

WELCOME
KAMARAJ COLLEGE Thoothukudi
UG DEGREE IN PHYSICS

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

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INTRODUCTION

Overview:

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

Purpose :

It is used for business growth and marketing methods.

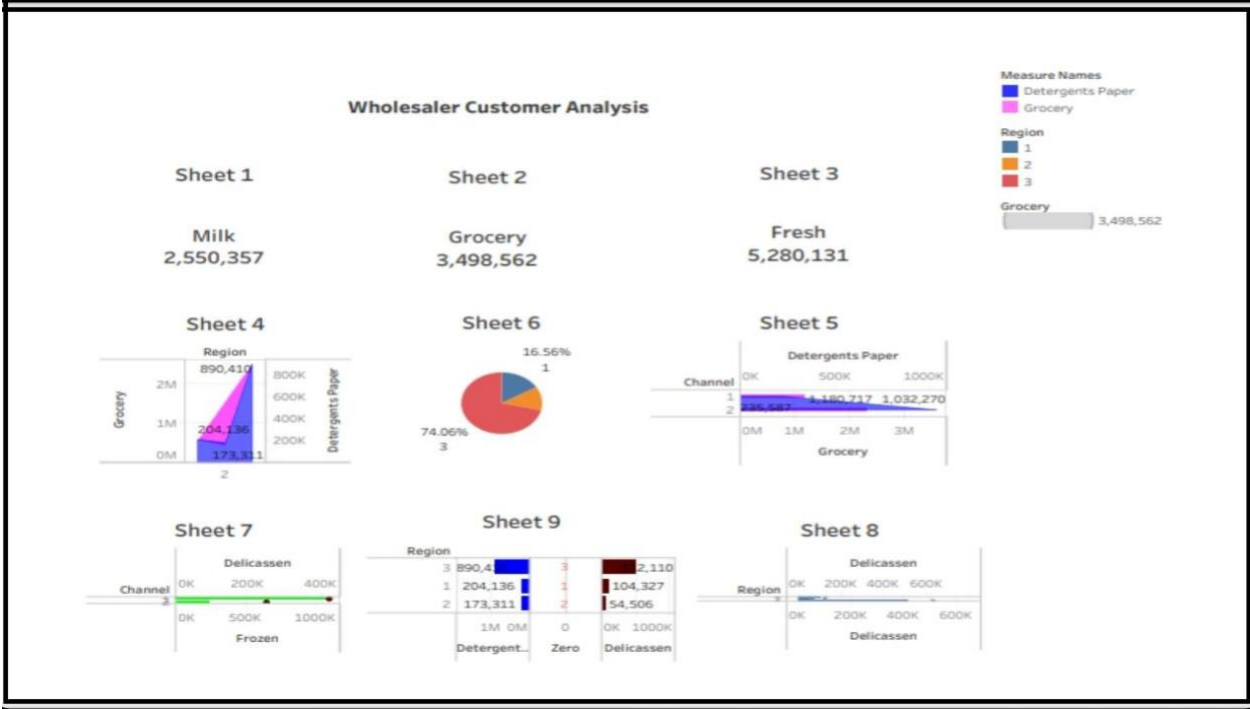
By conducting a comprehensive analysis, businesses can optimize their marketing strategies and enhance customer engagement to drive revenue growth.

Problem Definition & Design Thinking

EMPATHY MAP

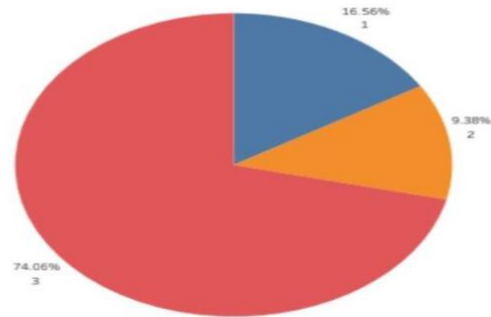
RESULT

Dashboard



Story

Story 1



ADVANTAGES:

- Meeting your target audience's needs and wants while also profiting.
- Connect with your Audience More Effectively
- Stay on Top of Trends
- Reduce Risks by Testing Concepts
- Compete More Effectively

DISADVANTAGES:

- Can be expensive
- Requires significant time investment
- May only target a small population
- Need personnel to conduct research

APPLICATION:

- Huge potential for marketers that implement AI, VR technologies.
- Customers engagement behaviour and customer journeys enhanced via SMM.

CONCLUSION :

- **Market research is a crucial component of any business strategy.**
- **Conducting market research can provide a wealth of information about the current and potential customers of a company, including their preferences, behaviours, and buying patterns.**

FUTURE SCOPE :

- **Importance of ethical practice and explainability in use of AI and ML.**
- **Trust is positively impacted via the cultivation of customer engagement.**
- **eWOM overload can be mitigated by applying new tools and mechanisms.**