

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) COIMBATORE-641 018**

**DEPARTMENT OF MATHEMATICS**

**NAANMUDHALVAN COURSE: DATA ANALYTICS WITH TABLEAU**

**CLASS: III YEAR B.Sc, MATHEMATICS - SEMESTER: 5**

# **PROJECT REPORT**

**(PROJECT DOCUMENTATION)**

**NM TEAM NUMBER: 1**

**NM TEAM ID: NM2023TMID24972**

**NM PROJECT TITLE: “Unveiling Market Insights:  
Analysing Spending Behaviour And Identifying  
Opportunities For Growth”**

**BASED ON THE COURSE**

**FUNDAMENTALS OF DATA ANALYTICS WITH  
TABLEAU - SMARTBRIDGE**

**MENTOR : Dr.V.RAJADURAI-ASSOCIATE PROFESSOR**

**SUBMITTED BY**

<b>1. ABINAYA A</b>
<b>2.ANBUSELVI A</b>
<b>3.DEEPA S</b>
<b>4.GOBICA V</b>

**SUBMITTED TO**  
**SMARTBRIDGE EDUCATIONAL**  
**SERVICES Pvt. Ltd.**



## **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.**

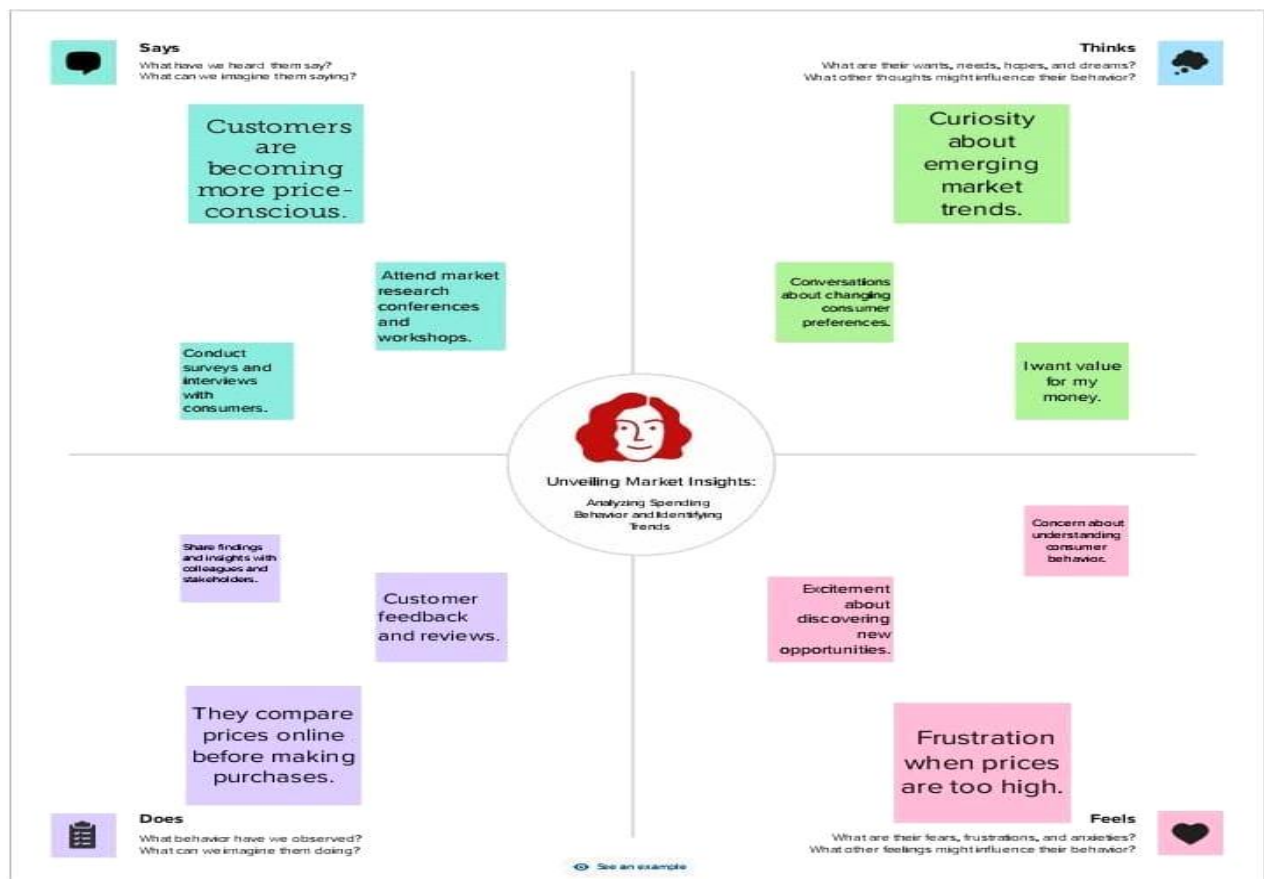
- **PURPOSE**

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

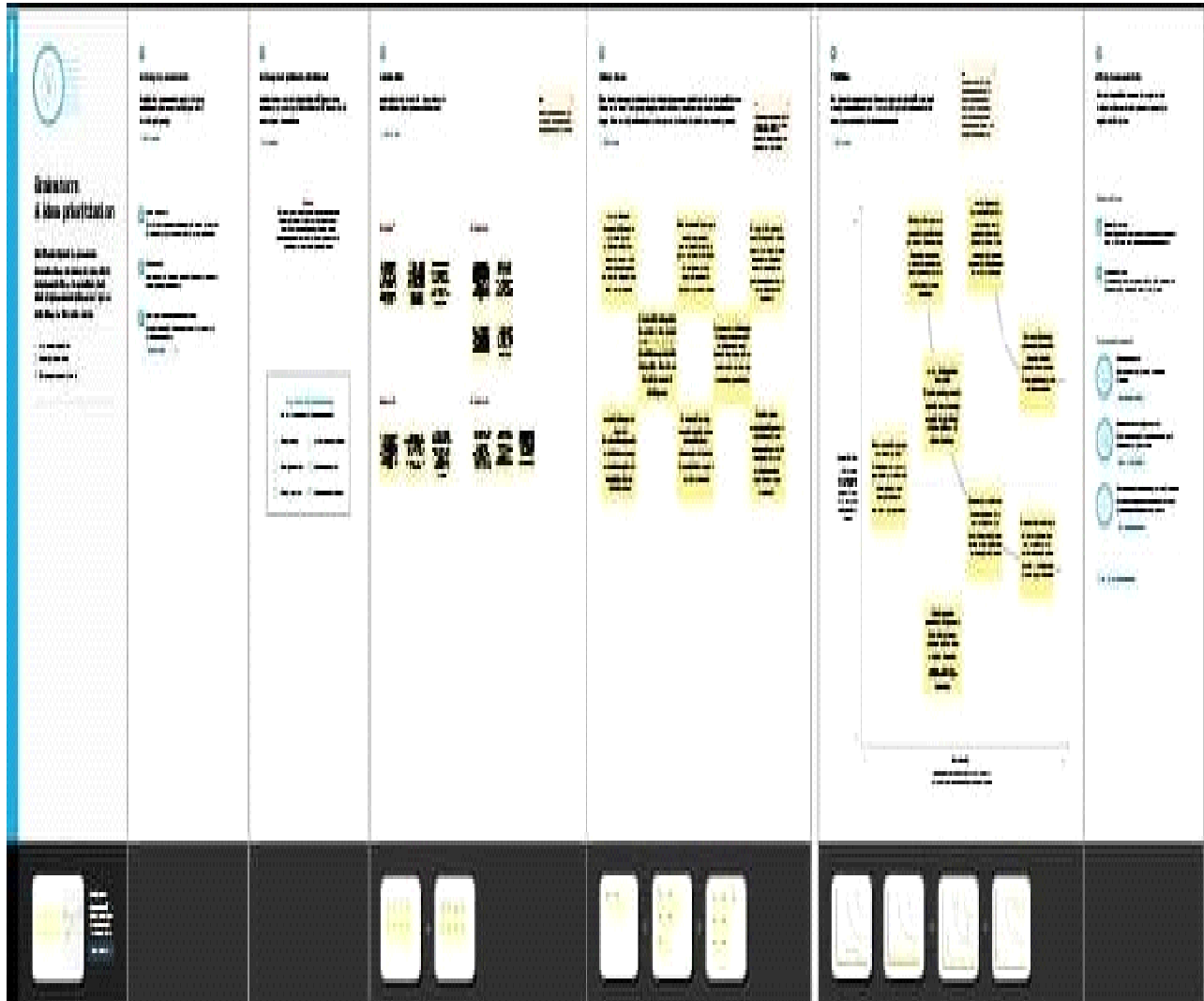
consumption is mainly in urban areas. In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow. This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

- **PROBLEM DEFINITION AND DESIGN THINKING**

- **EMPATHY MAP**



- **IDEATION AND BRAINSTROMING MAP**

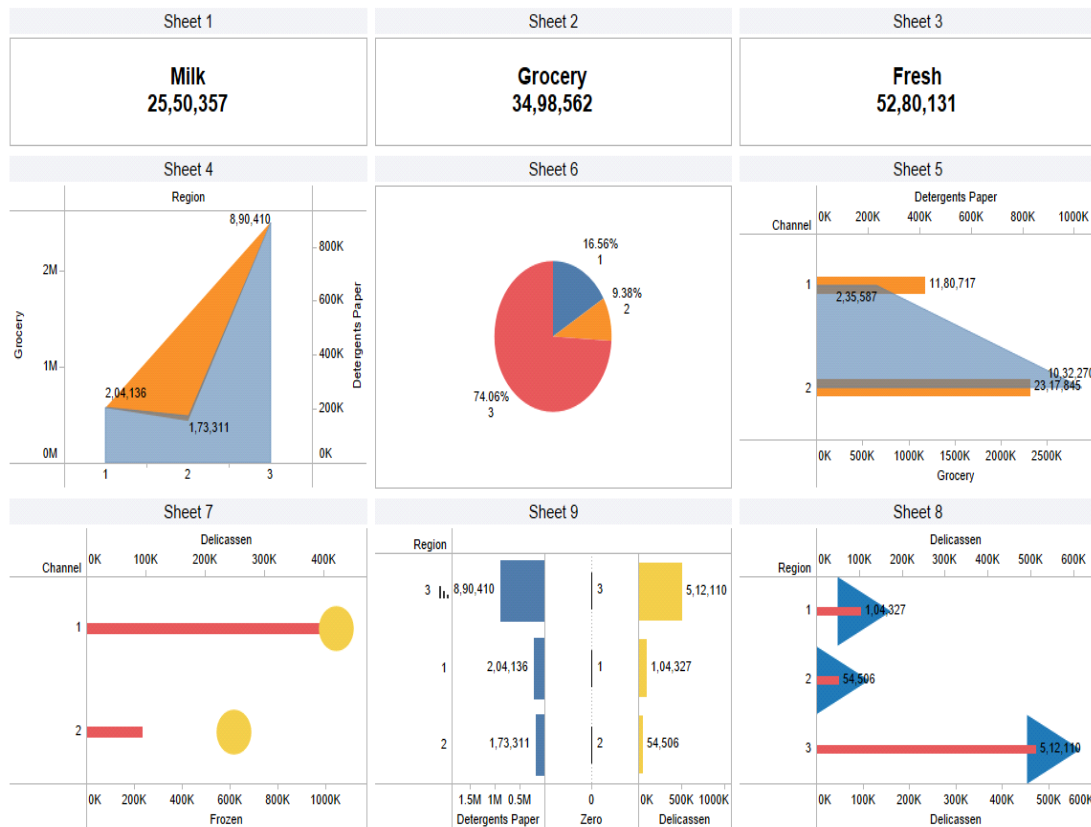


# • RESULT

## RESULT FO DASHBOARD VISUALIZATION

### Wholesaler Customer Analysis

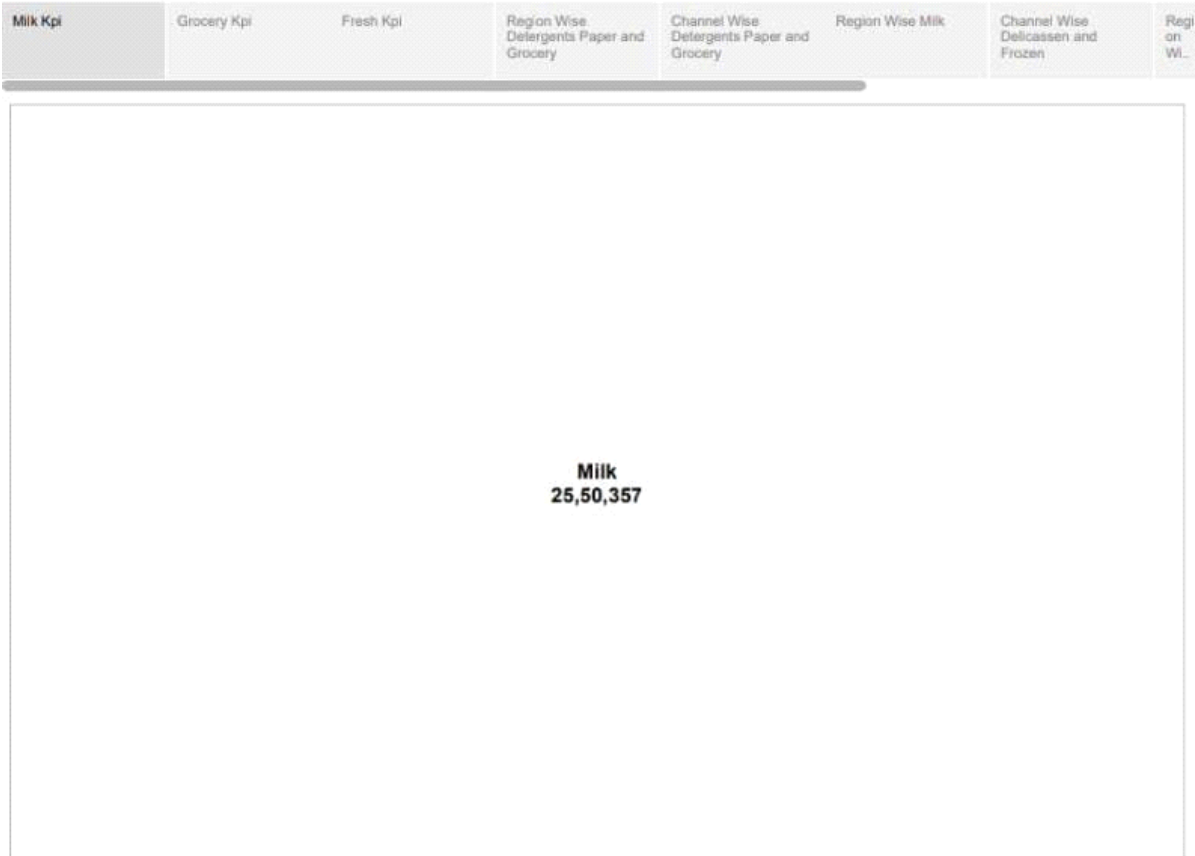
Measure Na.. Detergents Paper Gro. Region 1 2 3 Milk



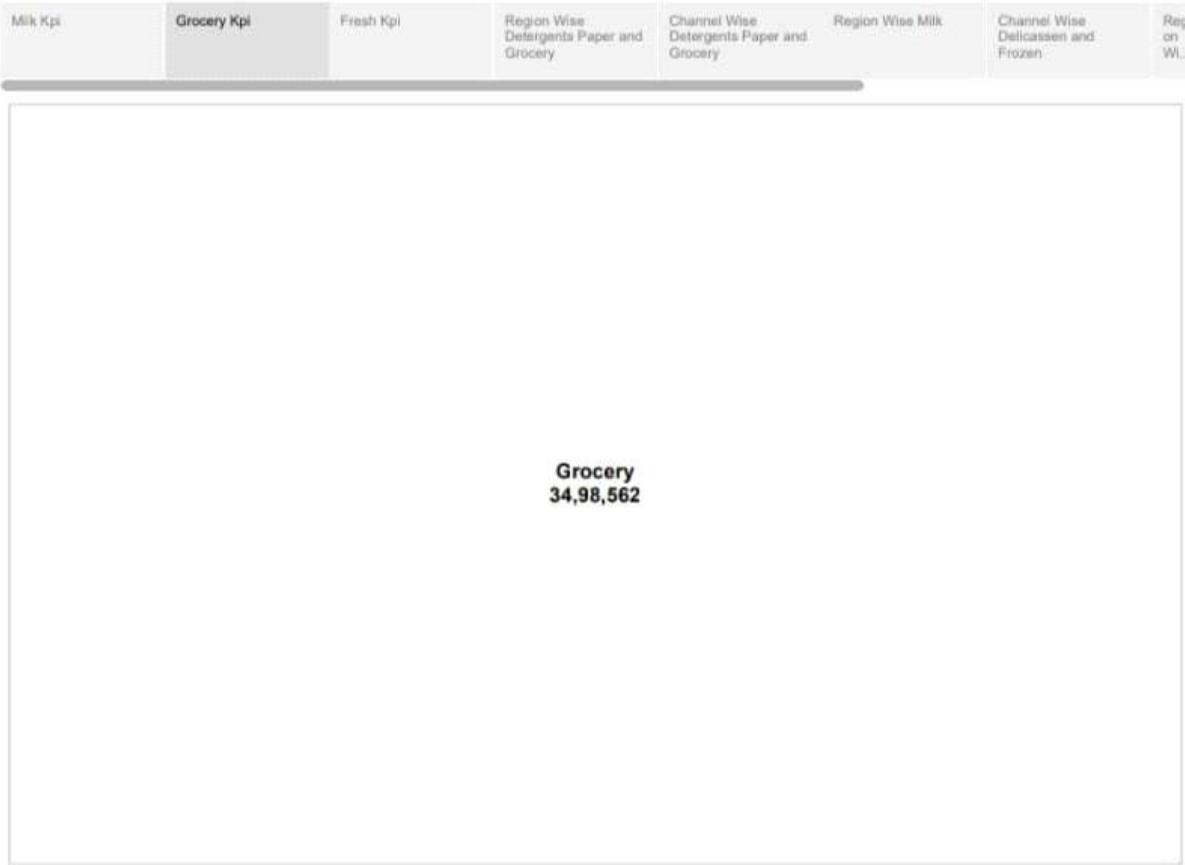
# RESULTS OF STORY

## VISUALIZATION

Story 1



Story 1



Story 1

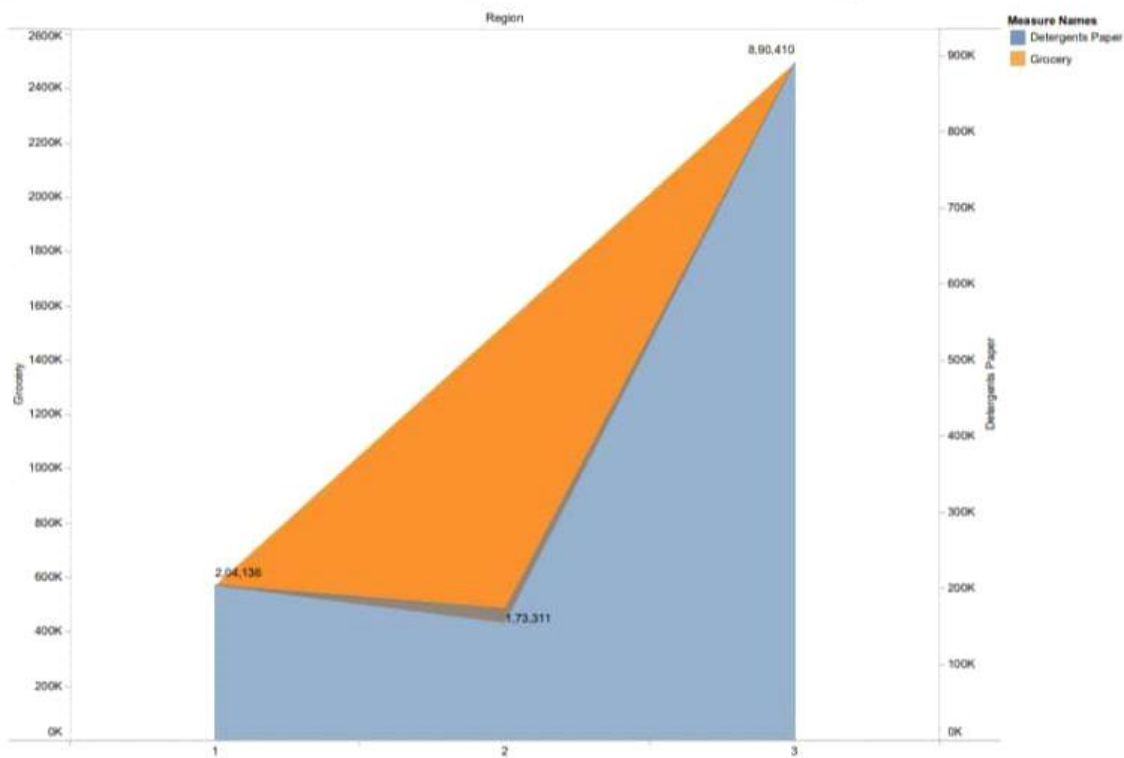
Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergents Paper and Grocery	Channel Wise Detergents Paper and Grocery	Region Wise Milk	Channel Wise Delicassen and Frozen	Regi on Wi..
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Fresh  
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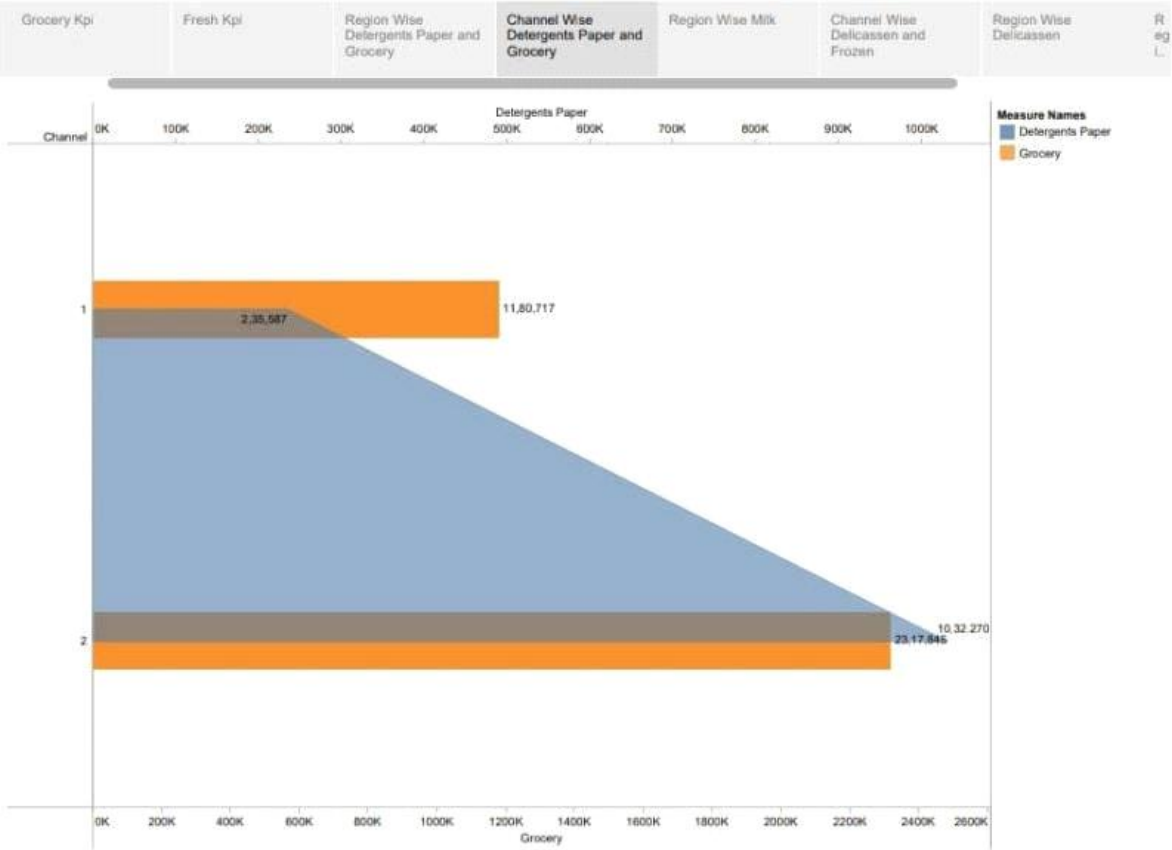


Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergents Paper and Grocery	Channel Wise Detergents Paper and Grocery	Region Wise Milk	Channel Wise Delicassens and Frozen	Reg on Wi...
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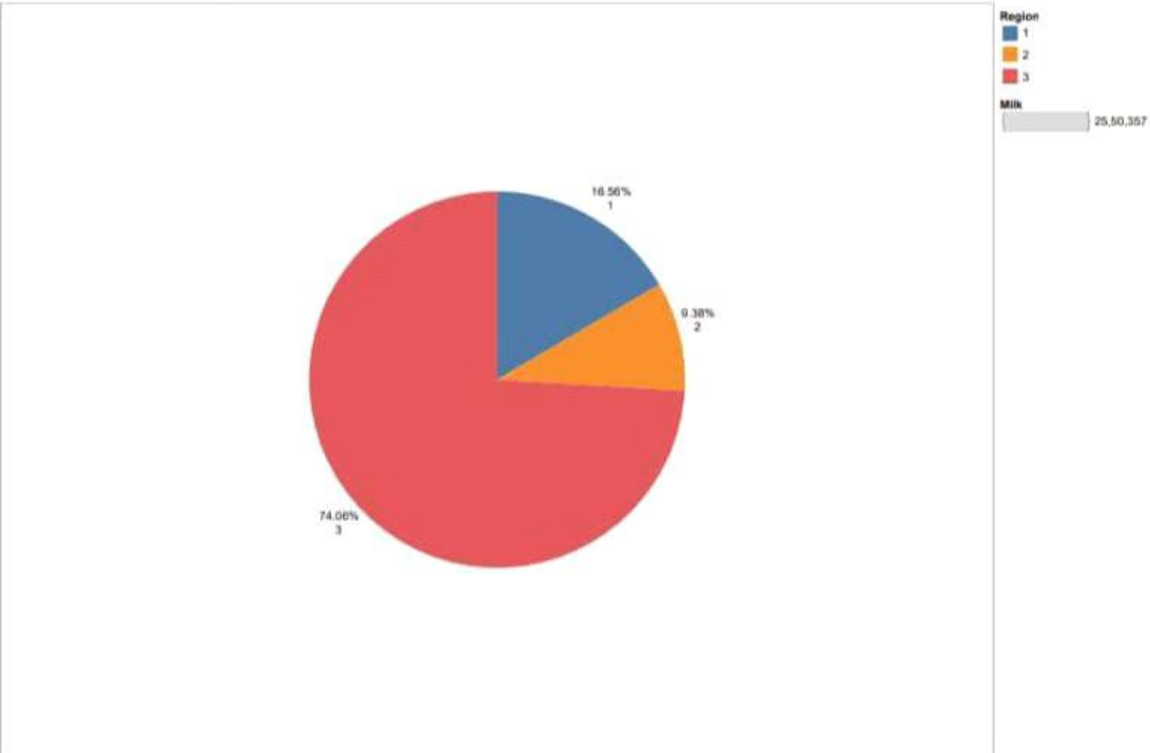


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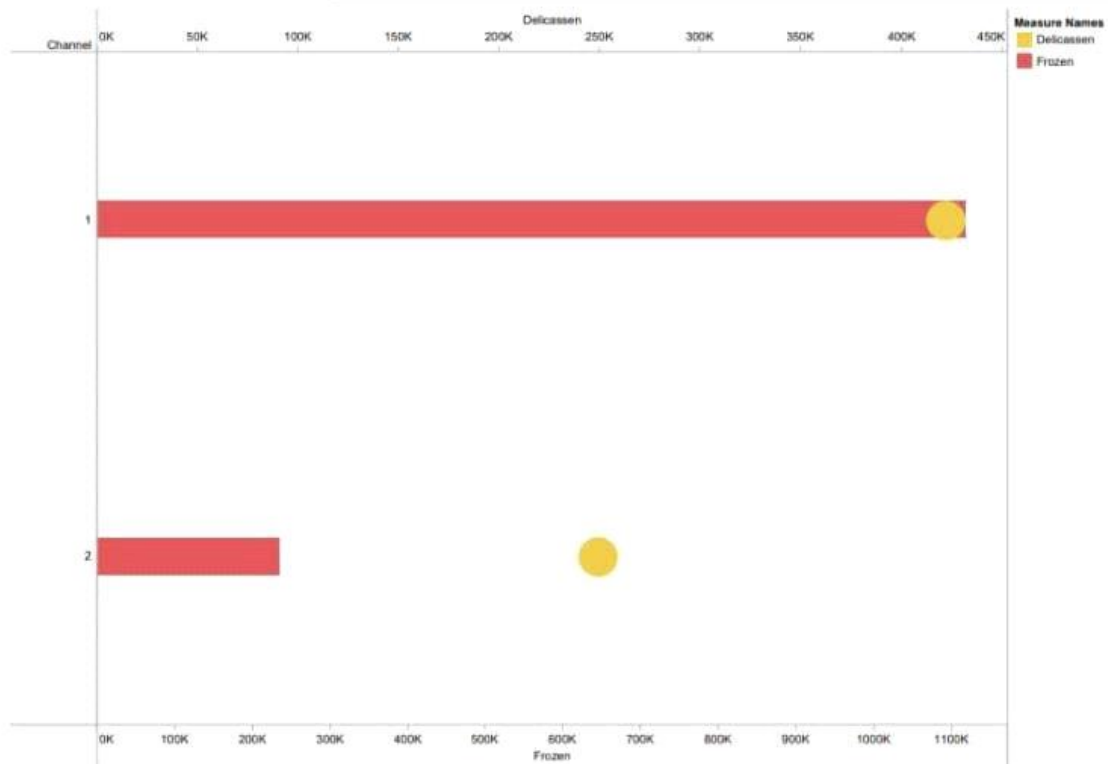
Story 1

Fresh Kpi	Region Wise Detergents Paper and Grocery	Channel Wise Detergents Paper and Grocery	Region Wise Milk	Channel Wise Delicassen and Frozen	Region Wise Delicassen	Region Wise Delicassen and Detergents Paper	W ho L.
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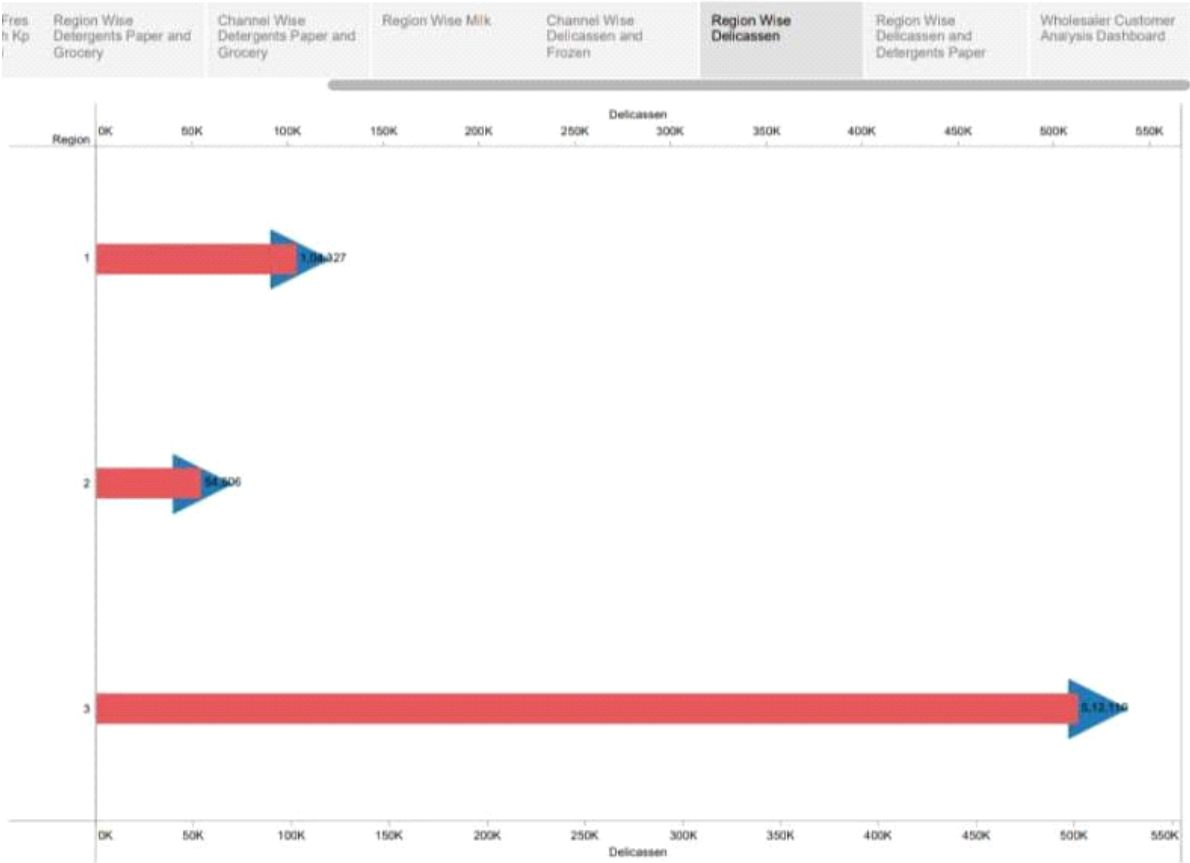


## Story 1

Fresh Kp	Region Wise Detergents Paper and Grocery	Channel Wise Detergents Paper and Grocery	Region Wise Milk	<b>Channel Wise Delcassen and Frozen</b>	Region Wise Delcassen	Region Wise Delcassen and Detergents Paper	Wholesaler Customer Analysis Dashboard
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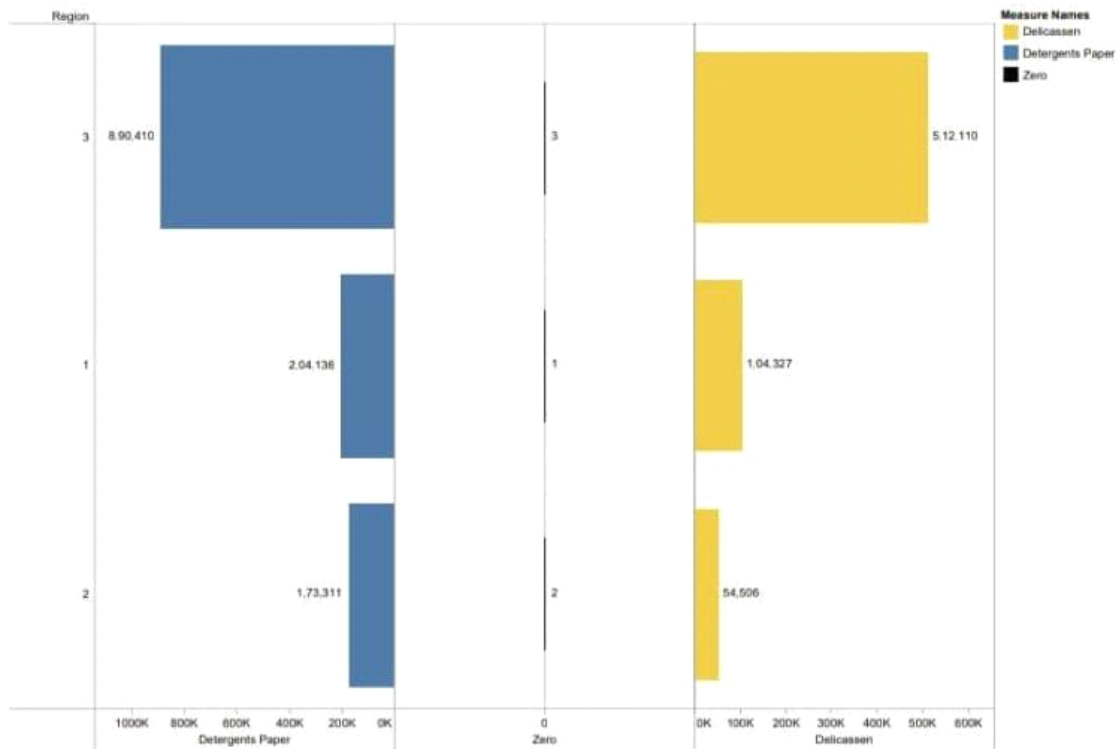


Story 1



Story 1

Fresh Kp	Region Wise Detergents Paper and Grocery	Channel Wise Detergents Paper and Grocery	Region Wise Milk	Channel Wise Delicassen and Frozen	Region Wise Delicassen	Region Wise Delicassen and Detergents Paper	Wholesaler Customer Analysis Dashboard
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## Story 1

Fresh Kp	Region Wise Detergents Paper and Grocery	Channel Wise Detergents Paper and Grocery	Region Wise Milk	Channel Wise Delicassen and Frozen	Region Wise Delicassen	Region Wise Delicassen and Detergents Paper	Wholesaler Customer Analysis Dashboard
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### Wholesaler Customer Analysis



## ADVANTAGES AND DISADVANTAGES

### ~ADVANTAGES

- **Data-Driven Decision Making:** It enables businesses to make data-driven decisions by understanding customer preferences, helping allocate resources more effectively.

- **Targeted Marketing:** By identifying spending patterns, companies can tailor their marketing strategies to specific customer segments, increasing the chances of success.

- **Competitive Advantage:** Understanding market insights can give a competitive edge, as it helps a business respond proactively to changing consumer needs and trends.
- **Risk Mitigation:** Recognizing market shifts early can help in risk management and adapting business strategies accordingly.

### **~DISADVANTAGES**

- **Data Privacy Concerns:** Collecting and analyzing customer spending data may raise privacy issues, leading to legal and ethical concerns.
- **Data Accuracy:** Market insights heavily rely on accurate data, and if the data is flawed, the analysis can lead to incorrect decisions.
- **Costly and Time-Consuming:** Conducting in-depth market analysis can be expensive and time-consuming, especially for small businesses with limited resources.

- **APPLICATIONS**

Analyzing spending behavior and identifying growth opportunities is a common goal in various



**industries. There are several applications and methods to achieve this:**

**1. Market Research and Surveys: Conducting market research and surveys to gather data on consumer spending behavior and preferences. This can be done through online surveys, focus groups, or in-person interviews.**

**2. Data Analytics and Big Data: Utilizing big data analytics to process vast amounts of data from various sources, such as transaction records, social media, and customer feedback, to identify spending patterns and trends.**

**3. Customer Segmentation: Segmenting customers based on their spending habits, demographics, and psychographics. This allows for targeted marketing and product/service customization.**

**4. Predictive Analytics: Using predictive modeling and machine learning to forecast future spending behavior and market trends. This can help in proactively identifying growth opportunities.**

**5. Competitor Analysis: Analyzing the spending behavior of competitors and their market strategies to identify gaps and areas where your business can excel.**

**6. A/B Testing: Testing different marketing and pricing strategies to see how they impact consumer spending behavior and then refining your approach based on the results.**

**7. Customer Relationship Management (CRM) Systems: Implementing CRM systems to track customer interactions and gather insights on individual spending behavior and preferences.**

**8. Retail Analytics: For businesses in the retail sector, technologies like RFID and beacon technology can provide real-time insights into customer movement and behavior in physical stores.**

**9. E-commerce Analytics: For online businesses, tools like Google Analytics and e-commerce platforms often provide in-depth data on user behavior, cart abandonment, and conversion rates.**

- **CONCLUSION**

- **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.**

- **FUTURE SCOPE**

**Analyzing market insights, understanding spending behavior, and identifying growth opportunities are crucial for future business success. This involves collecting and interpreting data to make informed decisions, develop targeted strategies, and stay competitive in the market. If you have specific questions or need assistance with this process, feel free to ask.**

**THANK YOU**