

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

- **INTRODUCTION**

- **Overview**

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.

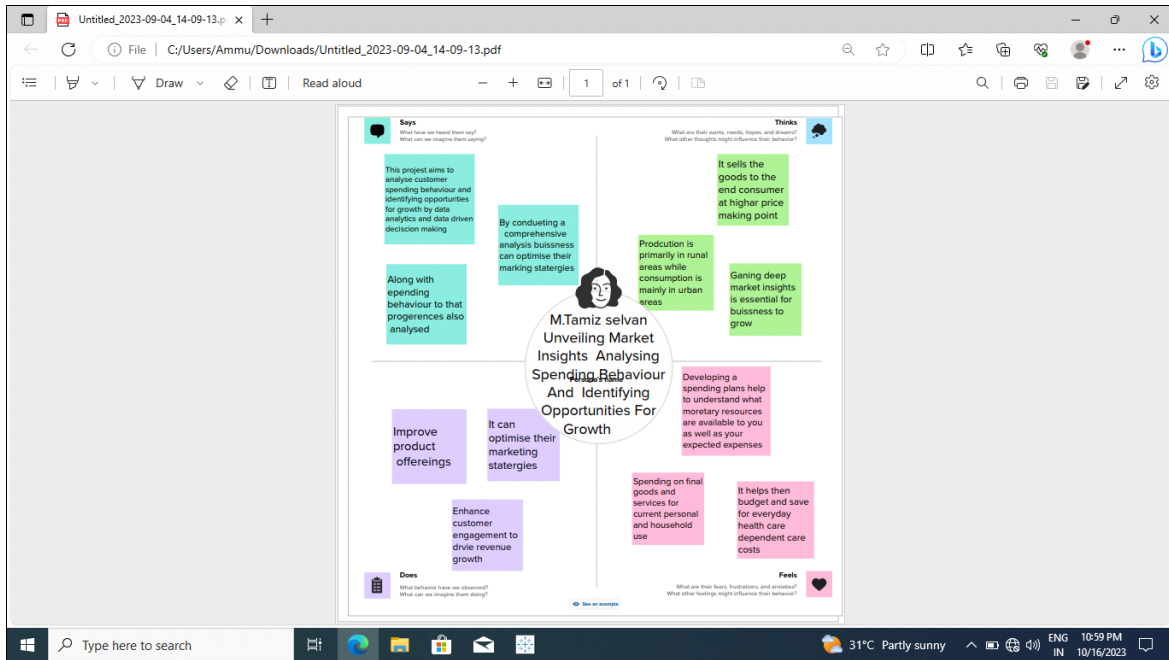
The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions.. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue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

- **Purpose**

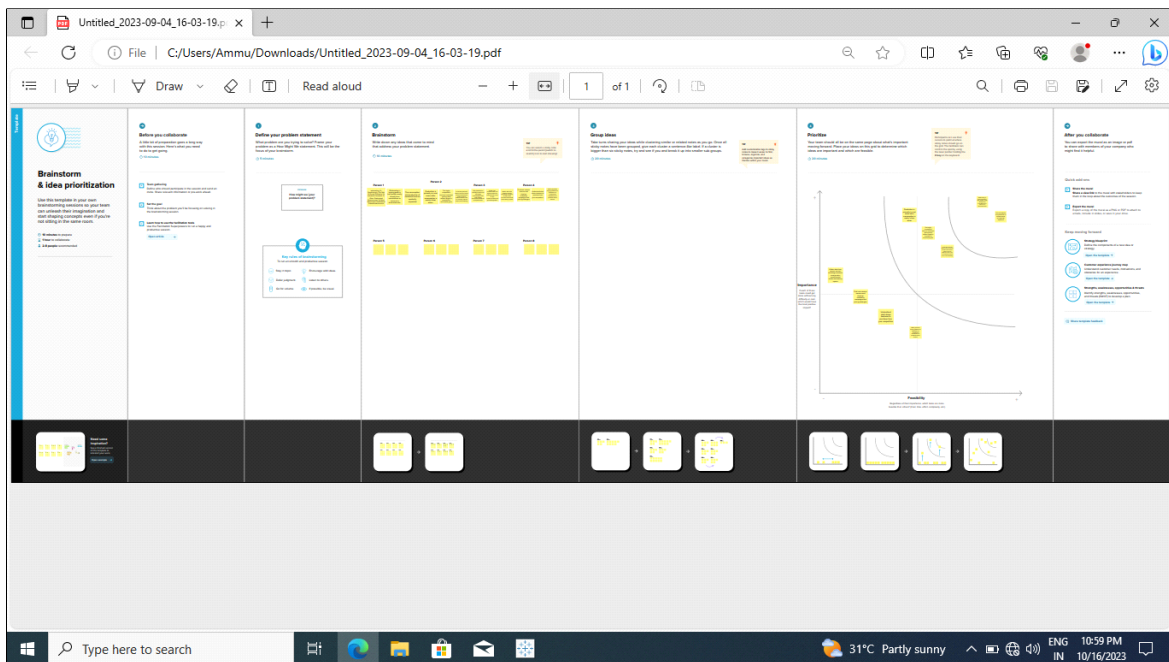
This project will be useful in analyzing the spending behavior of the people and Identifying the opportunity for the growth. The number of consumers will be identified. The brand of high and popular sale will also be known.

2. Problem Definition & Design Thinking

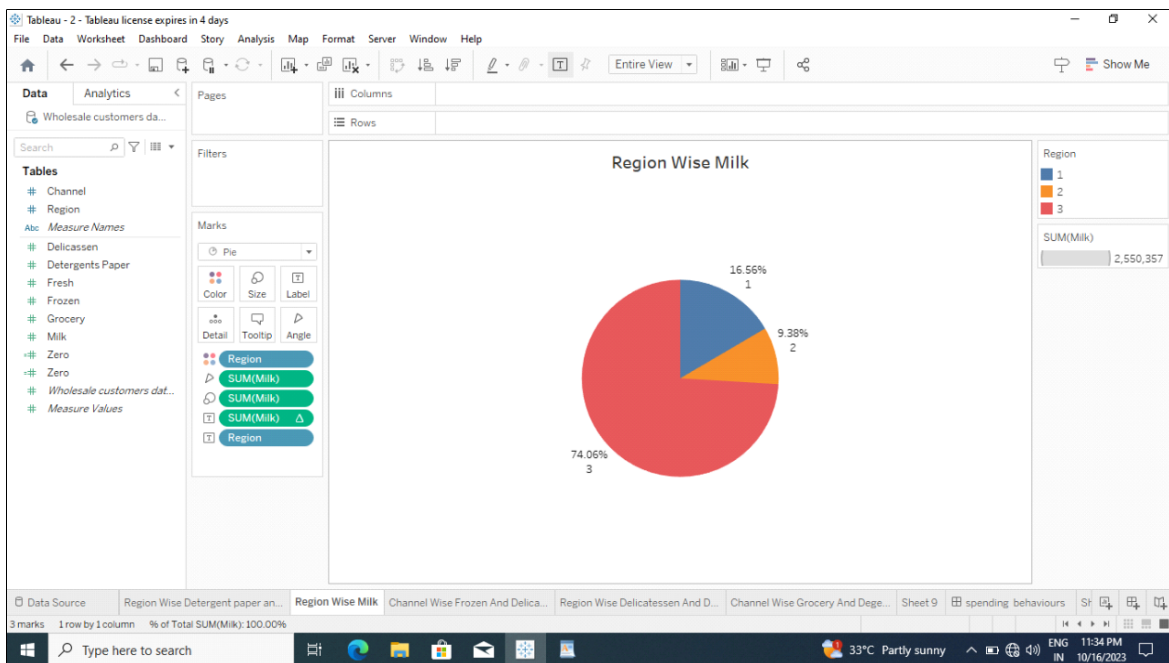
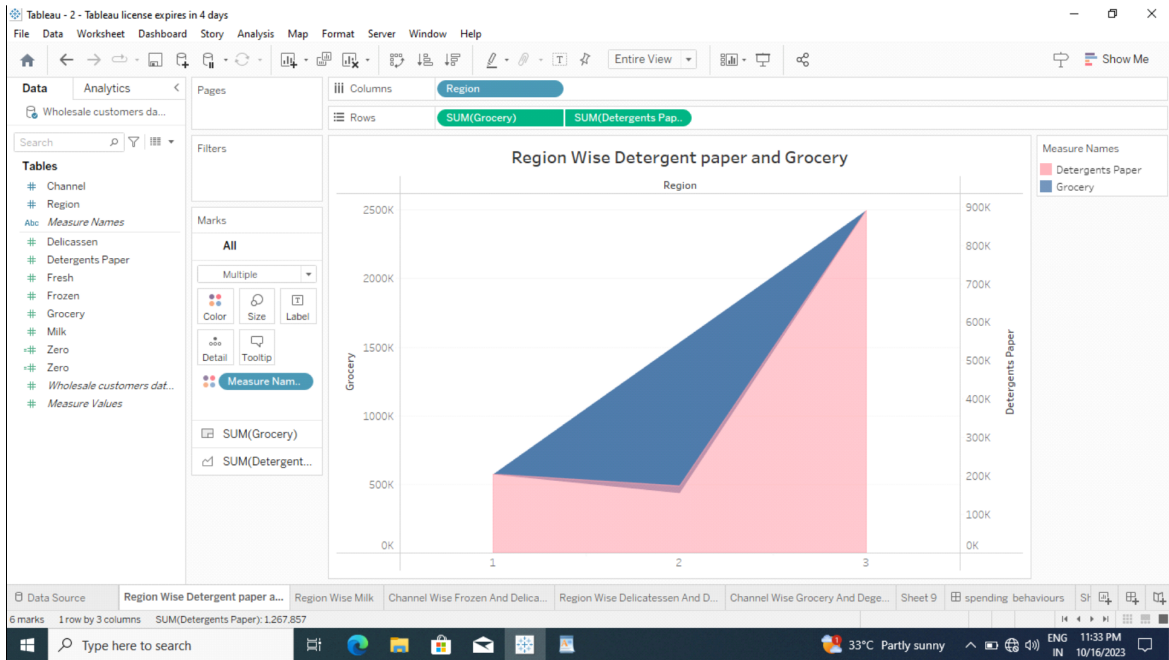
1.3 Empathy Map

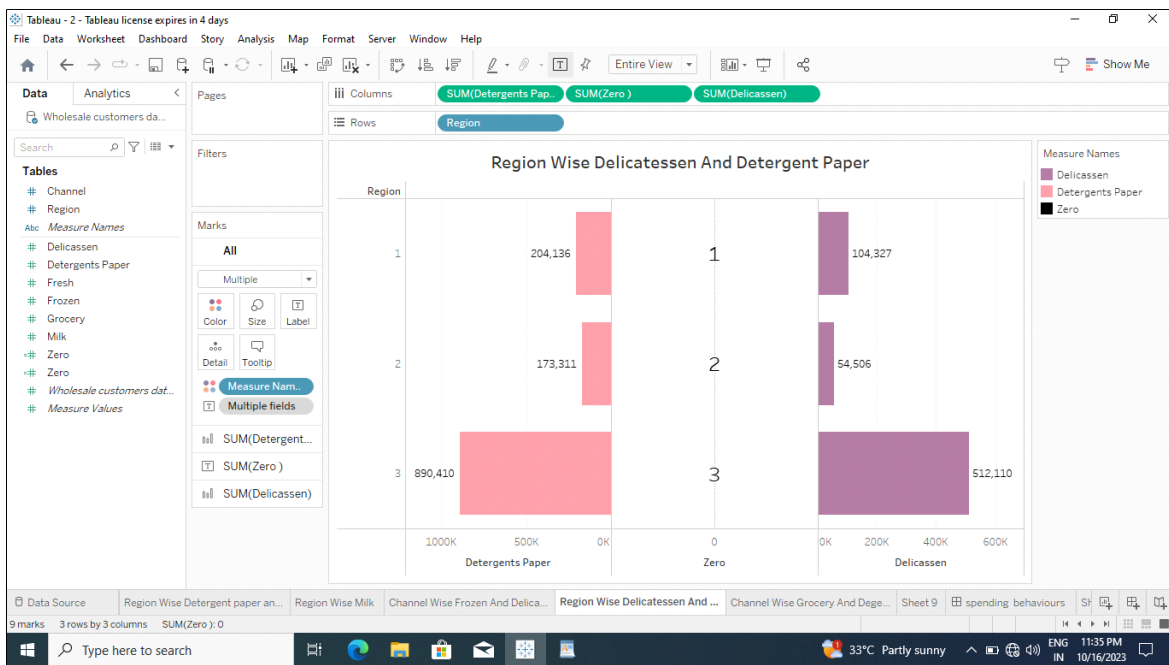
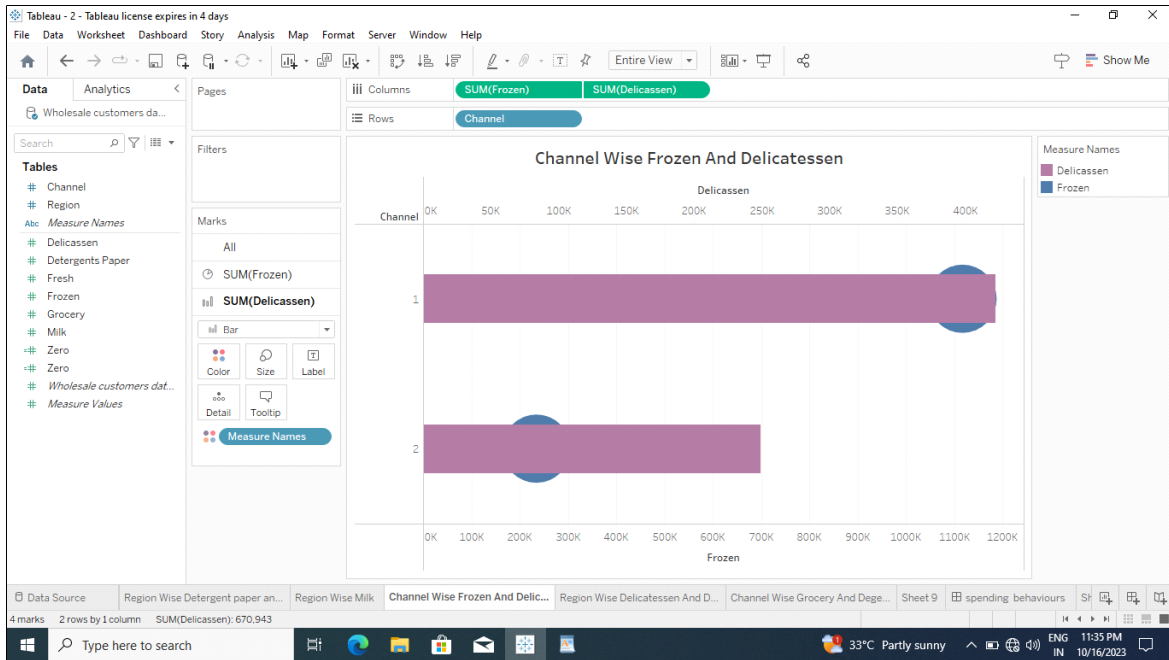


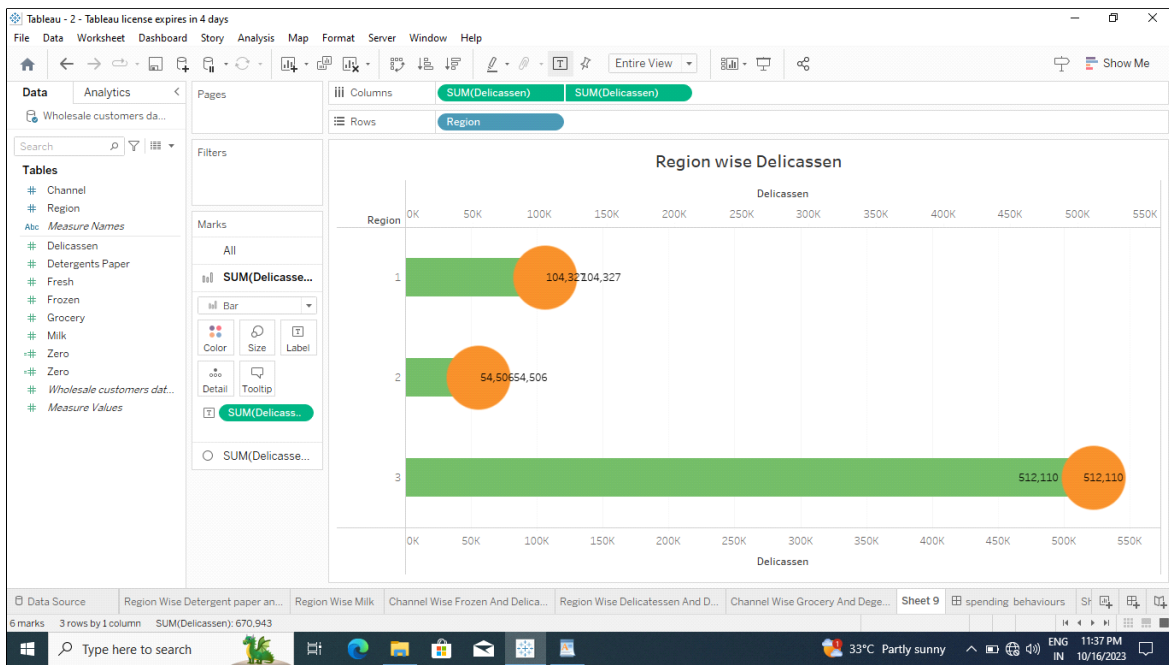
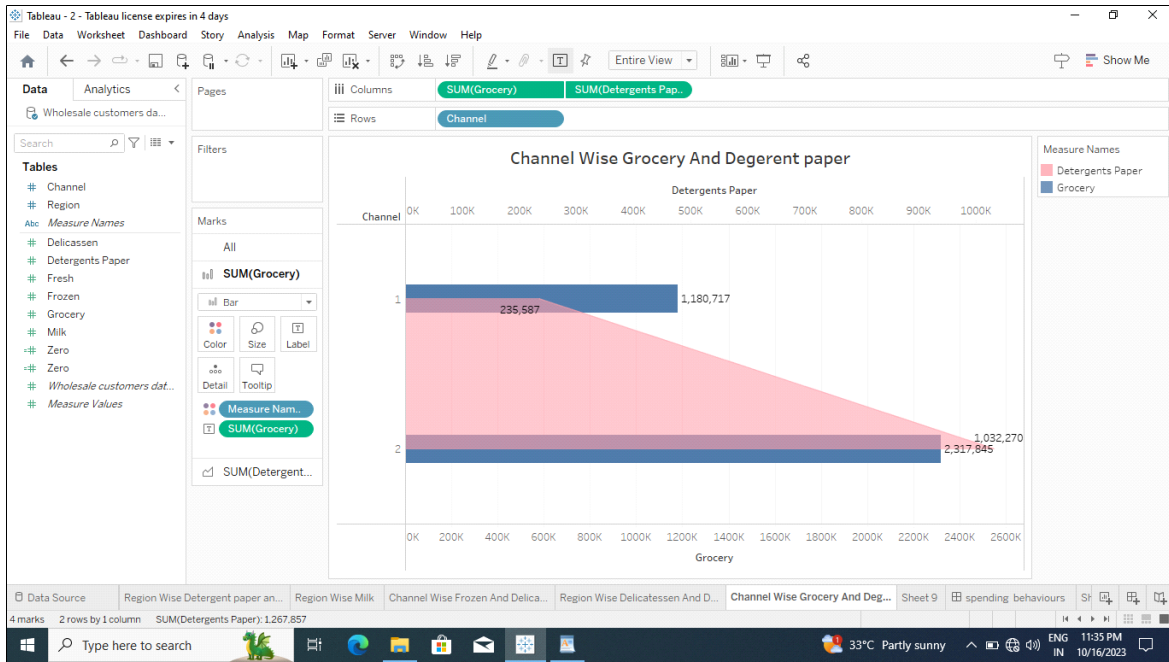
1.4 Ideation & Brainstorming Map

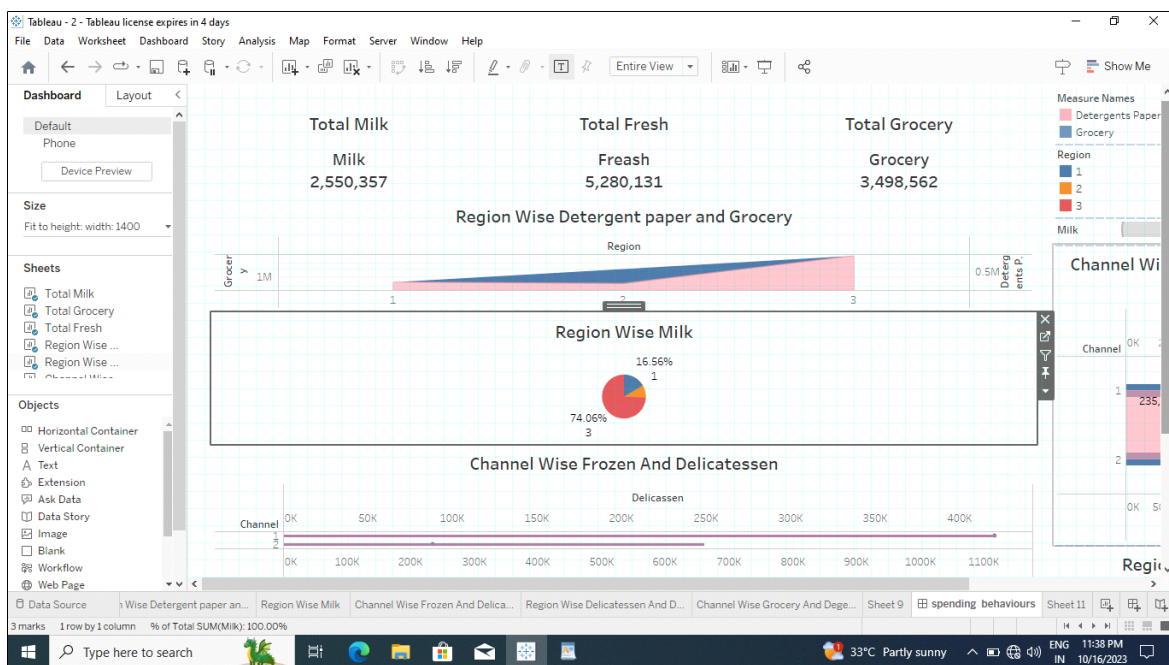
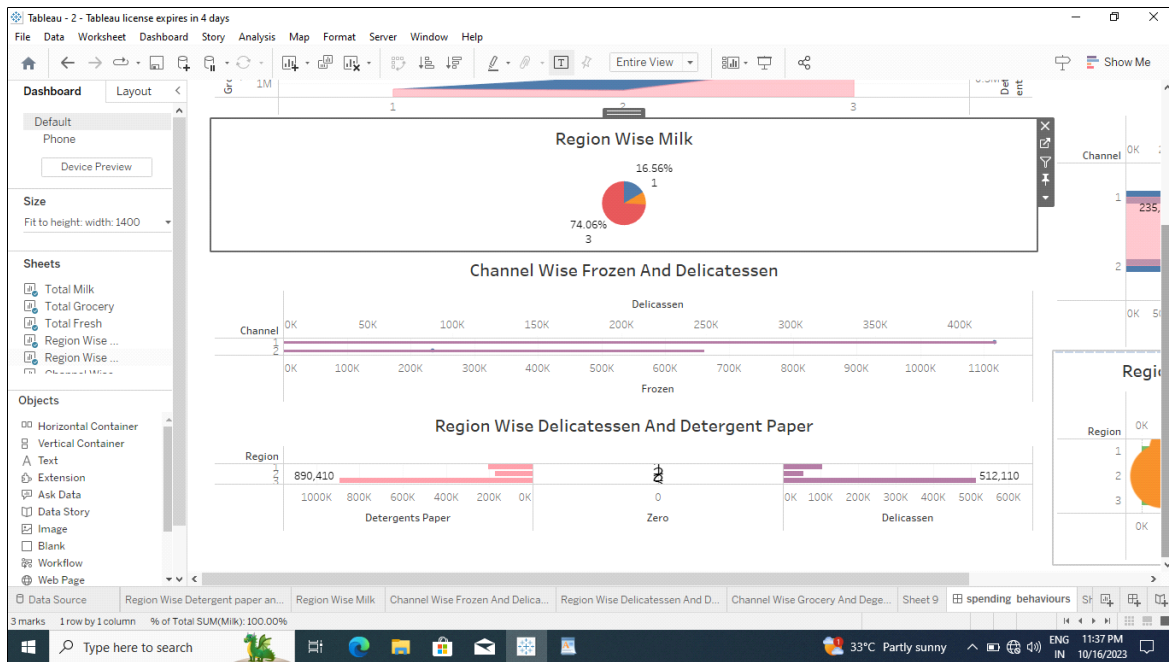


3 RESULT









4. ADVANTAGES

1. Making solid business decisions.
2. Securing funding from investors.
3. Determining new business opportunities.

4. Avoiding business failures.

DISADVANTAGES

- 1. Can be expensive. Implementing a market research strategy can be expensive, especially for smaller businesses. ...**
- 2. Requires significant time investment. ...**
- 3. May only target a small population. ...**
- 4. Need personnel to conduct research.**

5. APPLICATIONS

- 1. Better qualified leads**
- 2. Better engagement and stronger relationships**
- 3. Accurate buyer personas**
- 4. Better and clearer feedback**
- 5. Stay ahead of the competition**

6. CONCLUSION

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

7. FUTURE SCOPE

Due to being digital this sector is largely unaffected by pandemic issues;thus creating more jobs in coming years.scope of digital marketing covers many disciplines including copy, design, technology, social media marketing, finance and business development