



UNVEILING MARKET INSIGHTS: ANALYZING SPENDING BEHAVIOR AND IDENTIFY OPPORTUNITES FOR GROWTH

TEAM ID: NM2023TMID28341

III BSC PHYSICS (E/M)

KALAIGNAR KARUNANIDHI GOVERNMENT ARTS COLLEGE FOR WOMEN(A), PUDUKKOTTAI-622001







TEAM MEMBERS

TEAM LEADERS:

R.ABINAYA-bdu1621pe1375

TEAM MATES:

S.AAFRITHA BARVEEN- bdu1621pe1374

S. ABINAYA-bdu1621pe1377 S. ABINAYA-bdu1621pe137

n title



Introduction

Market insights refers to the process of gathering and analyzing data about customers, competitors, and market trends to gain insights and make informed business decisions. It helps business understand their target audience, identify opportunities, and develop effective marketing strategies.

Market insights plays a crucial role in helping business make informed decisions and stay ahead in today's competitive landscape.



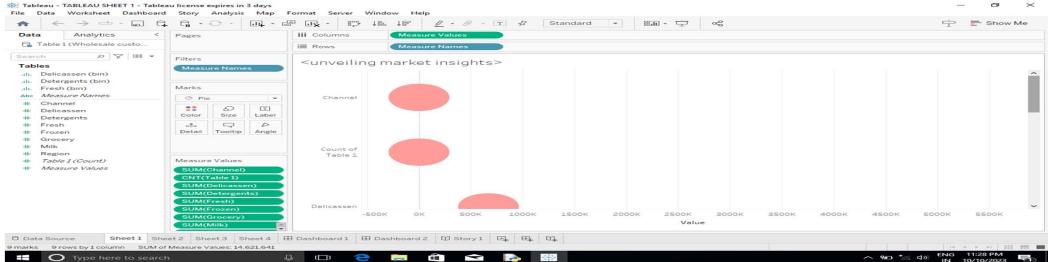


VISUALIZATIONS

Visualizing marketing insights is not just about creating fancy charts and graphs. It's about telling a compelling story with data that informs, persuades, and inspires action.

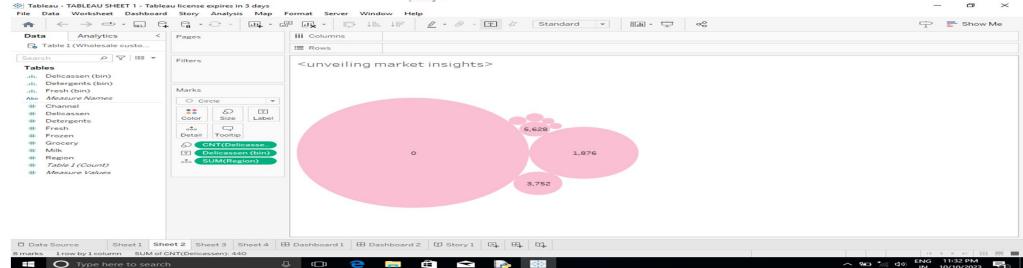






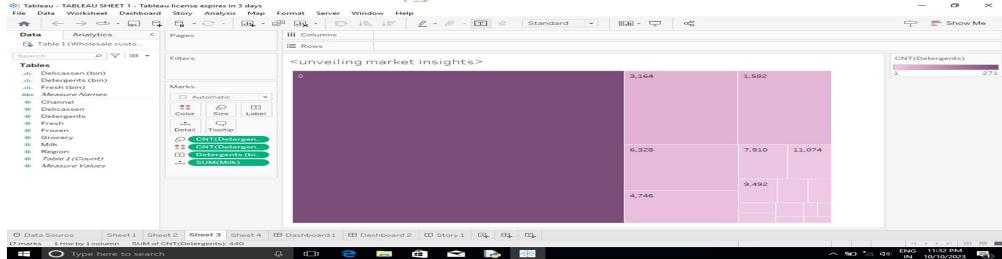






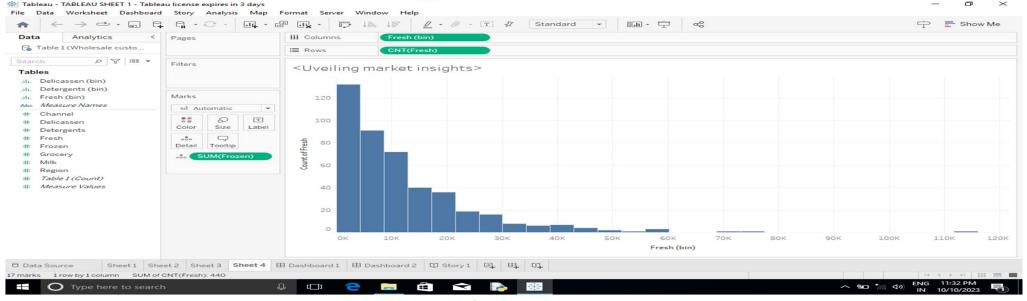






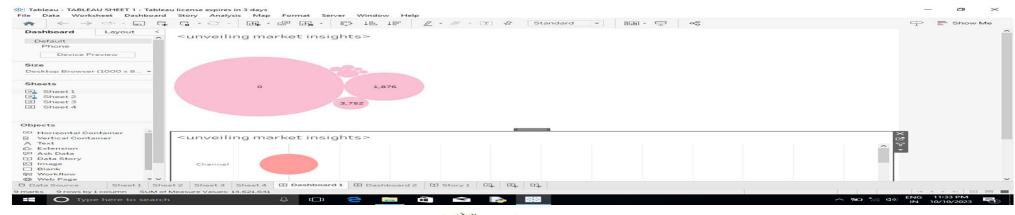






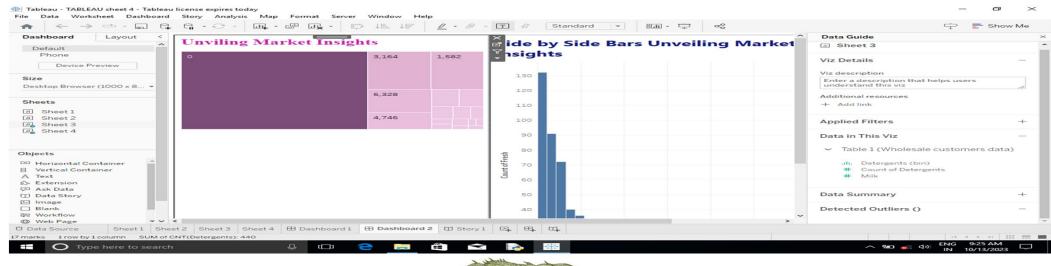


DASHBOARD 1



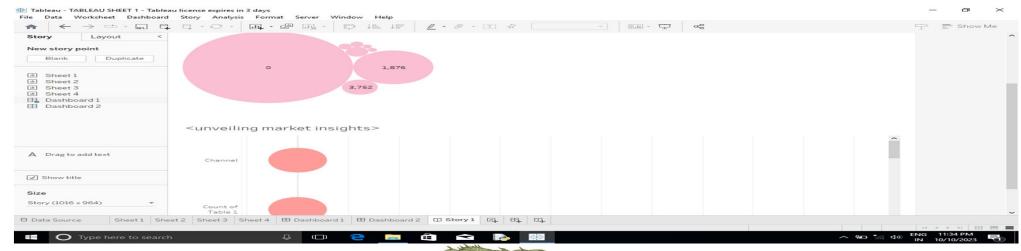


DASHBOARD 2





STORY





The "Unveiling Market Insights" project successfully utilized Tableau to analyze spending behavior, identify opportunities for growth, and provide actionable insights for strategic decision—making.

The project underscore the importance of leveraging advanced analytics tool like Tableau to unlock the full potential of data, transforming it into a strategic assets for organizations in a rapidly evolving market landscapes.





FUTURE SCOPE

The future scope of Unveiling Market Insights using Tableau is likely to be characterized by advancements in AI, real-time analytics, data security, and improved user experiences. As the field of data visualization and analytics continues to evolve, Tableau is poised to play a crucial role in empowering organizations with actionable insights for strategic decisionmaking.





Thank you



