



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



**Bharathraj**

Short summary of the persona

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

Project Description  
Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services.

Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate

The retailer then sells the goods to the end consumer at a higher price making a profit.

The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas.

In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow.

This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

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

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions.

By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth

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Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?