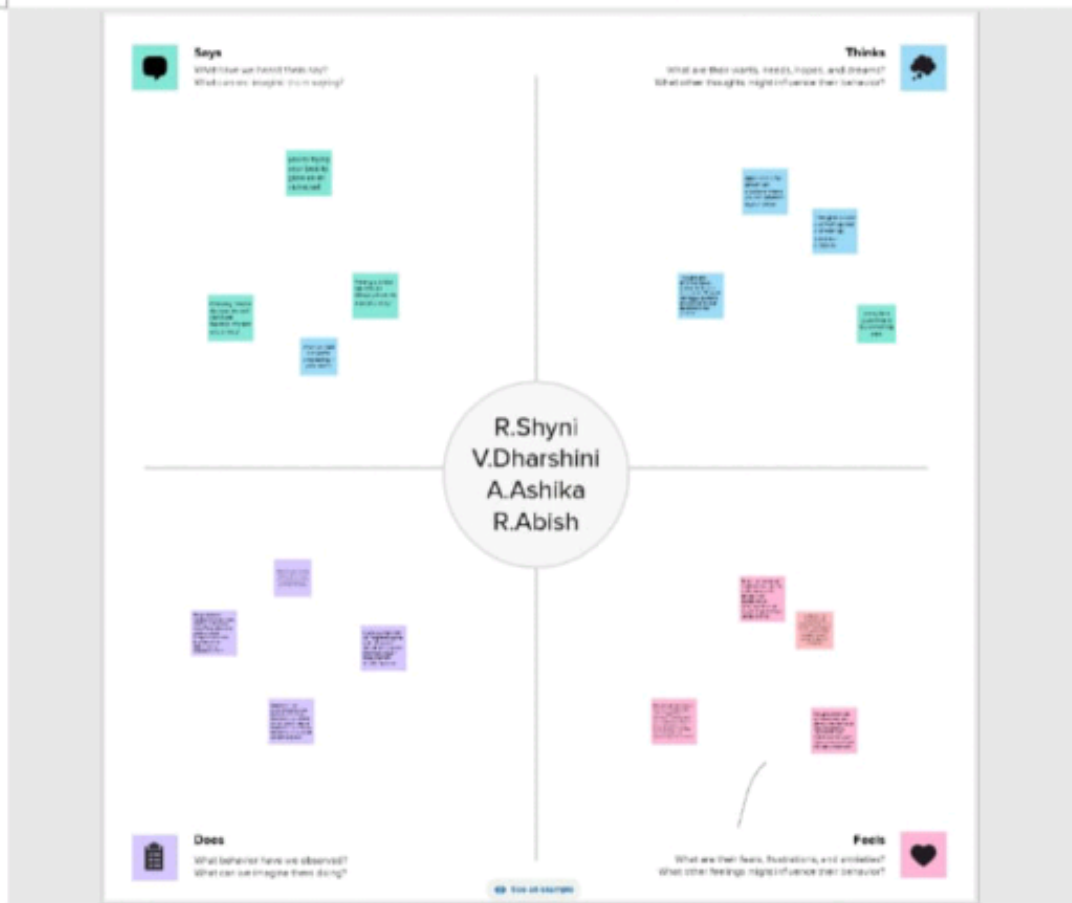
## 1.2. Purpose

1. Marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting. This is especially true when marketing a previously unused or unknown innovation. In other words, the best market insights help those selling the invention and the companies needing it. What is the specific purpose of market. The purpose of marketing is to generate revenue for a brand, company, or organization. Marketing professionals and teams achieve this through market.

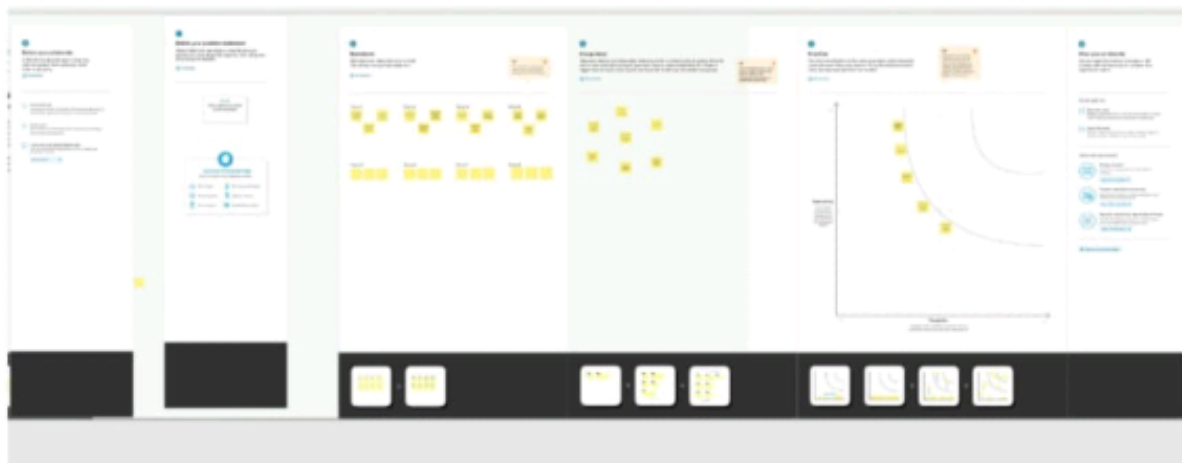
## Project Report Titles



### 2. PROBLEM DEFINITION AND DESIGN THINKING: 2.1 Empathy map



### 2.2 Ideation & Brainstorming Map



## 3. RESULT

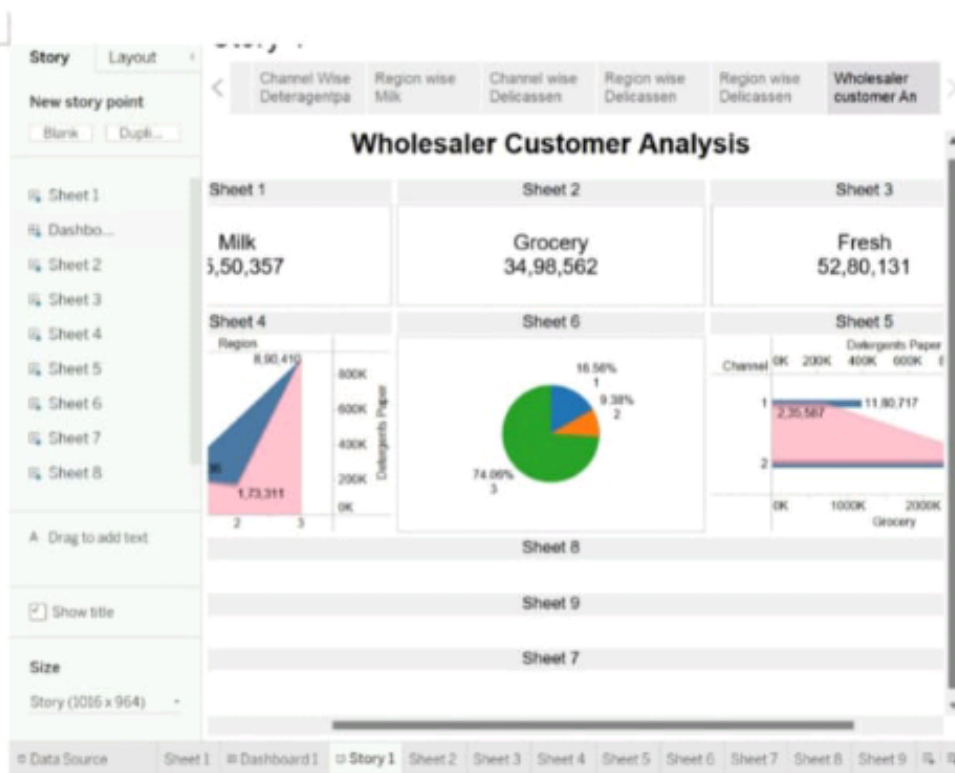
We created the data visualization such as dashboard and story using the dataset provided.

### DASHBOARD:1 by Shyni.R



### Story:1

### Story by R.Shyni



# Project Report Titles

## Advantages and disadvantages

### Advantages

- Marketing that is properly researched and targeted will bring new and returning customers
- Opinions of current and former customers can identify areas for improvement
- Raising brand awareness
- Allows for a more personal relationship between the business and the customer
- Increased market share

### 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
- The cost of branded items used for advertising reduces profit margins
- The time required to keep information updated on websites and social media may require additional staff

### Application:

The mobile device is increasingly becoming a cornerstone of our mobilized society. In fact, for many people around the globe, a mobile device has become their primary communication and commerce tool. Whenever our world changes, so must the practice of marketing.

### CONCLUSION :

- Specify the business problem
- Business requirements
- Literature Survey → Data Collection & Extraction
- Collect the dataset
- Connect dataset with Tableau → Data Preparation
- Prepare the data for visualizations → Data Visualizations
- No of unique visualizations → Dashboard
- Responsive and design of Dashboard → Story
- No of scenes of Story → Performance Testing
- Utilization of Data Filters
- No of Visualizations/ Graphs → Project Demonstration & Documentation
- Record explanation Video for project end to end solution

By this we can conclude our project.

## Project Report Titles

### FUTURE SCOPE

Be the exception: How brilliant marketers find and follow what makes their stories different in a world full of average content

Yes, the future of Content Marketing is here to embrace those who will find a way to be brilliant and be exceptional.

As there is growing amount of content that is being produced each day, you cannot do anything but be different. You should have a story, an action plan, a solution that can get your audience to listen to you.

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Mediocre content will hurt your brand more than doing nothing at all.

Content Marketing is growing and will continue to do in future as well. But, you have to adapt and create highly personalized content that strikes a chord with your target audience. You will have to build a growing audience for your content, so you can get leads and conversions for your business, consistently.