

UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH



Project Submitted by

CHARUMATHI.J

ARPUDHAVADHANA.P

ADHISHREE.K

BHUVANESHWARI.K

INDRODUCTION:

Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial,commercial,institutional or other professional business to other wholesalers and related subordinated services.

Business buyer behaviour is intent and behaviour shown by companies and employees into making purchases for the organisation.

Business buying behaviour the concept of understanding the needs and wants of a business and making appropriate purchases, which ultimately to get profit.

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 directed from the manufacturer or source,at a discounted rate.

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

The consumption and production of marketed foods are spatially separated .

Production is primarily in rural areas while consumption is mainly in urban areas.

Define problem/problem understanding

Specify the business problem

Business requirements





Brainstorm ideas

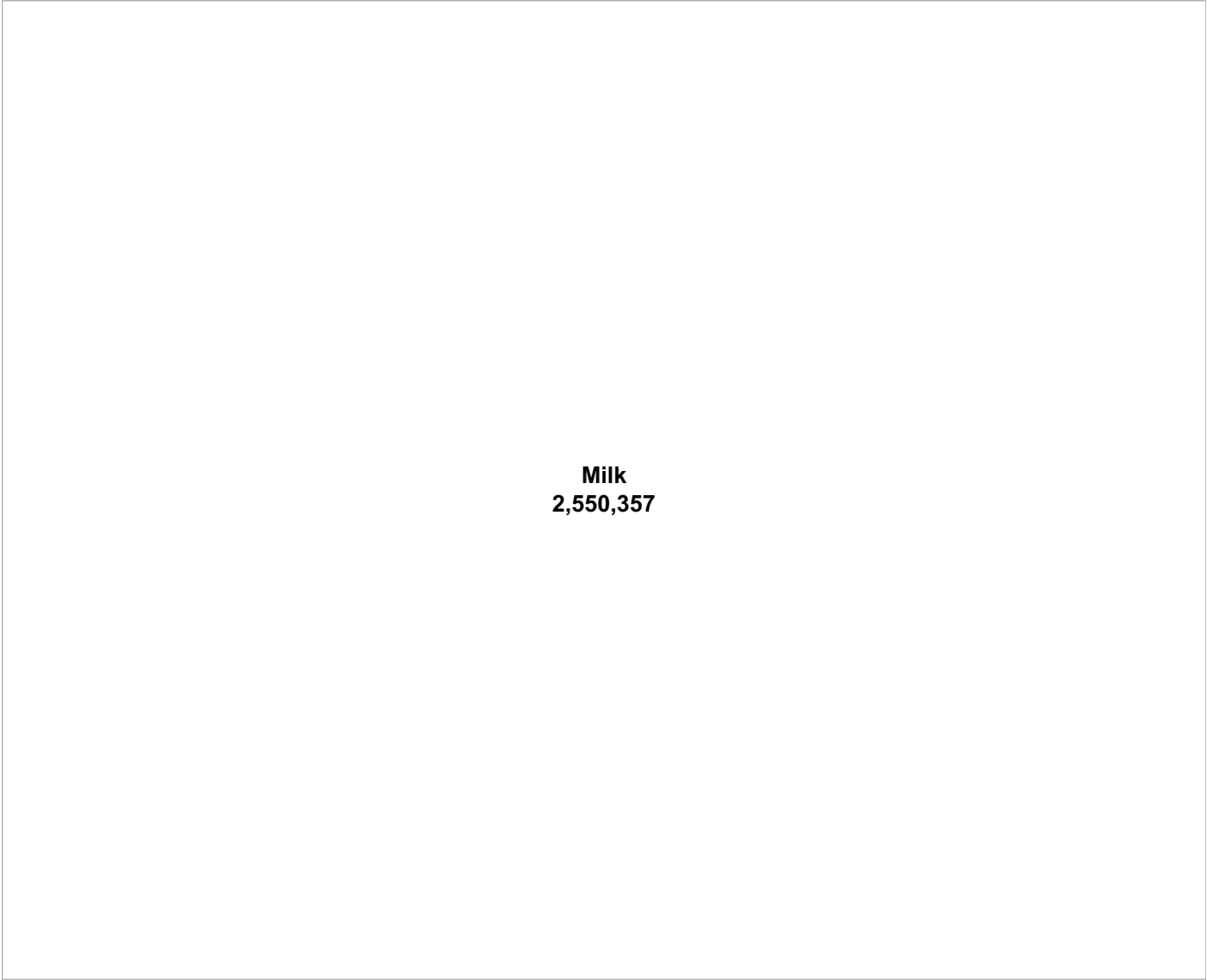
Add the challenge as a question to the center of your mind map, and work individually adding your ideas to the mind map.



	A	B	C	D	E	F	G	H	I
1	Channel	Region	Fresh	Milk	Grocery	Frozen	Detergents_Pap	Deficassen	
2	2	3	12009	9056	7561	214	2674	1338	
3	2	3	7057	9810	9568	1762	3293	1776	
4	2	3	6353	8808	7684	2405	3516	7844	
5	1	3	13265	1196	4221	6404	507	1788	
6	2	3	22615	5410	7198	3915	1777	5185	
7	2	3	9413	8259	5126	666	1795	1451	
8	2	3	12120	3199	6975	480	3140	545	
9	2	3	7579	4956	9426	1669	3321	2566	
10	1	3	5963	3648	6192	425	1716	750	
11	2	3	6006	11093	18881	1159	7425	2098	
12	2	3	3366	5403	12974	4400	5977	1744	
13	2	3	13146	1124	4523	1420	549	497	
14	2	3	31714	12319	11757	287	3881	2931	
15	2	3	21217	6206	14982	3095	6707	602	
16	2	3	24653	9485	12091	294	5058	2168	
17	1	3	10253	1114	3821	397	964	412	
18	2	3	1020	8816	12121	134	4508	1080	
19	1	3	5876	6157	2933	839	370	4478	
20	2	3	18601	6327	10099	2205	2767	3181	
21	1	3	7780	2495	9464	669	2518	501	
22	2	3	17546	4519	4602	1066	2259	2124	
23	1	3	5567	871	2010	3383	375	569	
24	1	3	31276	1917	4469	9408	2381	4334	
25	2	3	26373	36423	22019	5154	4337	16523	
26	2	3	22647	9776	13792	2915	4482	5778	
27	2	3	16165	4230	7595	201	4003	57	
28	1	3	9898	961	2861	3151	242	833	
29	1	3	14276	803	3045	485	100	518	
30	2	3	4113	20484	25957	1158	8604	5206	
31	1	3	43088	2100	2609	1200	1107	823	
32	1	3	18815	3610	11107	1148	2134	2963	
33	1	3	2612	4339	3133	2088	820	985	
34	1	3	21632	1316	2886	266	918	405	
35	1	3	29729	4786	7326	6130	361	1083	
36	1	3	1502	1979	2262	425	483	395	
37	2	3	688	5491	11091	833	4239	436	
38	1	3	29955	4362	5428	1729	862	4626	
39	2	3	15168	10556	12477	1920	6506	714	
40	2	3	4591	15729	16709	33	6956	433	
41	1	3	56159	555	902	10002	212	2916	
42	1	3	24025	4332	4757	9510	1145	5864	
43	1	3	19176	3065	5956	2033	2575	2802	
44	2	3	10850	7555	14961	188	6899	46	
45	2	3	630	11096	23098	787	9529	72	
46	2	3	9670	7027	10471	541	4618	65	
47	2	3	5181	22044	21531	1740	7353	4985	
48	2	3	3103	14069	21955	1668	6792	1452	
49	2	3	44466	54259	55671	7762	24171	6465	
50	2	3	11519	6152	10868	584	5121	1476	
51	2	3	4967	21412	28921	1798	13583	1163	
52	1	3	6269	1095	1980	3860	609	2162	
53	1	3	3347	4051	6996	239	1538	301	
54	2	3	40721	3916	5870	532	2587	1278	
55	2	3	491	10473	11532	744	5611	224	
56	1	3	27329	1449	1947	2436	204	1333	
57	1	3	5264	3683	5005	1057	2024	1130	
58	2	3	4098	29892	26866	2616	17740	1340	
59	2	3	5417	9933	10487	38	7572	1282	
60	1	3	13779	1970	1648	596	227	436	
61	1	3	6137	5360	8040	129	3084	1603	
62	2	3	8590	3045	7854	96	4095	225	
63	2	3	35942	38369	59598	3254	26701	2017	
64	2	3	7823	6245	8544	4154	4074	964	
65	2	3	9396	11601	15775	2896	7677	1295	
66	1	3	4760	1227	3250	3724	1247	1145	
67	2	3	85	20659	45628	36	24231	1423	
68	1	3	9	1534	7417	175	3468	27	
69	2	3	19913	6759	13462	1256	5141	834	
70	1	3	2446	7260	3993	5870	788	3095	
71	1	3	8352	2820	1293	779	656	144	
72	1	3	16705	2037	3202	10643	116	1365	
73	1	3	18291	1266	21042	5373	4173	14472	
74	1	3	4420	5139	2661	8872	1321	181	
75	2	3	19899	5332	8713	8132	764	648	
76	2	3	8190	6343	9794	1285	1901	1780	
77	1	3	99308	4137	9	4497	3	676	

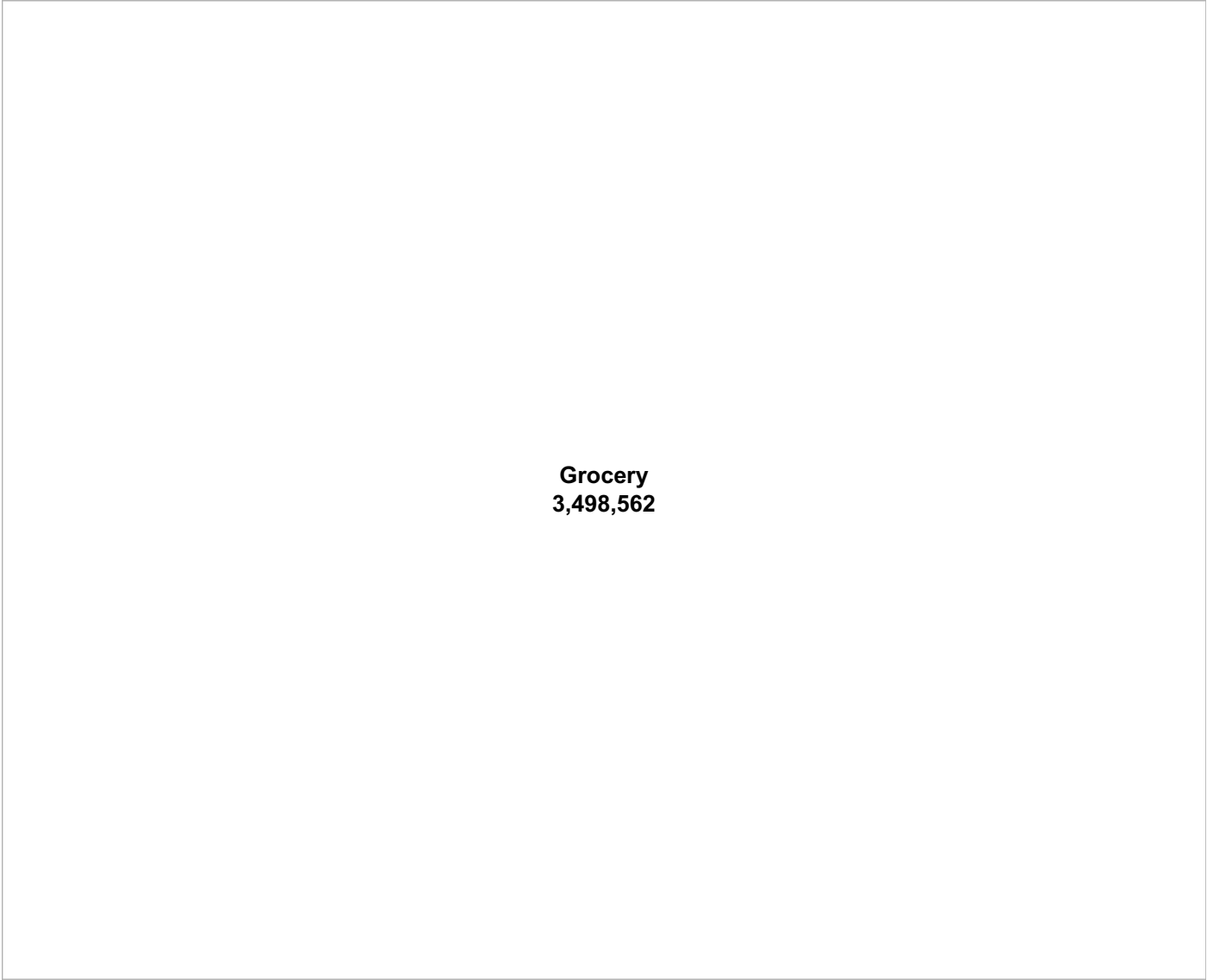
Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent paper and Grocery	Chennel Wise Detergent paper and Grocery	Region Wise Milk	Chennel Wise Detergent a..
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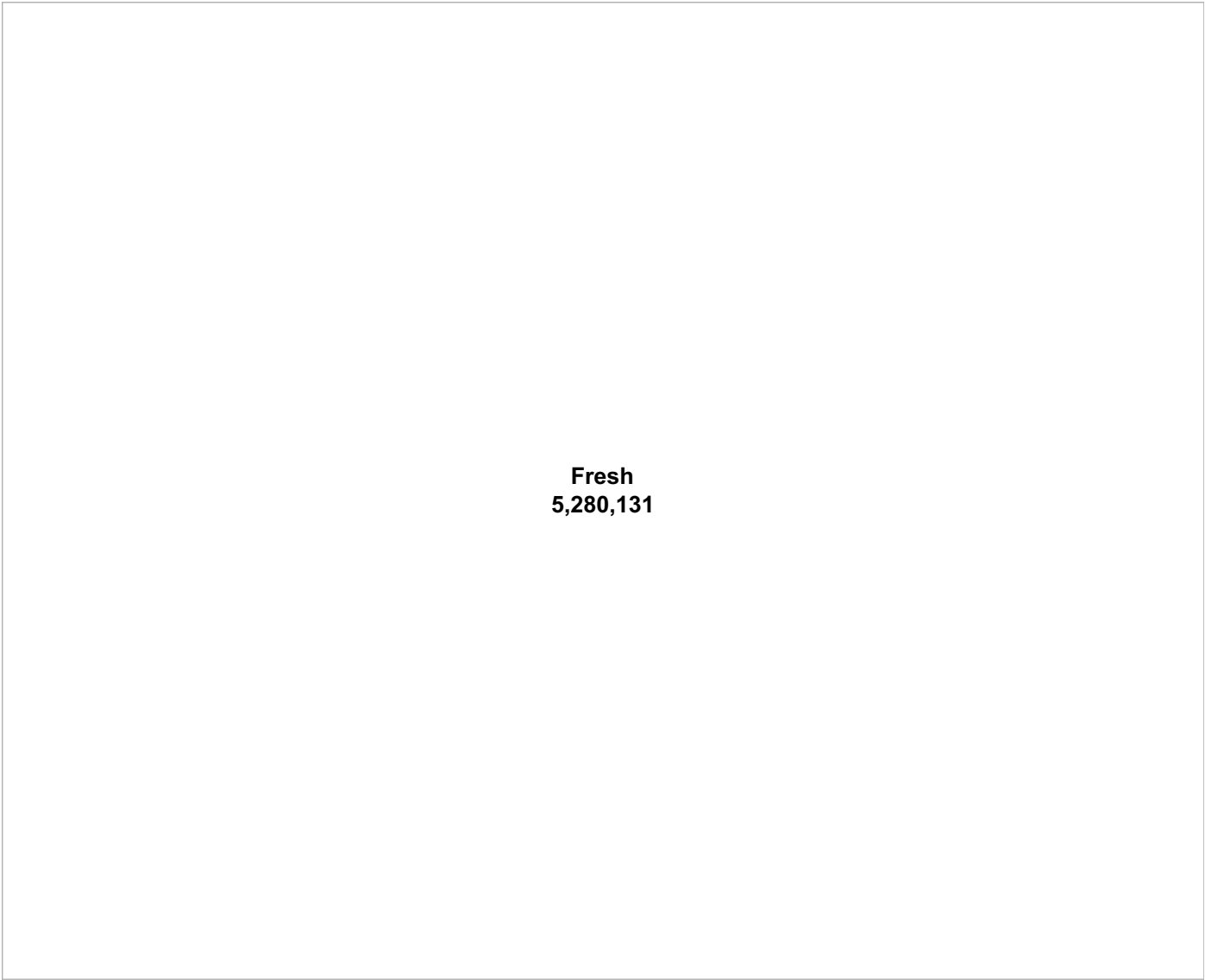
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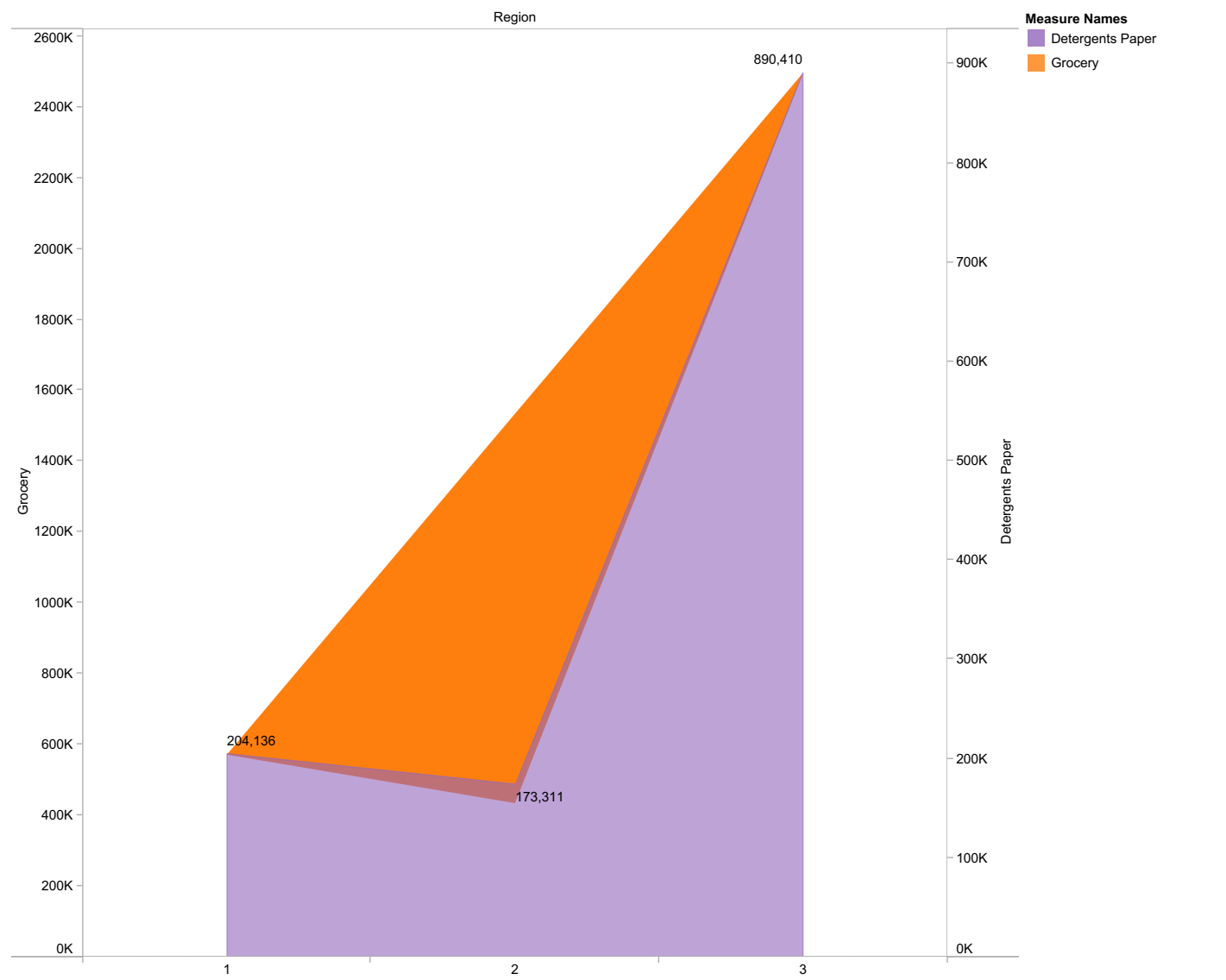
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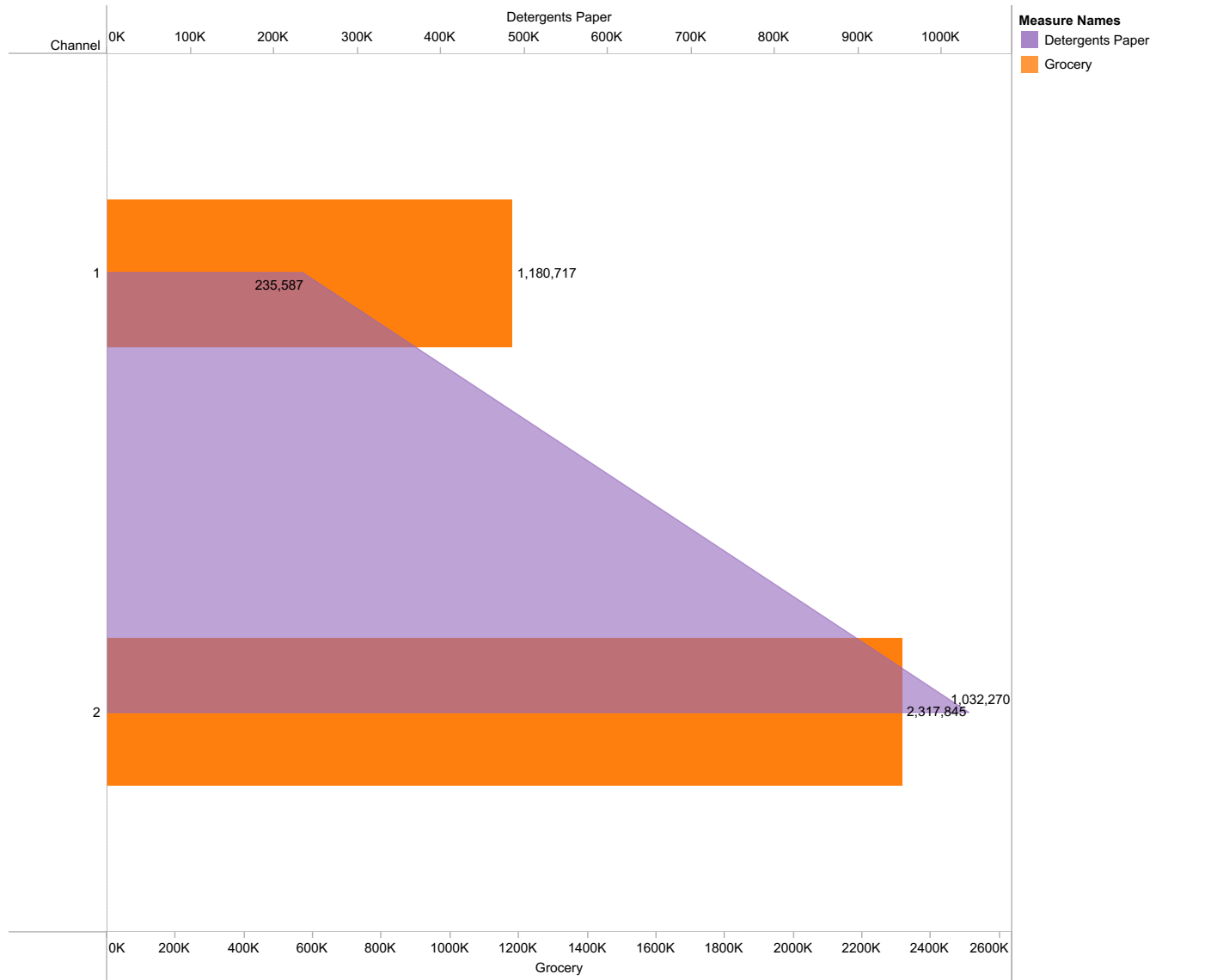
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Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent paper and Grocery	Chennel Wise Detergent paper and Grocery	Region Wise Milk	Chennel Wise Detergent and Frozen
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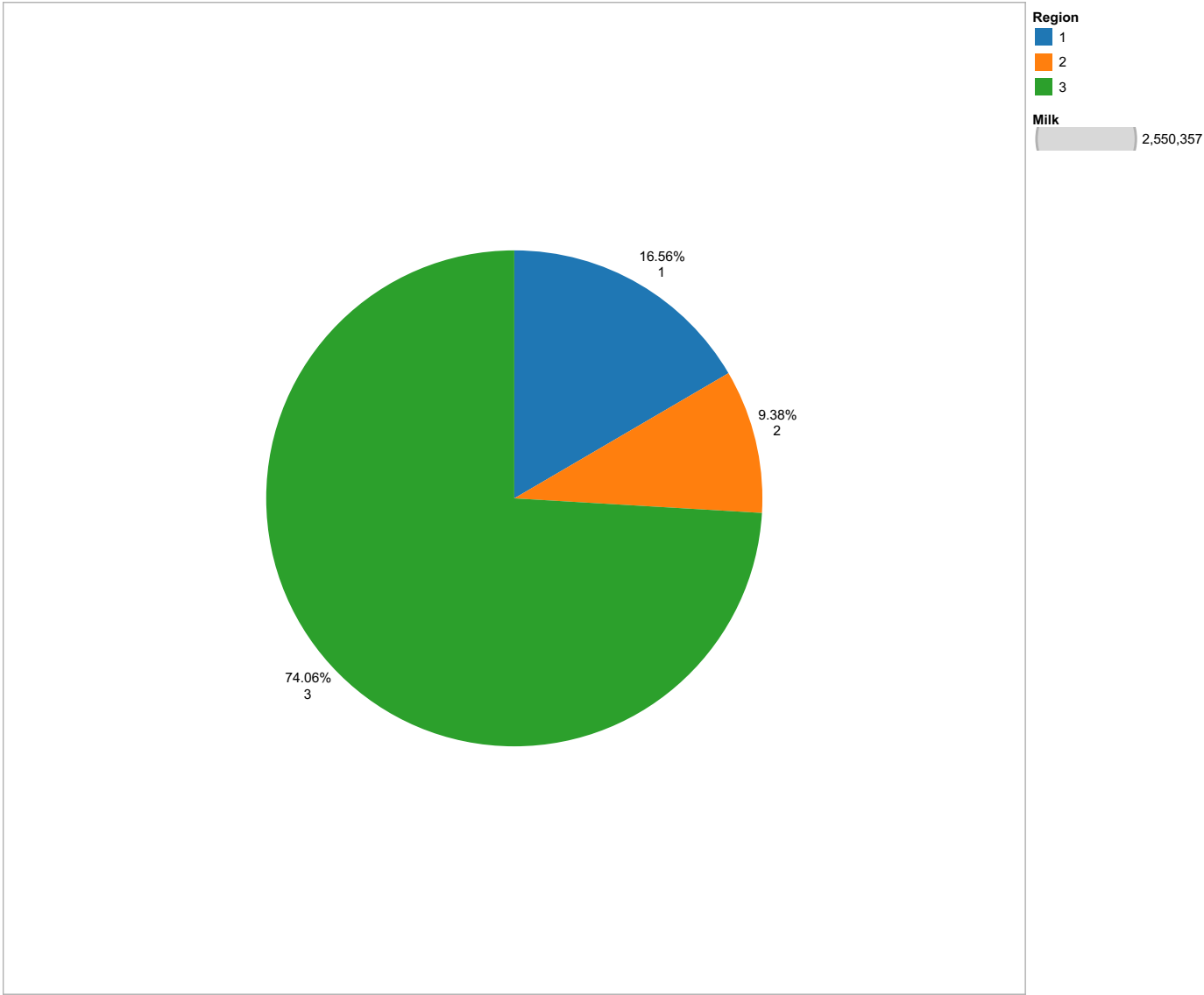
Story 1

Grocery Kpi	Fresh Kpi	Region Wise Detergent paper and Grocery	Chennel Wise Detergent paper and Grocery	Region Wise Milk	Chennel Wise Detergent and Frozen	Region Wise Delicassen
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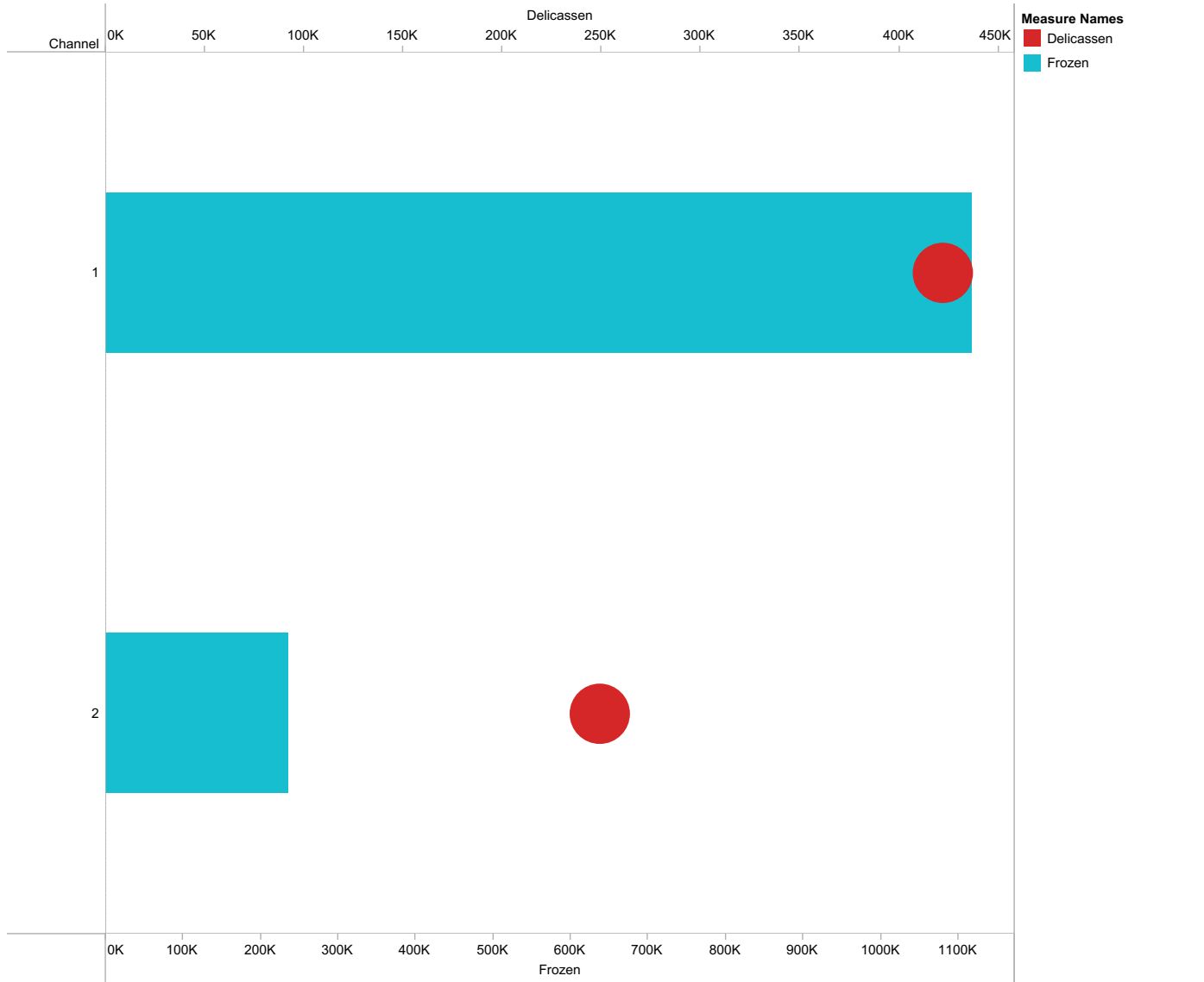
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Fresh Kpi	Region Wise Detergent paper and Grocery	Chennel Wise Detergent paper and Grocery	Region Wise Milk	Chennel Wise Detergent and Frozen	Region Wise Delicassen	Region wise Delicassen and Detergents paper
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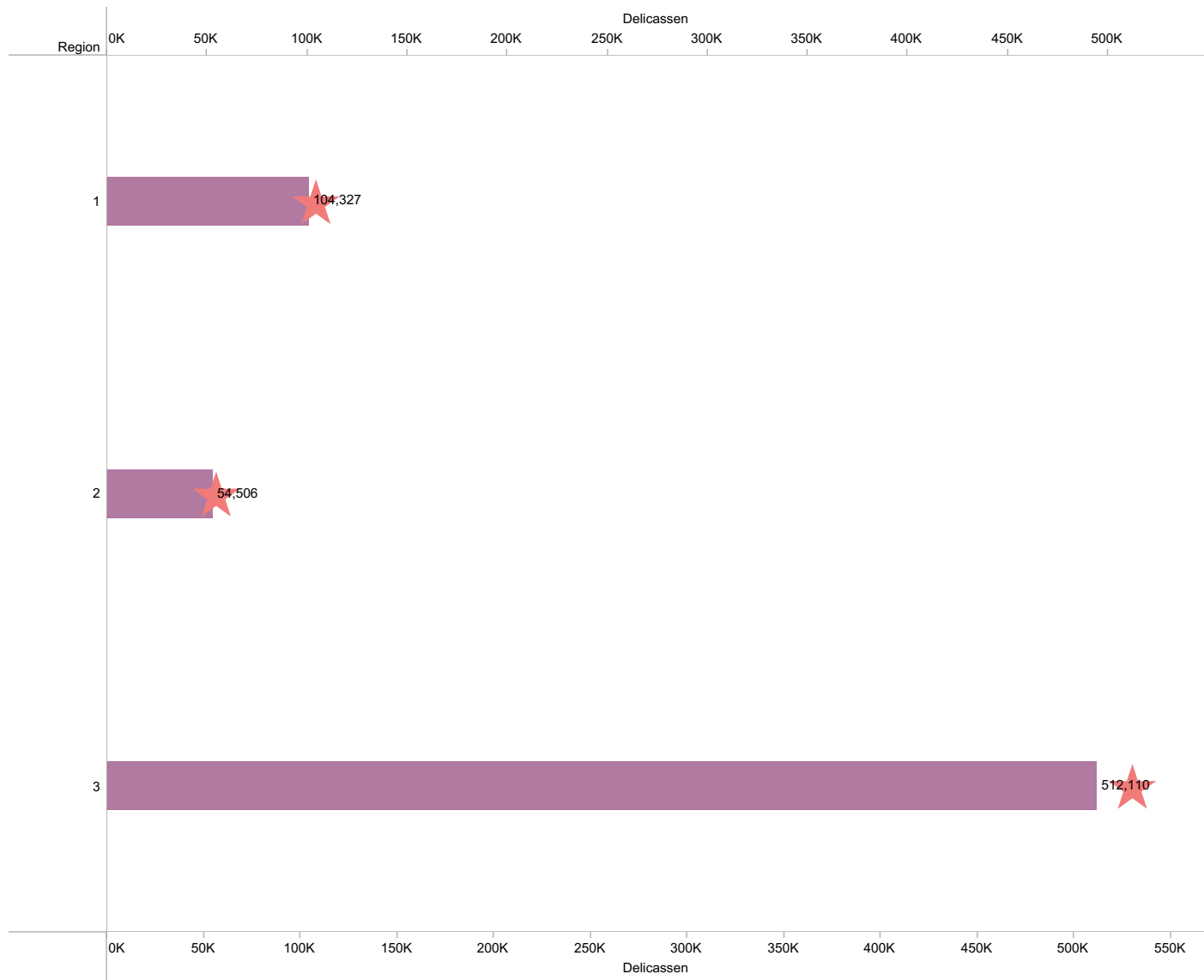
Story 1

Region Wise Detergent paper and Grocery	Chennel Wise Detergent paper and Grocery	Region Wise Milk	Chennel Wise Detergent and Frozen	Region Wise Delicassen	Region wise Delicassen and Detergents paper	Wholesaleer Customer Analysis dashboard
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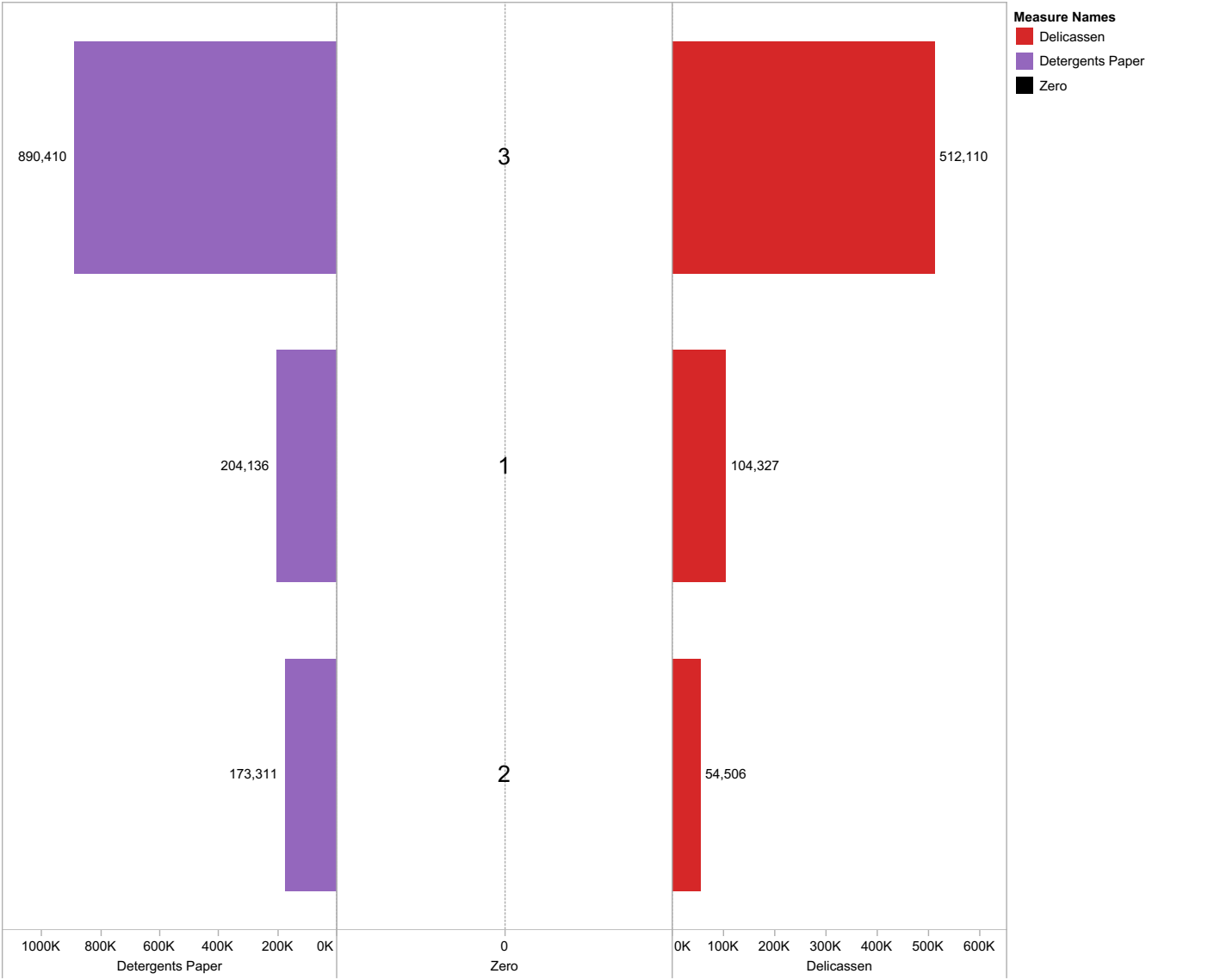
Story 1

Region Wise Detergent paper and G..	Chennel Wise Detergent paper and Grocery	Region Wise Milk	Chennel Wise Detergent and Frozen	Region Wise Delicassen	Region wise Delicassen and Detergents paper	Wholecaler Customer Analysis dashboard
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Story 1

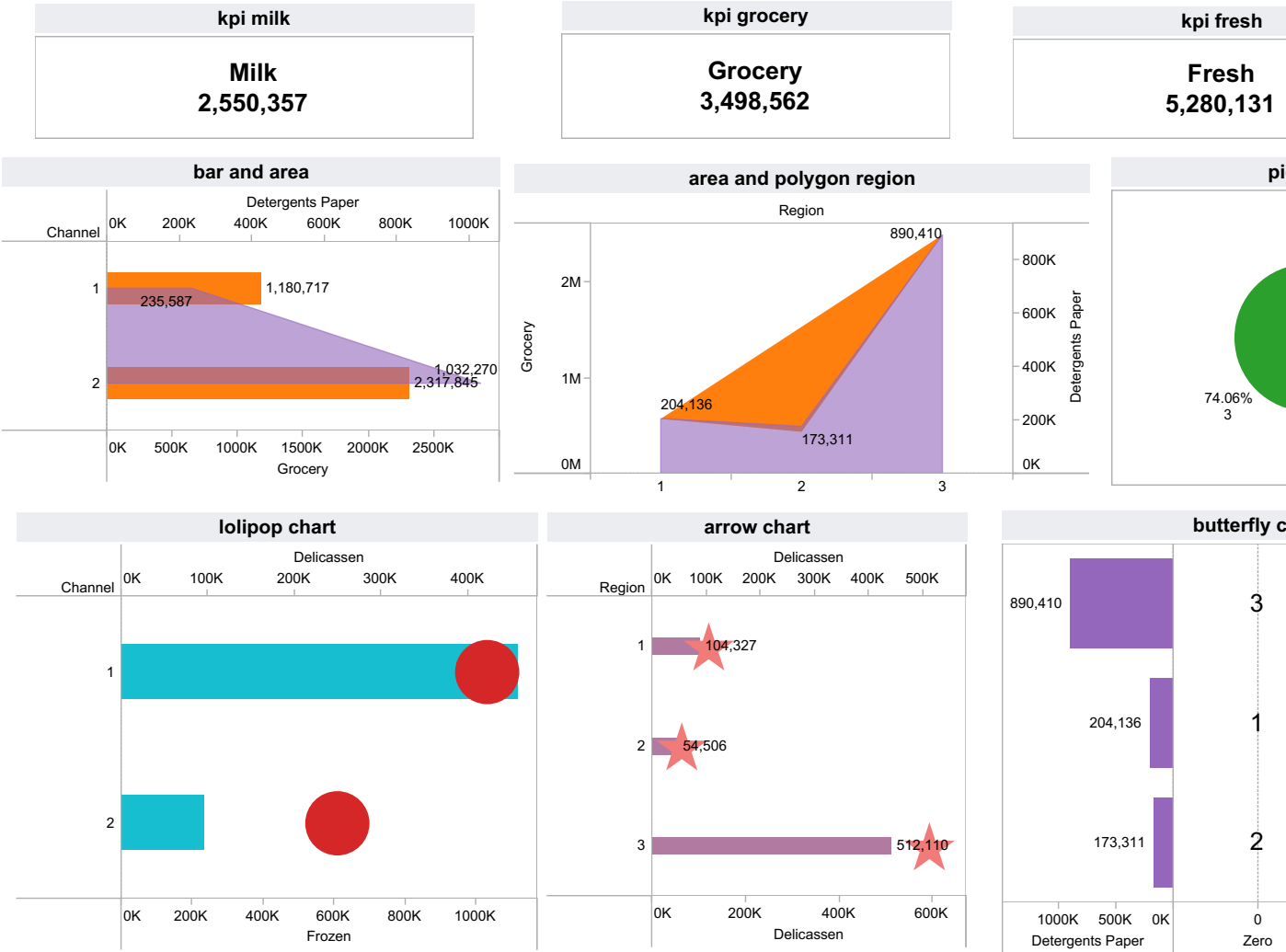
Region Wise Detergent paper and G..	Chennel Wise Detergent paper and Grocery	Region Wise Milk	Chennel Wise Detergent and Frozen	Region Wise Delicassen	Region wise Delicassen and Detergents paper	Wholesale Customer Analysis dashboard
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Story 1

Region Wise Detergent paper and G..	Chennel Wise Detergent paper and Grocery	Region Wise Milk	Chennel Wise Detergent and Frozen	Region Wise Delicassen	Region wise Delicassen and Detergents paper	Wholesaler Customer Analysis dashboard
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Wholesaler Customer Analysis



ADVANTAGES&DISADVANTAGES

Advantage:

- Resources are automatically allocated to be utilized in the most effective way.
- Consumers have a wide variety of products to choose from
- Innovation is encouraged because of the profit motive and self interest of the market participants
- Competition ensure better quality products ,hard working labor and hence overall high efficiency
- The economy offers a high chance of wealth
- Products and services are produced based on the customer demands and what they are willing to pay
- Market research provides significant for business such as informed decision making ,targeted marketing and a competitive edge
- The benefits of a increased efficiency, production,and innovation
- It improves communication at all stages of the buying process
- Promotes your business to target audience
- Marketing allows you to know customer better
- Conducting a market analysis can benefit you in several ways to helping you to spot trends and opportunities in your industry

Disadvantages:

- **Damage to the environment :** economic activities can damage the environment the well being of the environment is not the focus of the market economy.
- **Monopolies:** technology breakthroughs can result in monopolies. Monopolies tend to advantages of consumer.
- **The disparity between income and wealth:** if the return on capital is higher than the economic growth it will cause an income and wealth disparity. Destabilizing the economy in the long run.
- **Automatic resource allocation:** may result in specific not very profitable not very profitable yet vital sector left off without enough resources which might have severe consequences over the long run.
- **Crises prone:** for example the project motive may result in the adoption of automation and worker exploitation there by dropping the disposable income and hence reducing consumption
- **Inequality:** It faces inequality problem among the citizens.
- **Profit as a motive:** As the government is in no control of production profit is the no motive for the production of goods.
- **Unemployment:** It may rise as there is no government check in the market.

CONCLUSION:

Market insights are guiding organisation through the complexities of the business landscape. by leveraging these insights, business can make a decision that not only. A market economy is an economy that allows the free flow of goods and services on the interaction of demand and supply.

FUTURE SCOPE:

- Develop the marketing research plan
- Prioritize projects with high return of investment
- Develop products Strategy
- Requires significant time investment
- Improving brand recognition

