



L.R.G.GOV'T ARTS COLLEGE FOR WOMEN, TIRUPUR.,

Course Name: Data Analytics with Tableau

Academic year: 2023-2024

A Project report entitled as

“Unveiling Market Insights: Analyzing Spending Behavior and Identifying Opportunities for Growth”

WORK DONE BY

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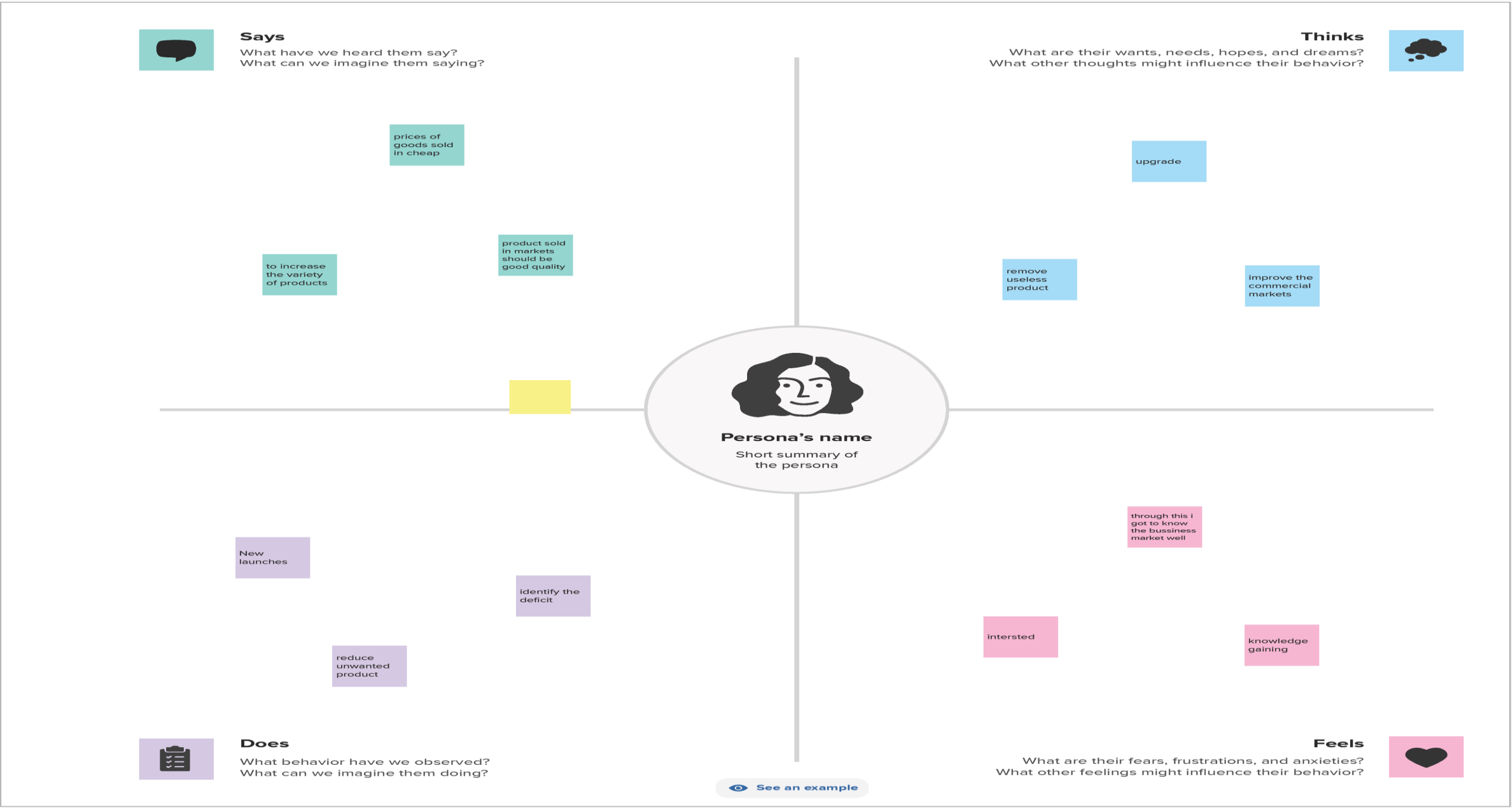
TEAM ID: NM2023TMIDO1991

“Unveiling Market Insights: Analyzing Spending Behavior and Identifying Opportunities for Growth”

Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise. 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.

EMPATHY MAP



BRAINSTROMING AND IDEAS

STORY

Story 1

| | | | | | | |
|--------------------------------------|---|------------------|--------------------------------|------------------------|---|------------------------------|
| Region wise Detergents paper and G.. | Channel wise Detergents Paper and Grocery | Region wise Milk | Channel wise Delicassen Frozen | Region wise Delicassen | Region wise Delicassen and Detergents Paper | Wholesaler Customer Analysis |
|--------------------------------------|---|------------------|--------------------------------|------------------------|---|------------------------------|

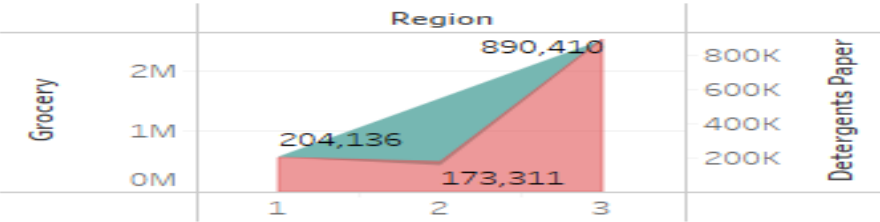
Wholesaler Customer Analysis

Sheet 2
MILK
2,550,357

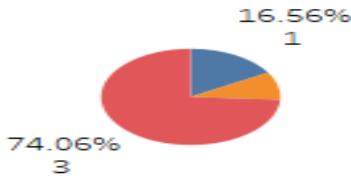
Sheet 3
Grocery
3,498,562

Sheet 10
Fresh
5,280,131

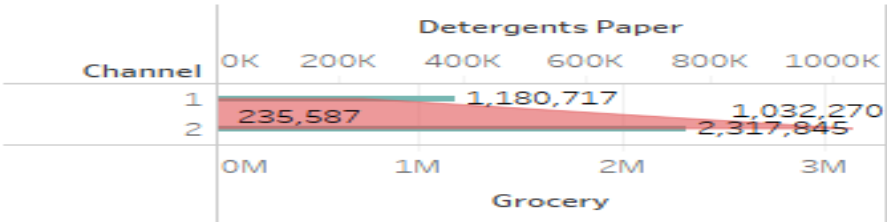
Sheet 4



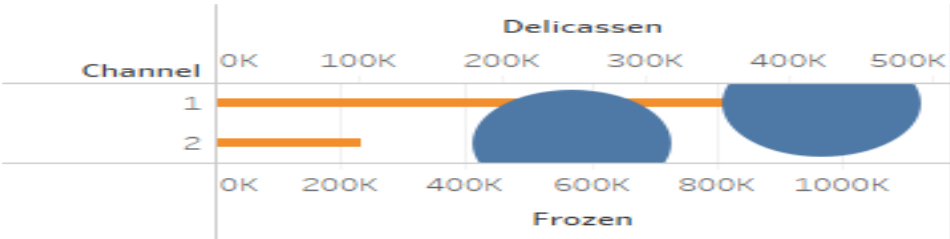
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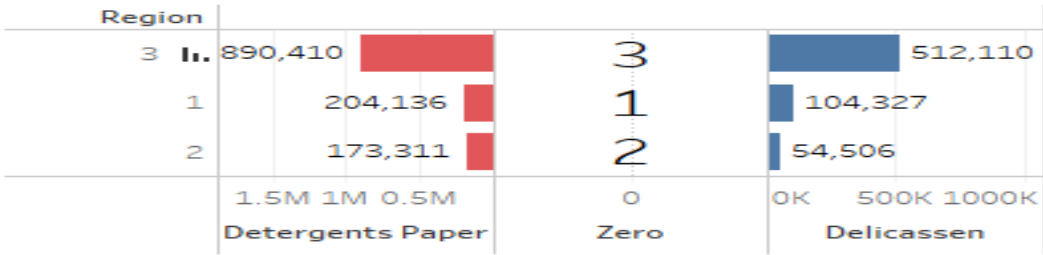
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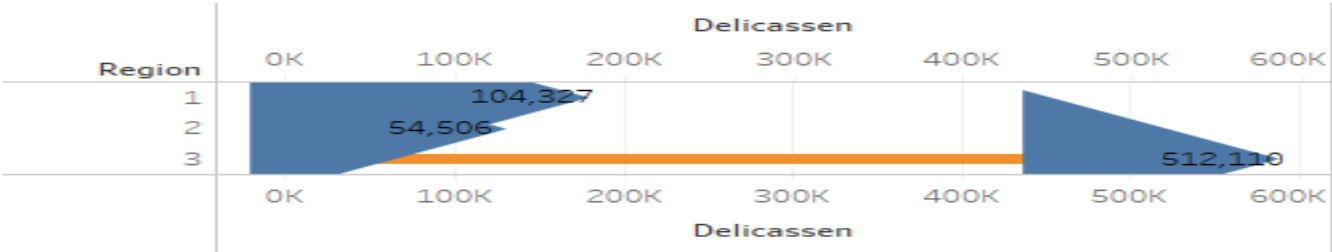
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Sheet 7



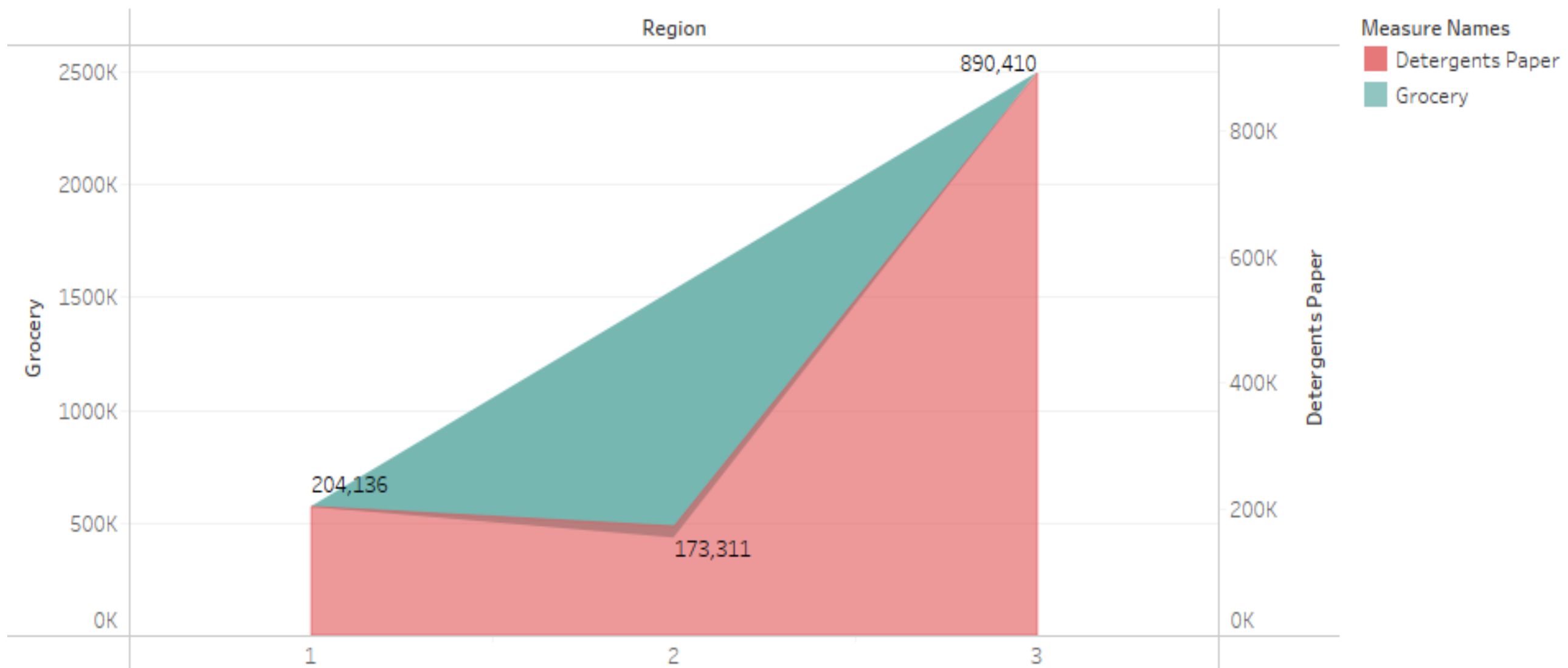
Sheet 9



VISUALIZATIONS

REGION WISE DETERGENT PAPER AND GROCERY

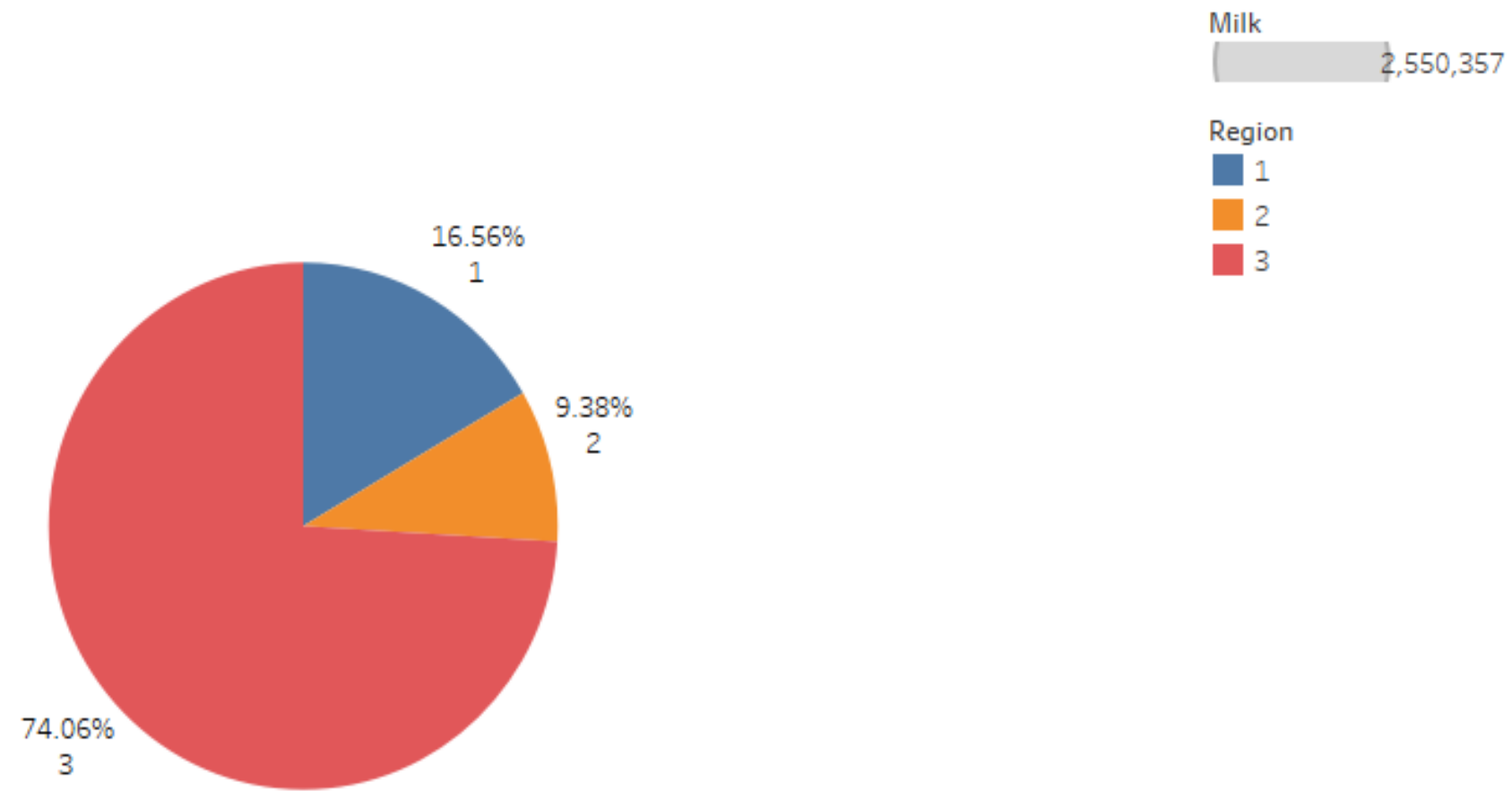
Sheet 4



Grocery and Detergents Paper for each Region. Color shows details about Grocery and Detergents Paper. For pane Sum of Detergents Paper: The marks are labeled by Detergents Paper.

REGION WISE MILK

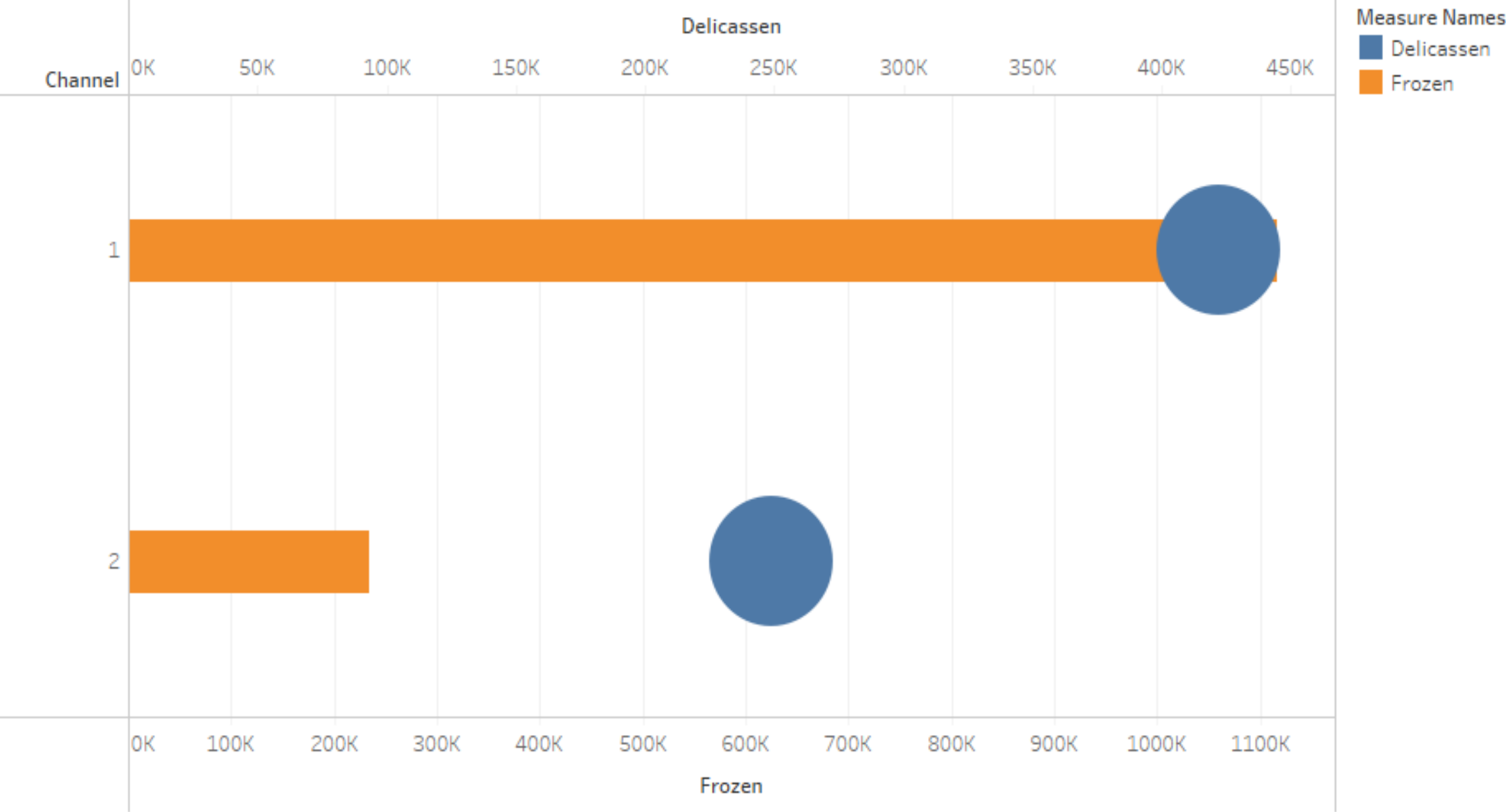
Sheet 5



% of Total Milk and Region. Color shows details about Region. Size shows sum of Milk. The marks are labeled by % of Total Milk and Region.

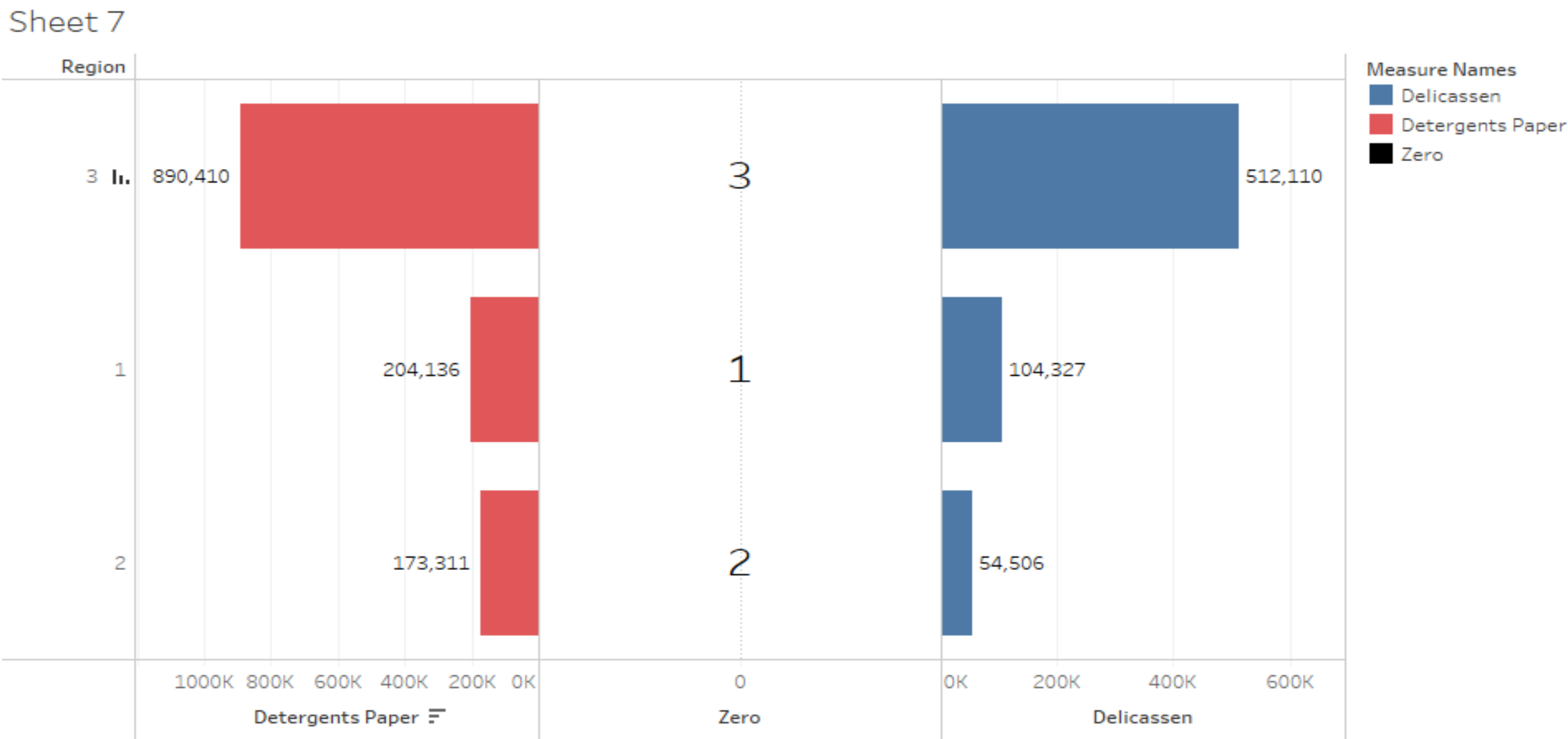
CHANNEL WISE DELICASSEN FROZEN

Sheet 6



Frozen and Delicassen for each Channel. Color shows details about Frozen and Delicassen.

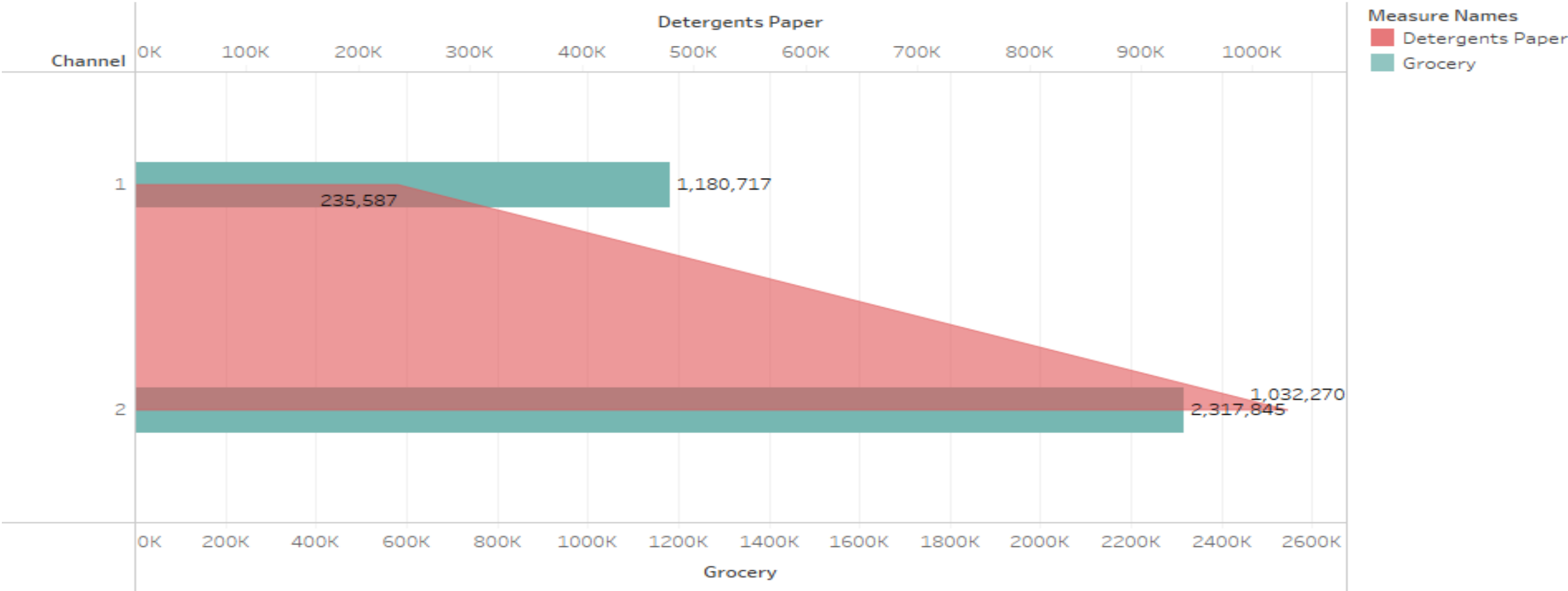
REGION WISE DELICATESSAN AND DETERGENT PAPER



Detergents Paper, Zero and Delicassen for each Region. Color shows details about Detergents Paper, Zero and Delicassen. For pane Sum of Detergents Paper: The marks are labeled by Detergents Paper. For pane Sum of Delicassen: The marks are labeled by Delicassen.

CHANNEL WISE DETERGENTS PAPER AND GROCERY

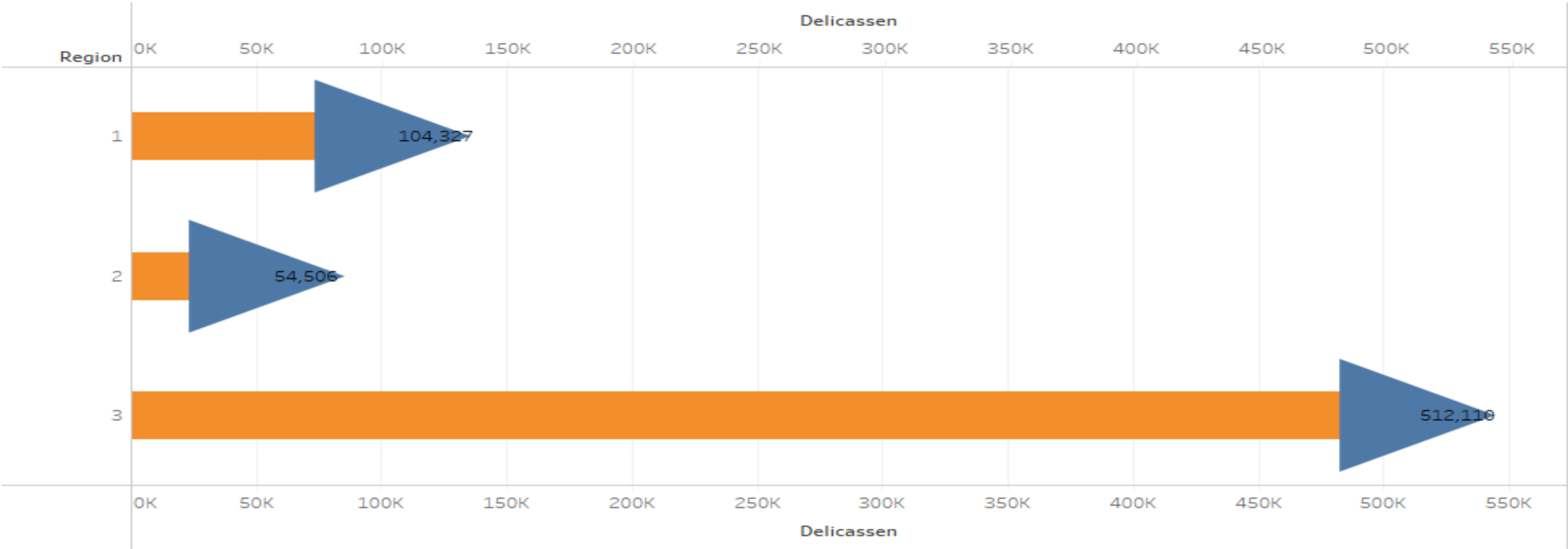
Sheet 8



Grocery and Detergents Paper for each Channel. Color shows details about Grocery and Detergents Paper. For pane Sum of Grocery: The marks are labeled by Grocery. For pane Sum of Detergents Paper: The marks are labeled by Detergents Paper.

REGION WISE DELICATESSEN

Sheet 9



Sum of Delicassen and sum of Delicassen for each Region. For pane Sum of Delicassen: The marks are labeled by sum of Delicassen.

MARKET RESEARCH ADVANTAGES

- ❖ One of the primary market research advantages is informed decision-making .By conducting through research, businesses gain valuable insights into customer preferences, needs, and behaviors.**
- ❖ Market research enables targeted marketing efforts. By understanding the target market businesses.**
- ❖ Market research enables businesses to stay updated on industry developments, anticipate market shifts, and proactively adapt their strategies to stay ahead.**

MARKET RESEARCH DISADVANTAGES

- ❖ Conducting market research can be expensive and time –consuming, especially for small businesses with limited budgets and resources.**
- ❖ Businesses need to ensure the use of reliable research methodologies, proper sampling techniques, and rigorous data analysis to minimize inaccuracies.**
- ❖ The information overload with the abundance of data available through market research, businesses may face the challenge of processing and analyzing large volumes of information.**

APPLICATIONS

- ❖ **During a new product launch, there would be several stages.**
- ❖ **Apart from product concept, research helps to identify which alternative packaging is most preferred.**
- ❖ **Pricing is an important part of the marketing plan.**
- ❖ **In the late nineties in INDIA, some interesting changes have been tried by marketers of various goods and services.**
- ❖ **Most marketing research focuses on consumers or buyers.**
- ❖ **The major category under this category is research into viewership of specific television programmers on various TV channel.**

CONCLUSION

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behavior consists of how the consumer's emotions, attitudes, and preferences affect buying behavior. The study of consumer formally investigates individual qualities such as demographics, personality lifestyles, and behavioral variables, in an attempt to understand people's wants and consumption patterns .Consumers behavior also investigates on the influences on the consumer, from social groups such as family, friends, sports, and reference groups, to society in general.

APPENDIX

GITHUP LINK:

<https://github.com/bruA0068/NM2023TMID01991>

DASHBOARD:

<https://drive.google.com/file/d/1yYXFG5U8IcCKfVfNeqa8A1AMgcsPzHSP/view>

STORY:

https://drive.google.com/file/d/1nJxbP1a49RMKc5HSuZblgDNKw0dIXmJE/view?usp=drive_link

VISUALISATION 1:

https://drive.google.com/file/d/1b1dhVmo8ONLiQdWQ8_zH9OVBqW

VISUALISATION 2:

https://drive.google.com/file/d/160HV-kdO8GeIUM3yk8UvxnNZEHWAKg6F/view?usp=drive_link

VISUALISATION 3:

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VISUALISATION 4:

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VISUALISATION 5:

https://drive.google.com/file/d/1VTQfetbncufnVML6qaGEd-BSr2IY1EG8/view?usp=drive_link

VISUALISATION 6:

<https://drive.google.com/file/d/1OpednCASc6fwcEpDqEcXMUpR3VuX>