

PROJECT REPORT TEMPLATE



TEAM LEADER : M. Aashika

TEAM MEMBERS :

1. Abarnasri . M
2. Abinaya . R
3. Abirami . S

Unveiling Market Insights - Analysing Spending Behaviour and Identifying Opportunities for Growth

1 . INTRODUCTION

1.1 OVERVIEW :

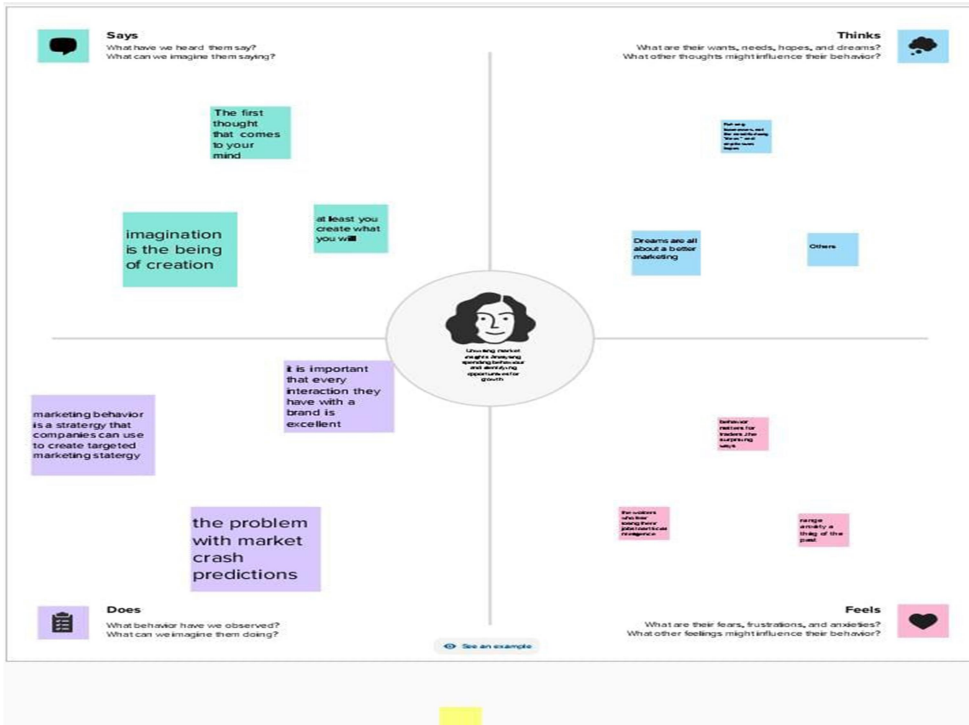
- Marketing insights are collections of data that provide marketers with valuable information on the wants and needs of the brand's target demographic.
- Marketing is a necessary component of many of the largest industries in our society including business , technology , entertainment , hospitality and healthcare.
- Marketing is a field that involves using data , consumer insights , industry patterns and creative decisions to the forefront of its target demographic's consciousness.

1.2 PURPOSE :

- Marketing involves a business's different aspects, such as product development, advertising, sales, and distribution methods. The key purpose of marketing is to get people interested in the products or services of a company. This happens through market analysis, research and contemplating the interest of a business's ideal customers and attracting them through messaging which would be educational and helpful to a business's target group.
- **1.Product** – It is important for marketers to know the product in and out and the features that differentiate it from the competing products.
- **2. Price** – As price decisions determine demand, supply and marketing strategy type, the brands and products may have to be positioned differently in the market on the basis of their price point.
- **3.Communication** – This emphasizes open communication between the consumer and the brand, in contrast to the conventional

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP :



2.2 IDEATION & BRAINSTORMING MAP :



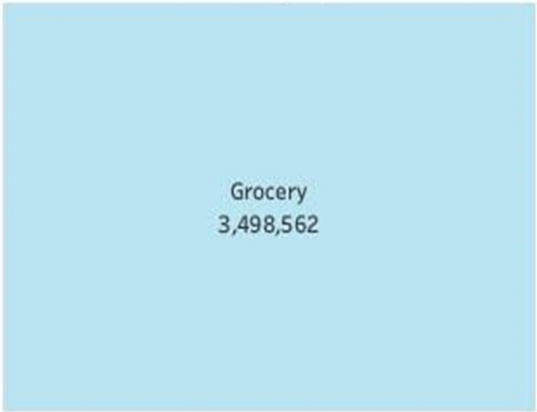
3.RESULT :

Dashboard 1

Milk Kpi

Milk
2,550,357

Grocery Kpi



Grocery
3,498,562

Fresh Kpi

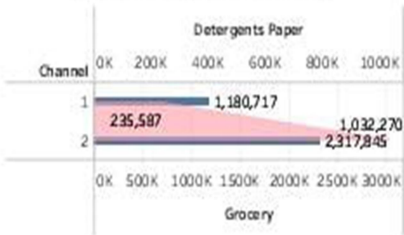
Fresh
5,280,131

Region Wise Detergents Paper And Grocery

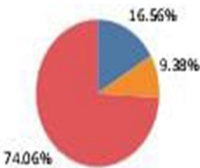


Dashboard 2

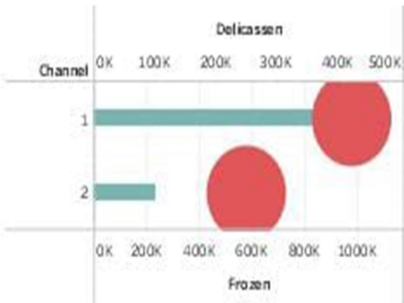
Channel Wise Detergents
Paper And Grocery



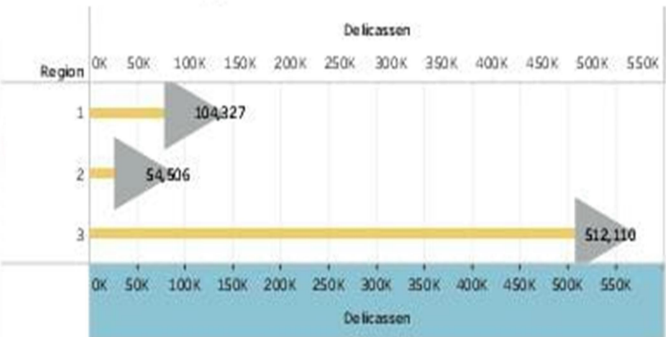
Region Wise Milk



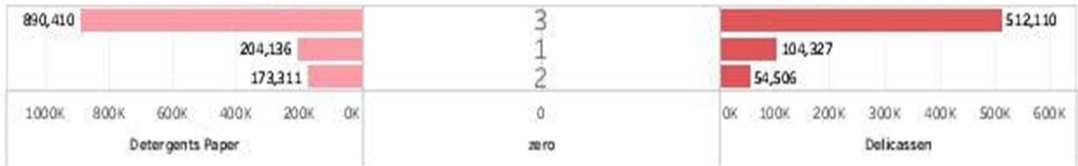
Channel Wise Delicassen
And Frozen



Region Wise Delicassen

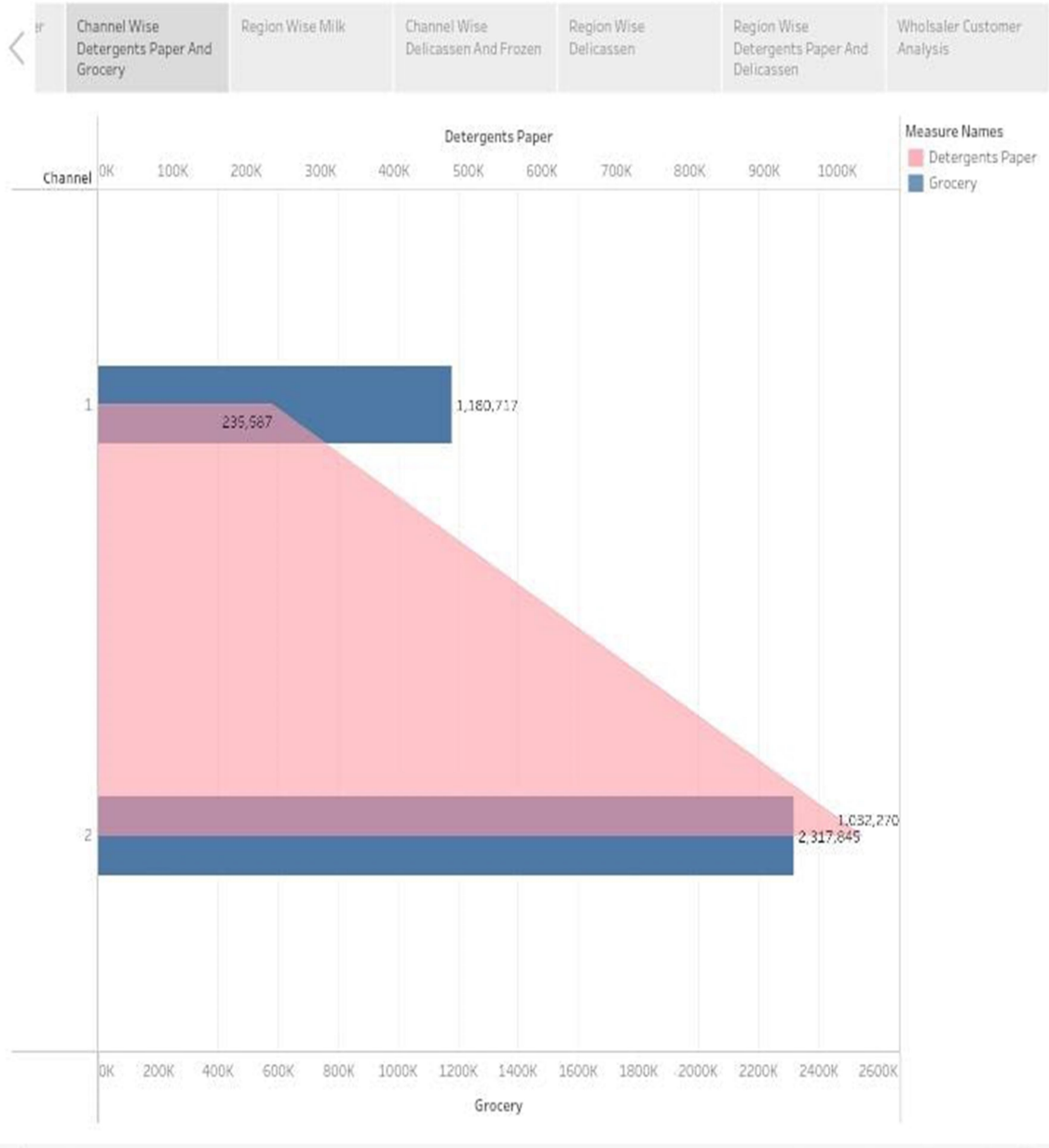


Region Wise Delicassen And Detergents Paper

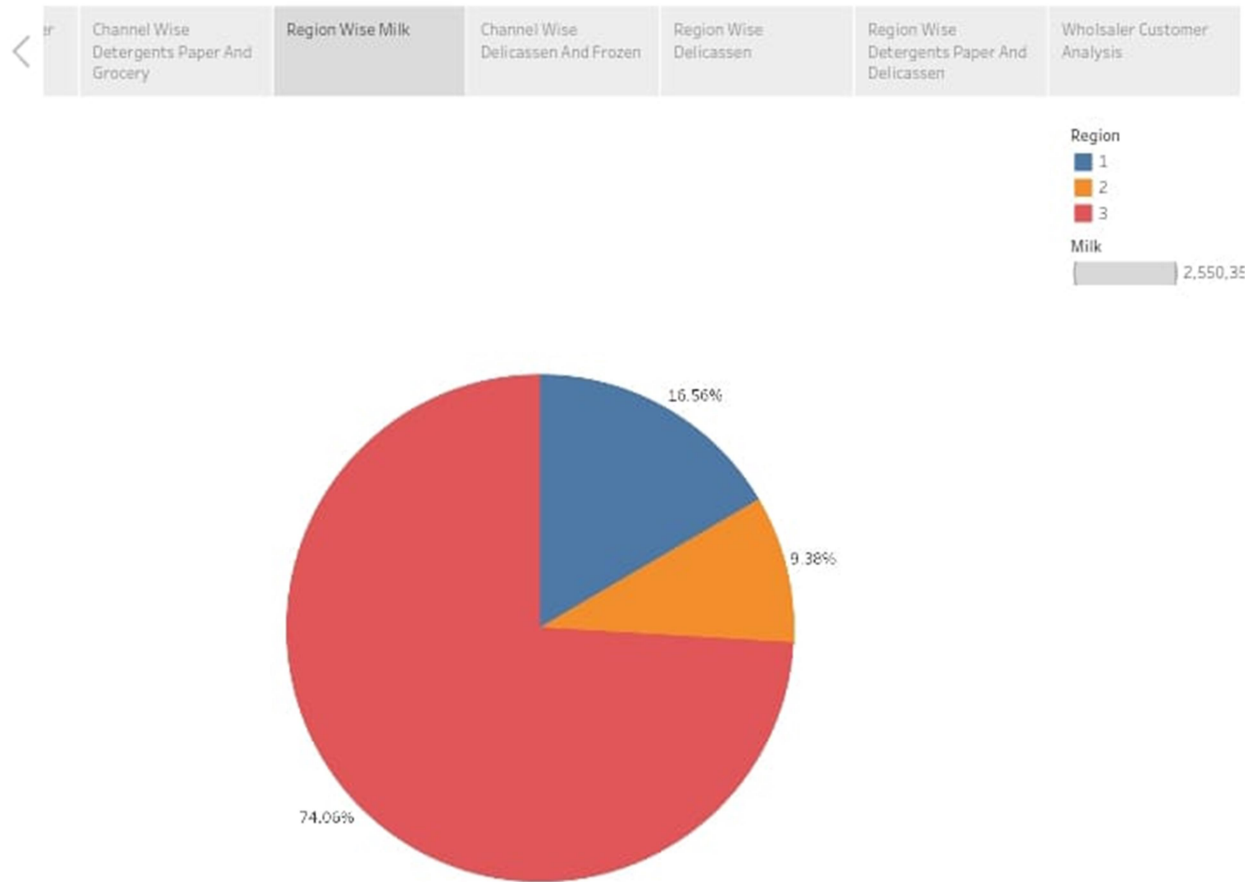


Story 1 :

Story 1



Story 1



4. ADVANTAGES & DISADVANTAGES

- **Advantages** :
1. Marketing that is properly researched and targeted will bring new and returning customers
 2. Opinions of current and former customers can identify areas for improvement
 3. Raising brand awareness

➤ **DISADVANTAGES :**

1. Marketing can be expensive and drain profits, especially for smaller businesses.
2. It's difficult to accurately assess the cost benefit of a marketing campaign.
3. Not all campaigns are successful because they were not carefully researched and planned.
4. The business may require additional staff to assist with advertising.
5. The cost of branded items used for advertising reduces profit margins.
6. The time required to keep information updated on websites and social media may require additional staff.

5.APPLICATIONS

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Positioning
7. Process
8. Performance

6.CONCLUSION

- One of the most important benefits of marketing insights we learned is that it will strengthen the relationship between marketers and customers by providing the details needed to solve marketing problems and assist with marketing policy.
- Understanding customer behavior and attitudes are essential to developing effective marketing strategies.

7. FUTURE SCOPE

- Marketing is applied when communicating the value of a company's product to potential customers. This value communication seeks to justify the price of the product. Customers satisfied with the features and benefits are more likely to purchase the product.
- Many companies use market research to test new products or get information from consumers about what kinds of products or services they need and don't currently have.