

# Unveiling Marketing Insights

## INTRODUCTION

### Overview :

What it is. Simply put, a market insight is the discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjective data analysis.

understanding or awareness of one's mental or emotional state or condition. immediate and clear understanding (as seeing the solution to a problem or the means to reaching a goal) that takes place without recourse to overt trial-and-error behavior.

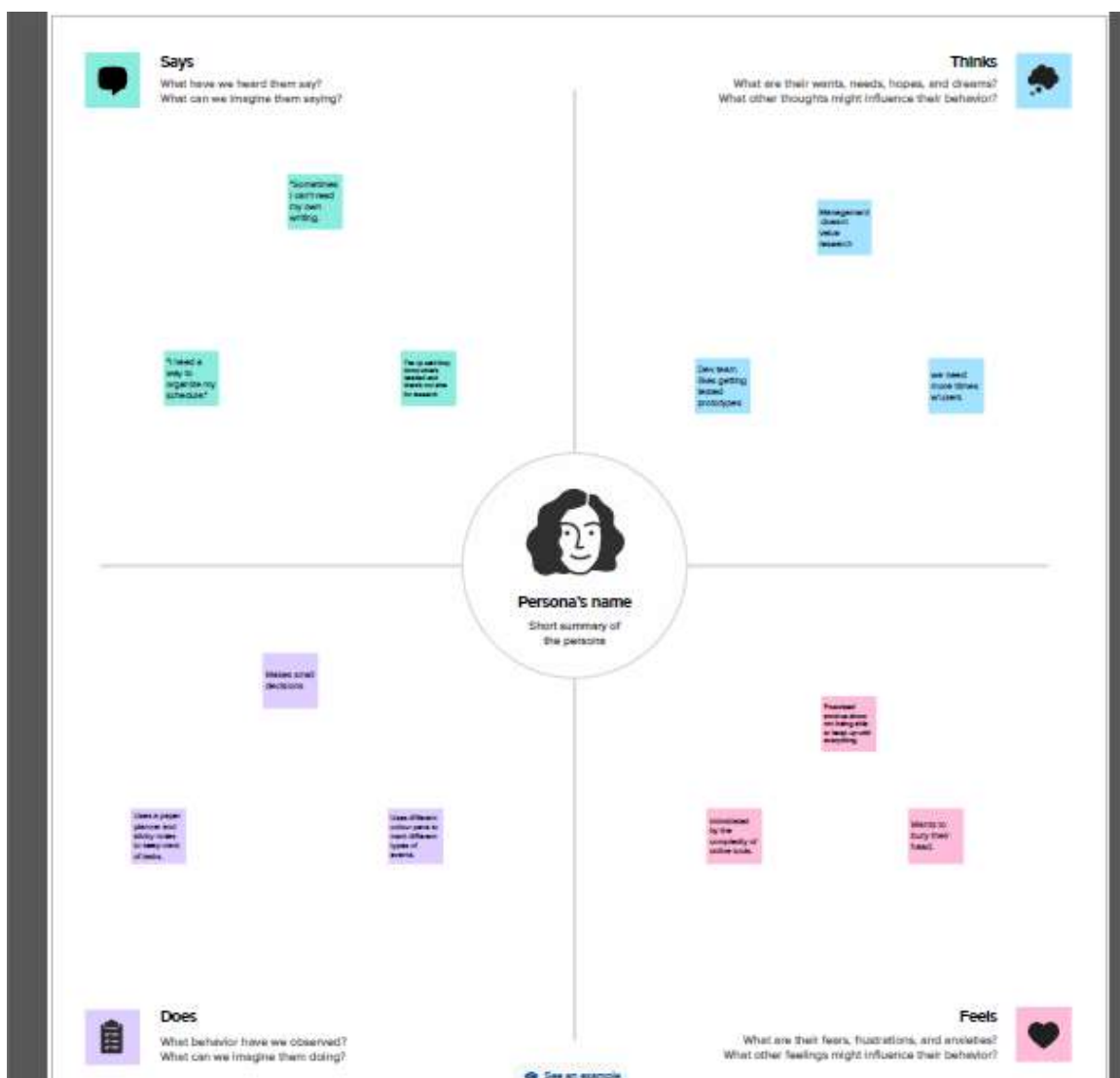
### PURPOSE :

Utilizing market insights is crucial because it aids in predicting potential changes in the market or industry. Finding patterns in customer behavior, such as spending patterns or levels of content

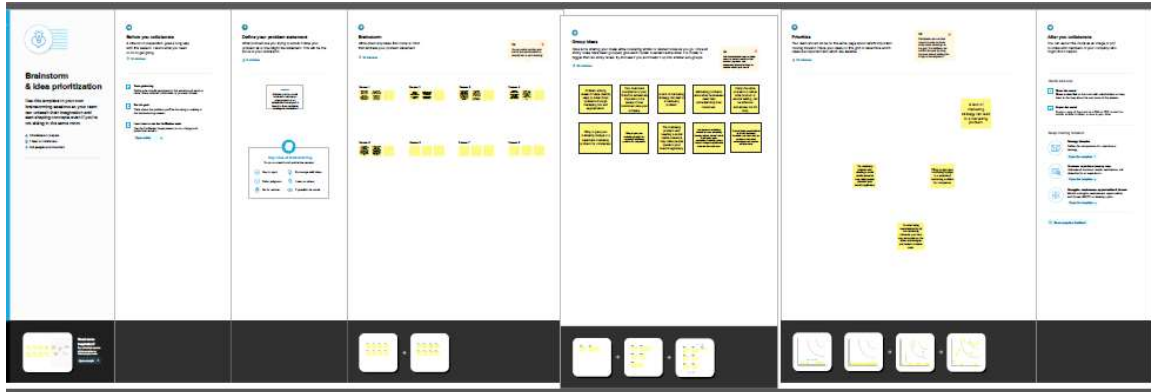
engagement, can be done very effectively by analyzing data.

## PROBLEM DEFINITION AND DESIGN THINKING

### EMPATHY MAP :



## IDEATION AND BRAINSTROMING MAP:



## RESULT:

Market insights enable businesses to identify customer preferences, industry trends, and competitor strategies. This knowledge empowers them to tailor their products or services, enhance customer experiences, and develop effective marketing and sales strategies.

## 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.

## CONCLUSION:

Summarize the target market, the offer, and the communication plan. Your conclusion should remind the reader of all the reasons why your plan is the best choice. Of course, the written plan is itself a marketing tool.

## FUTURE SCOPE:

The future scope of marketing is increasing exponentially. It involves researching, planning, and coordinating. The growth of digital technologies and the Internet boom have positively impacted marketing scope. Much credit goes to digital marketing and social media marketing for contributing to the explosion of the marketing industry and immensely expanding the scope of marketing management.

Moreover, marketing is not limited to just goods or services anymore. Today, marketing also

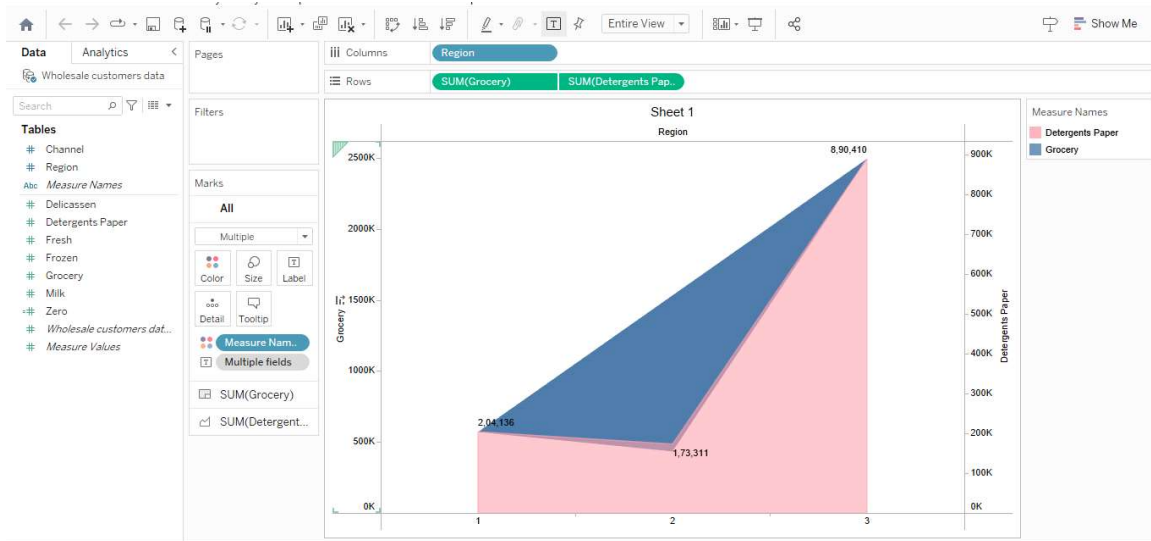
includes marketing events, persons, experiences, properties, places, organizations, information, and ideas. The list is ever-increasing.

SHEETS:

VISTUALATION

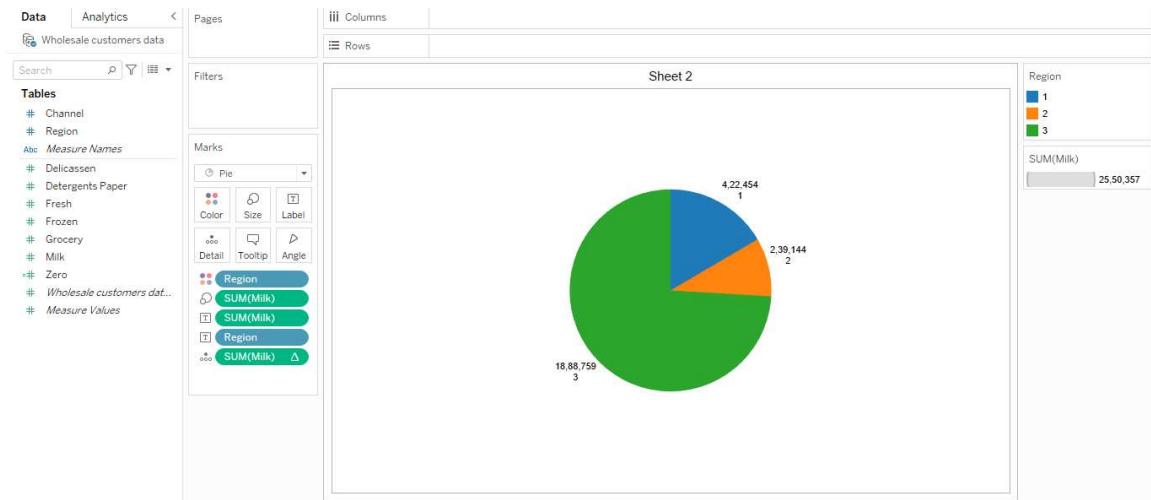
SHEET:

Milk Kpi Grocery And Detergents Paper For  
Each Region Colour.



SHEET:2

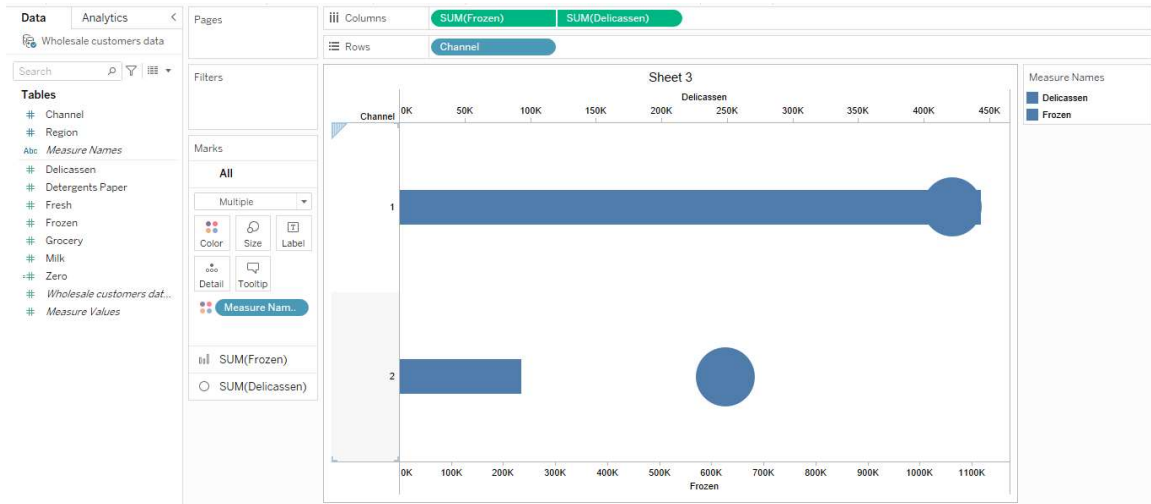
Grocery Kpi Region Wise Milk.



SHEET :3

Fresh Kpi Chennal Wise Delicassen And

## Frozen.



## SHEET:4

### Region Wise Delicassen And Detergents

## Paper .





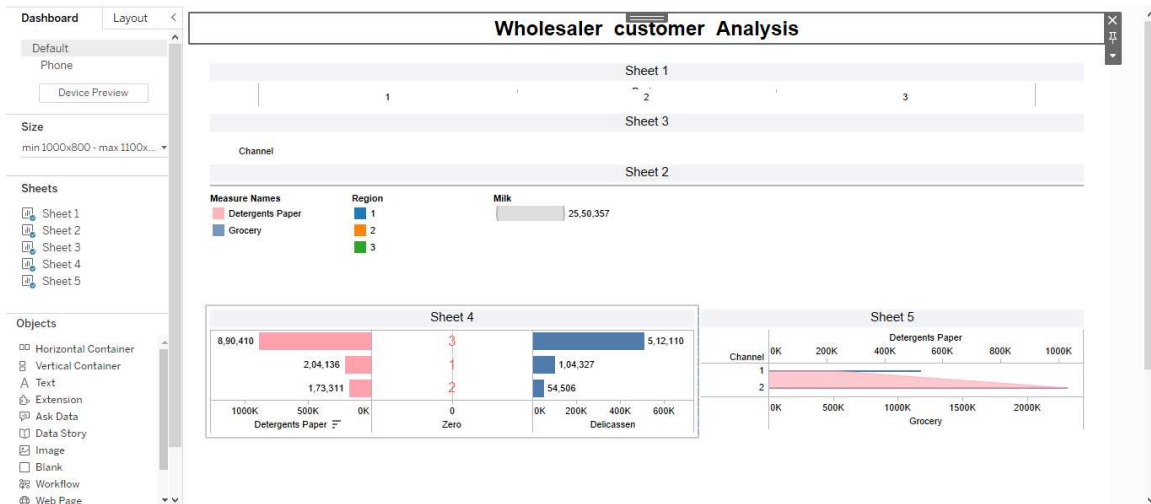
## SHEET:5

### Chennal Wise Detergents Paper And Grocery.



## DASHBOARD

### Wholsaler Costomer Analytics Dashboard.



# STORY

