CATEGORY:

Data Analytics with Tableau

PROJECT TITLE:

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

INTRODUCTION:

1.1 Overview: A brief description about project.

1.2 Purpose: The use of this project. What can be achieved using this.

Problem Defition & Design Thinking

The primary objectives of this project is to understand customer spending patterns, preferences and trends across various dimensions.. By conducting a comprehensive analysis, business can optimize their marketing strategies,improve product offerings, and enhance customer engagement to drive revenue growth.

REFERENCE:

It is used for marketing profit and loss.