



Says

- 1. What are the three types of budgets?
- 2. What is meant by spend analysis?
- 3. What is important in spend analysis?

Thinks



- 1. What is the importance of marking insights?
- 2. What are the insight of marking?
- 3. What is the opportunity analysis?

1. There are three types of budgets namely a surplus, a balanced budget, and a deficit budget.

2.Spend analysis is the process of collecting ,clearing, classifying and analyzing expenditure data from across the organization to identify patterns and trends within vast amounts of transactional data.

3. Spend analysis converts raw data into usable information. They deliver insights into an organization's procurement activities and expenditures, uncovering opportunities to lower its overall cost to procure goods and services.

1. Marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting.

2. Marketing insights are collections of data that provide marketers with valuable information on the wants and needs of the brand's target demographic.

3. An opportunity analysis is an evaluation tool used when determining the viability and profitability of developing a new hotel or property, or expanding an existing one.

i) Analyzing spending behavior
ii) Identifying opportunities for growth

1. International and domestic trade shows are a great way to gather information and to meet competitors, customers and prospects.

2. The first major advantage of conducting market research is improving your risk management strategy.

3. Spending behavior is influenced by a complex interplay of personal and external factors, including income, wealth, financial goals, the economy, cultural norms, and marketing.

1.Spend analytics is the process of collecting, cleansing, classifying, and analyzing spend data through either dedicated software or one-off spend cubes.

2. A customer behavior analysis is a thorough investigation of how customers engage with your company.

3. Spending behavior is influenced by a complex interplay of personal and external factors, including income, wealth, financial goals, the economy , cultural norms, and marketing.



Does

- 1. How do you develop maket insights?
- 2. What are the benefints of spending money on market research?
- 3. What are the factors of spending behavior?

See an example

Feels



- 1. What are the four stages in spend analysis?
- 2. What is customer behaviour analysis?
- 3. What are the factors of spending behaviour?