

WELCOME



# UNVEILING MARKET INSIGHTS







# 1.1.OVERVIEW

IN TODAY'S DYNAMIC BUSINESS LANDSCAPE, UNDERSTANDING MARKET TRENDS, CONSUMER BEHAVIOR, AND INDUSTRY DYNAMICS IS PARAMOUNT FOR SUCCESS. COMPANIES THAT POSSESS DEEP INSIGHTS INTO MARKET TRENDS ARE BETTER EQUIPPED TO MAKE INFORMED DECISIONS, STAY AHEAD OF THE COMPETITION, AND ADAPT TO CHANGING CUSTOMER NEEDS. THIS PROCESS OF GAINING COMPREHENSIVE KNOWLEDGE ABOUT THE MARKET IS OFTEN REFERRED TO AS "UNVEILING MARKET INSIGHTS."

## **DASHBOARD:**

[HTTPS://PUBLIC.TABLEAU.COM/VIEWS/WHOLESALERCUSTOMERANALYSISDASHBOARD\\_16963443765530/DASHBOARD4?:LANGUAGE=EN-US&PUBLISH=YES&:DISPLAY\\_COUNT=N&:ORIGIN=VIZ](https://public.tableau.com/views/WholesalerCustomerAnalysisDashboard_16963443765530/Dashboard4?:language=en-us&publish=yes&:display_count=n&:origin=viz) SHARE LINK

## **STORY LINK:**

[HTTPS://PUBLIC.TABLEAU.COM/SHARED/43ZBCWRXX?:DISPLAY\\_COUNT=N&:ORIGIN=VIZ](https://public.tableau.com/shared/43ZBCWRXX?:display_count=n&:origin=viz) SHARE LINK

## 1.2.PURPOSE

- ☐ **The purpose Of Unveiling Market Insights is multifaceted and critical for the success and sustainability of Businesses in today's Competitive Environment.**
- ☐ **One of the Primary Purposes Of Market Insights is to understand customer preferences, expectations, and pain points. By gaining deep insights into customer needs, businesses can develop products and services that resonate with their target audience. This customer-centric approach enhances customer satisfaction and loyalty.**
- ☐ **Markets are dynamic, and they constantly evolve. Market Insights provide the necessary information for Businesses to adapt to changes quickly.**

# Problem Definition and Design Thinking





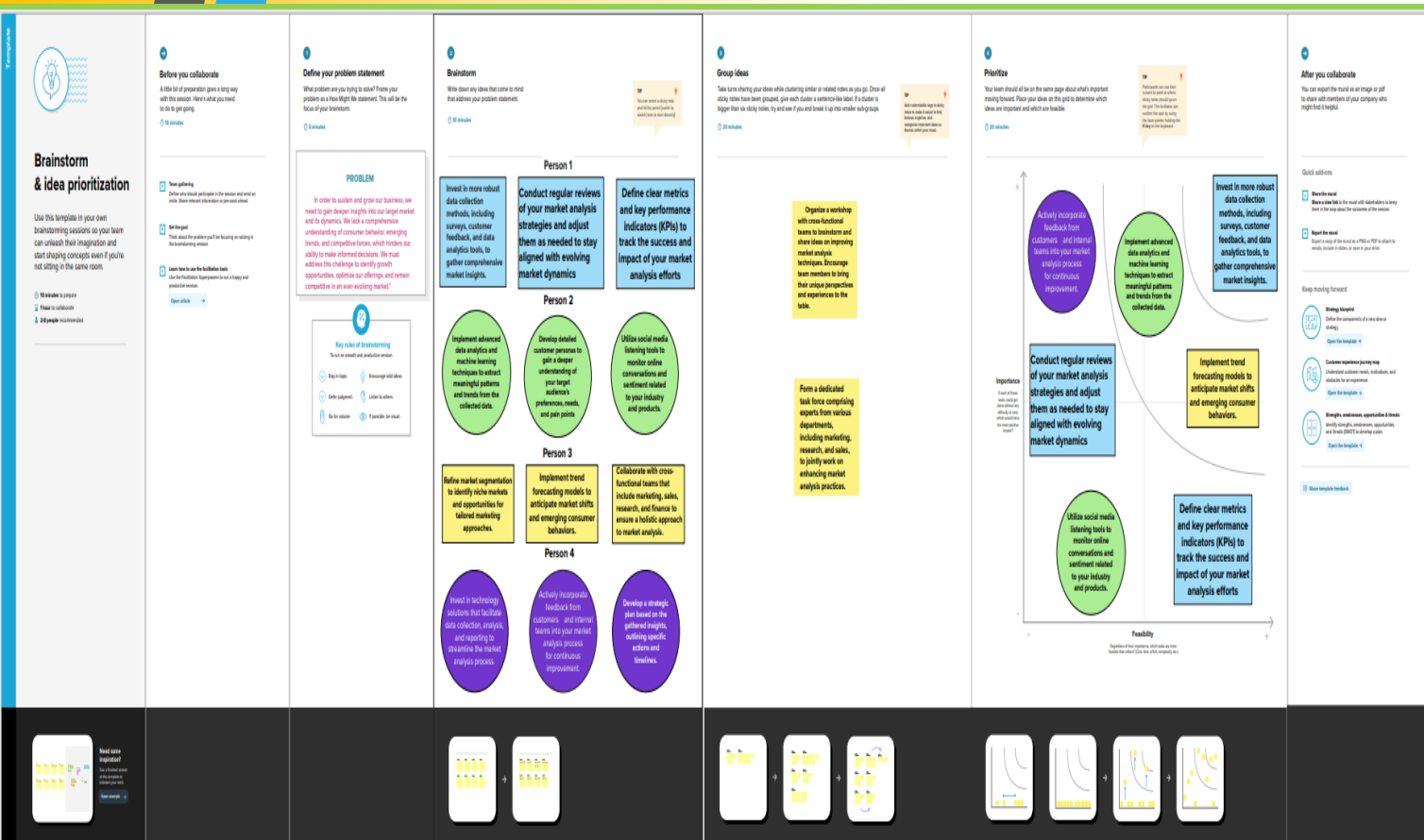
# EMPATHY MAP

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers.

We have signed in Mural app for creating Empathy Map



# BRAINSTORMING MAP



- A mind map is a visualization technique and brainstorming tool which allows you to explore a central idea, and all of its related topics, in a non-linear way.
- We have used Mural app to desing the brainstorming Map



RESULT



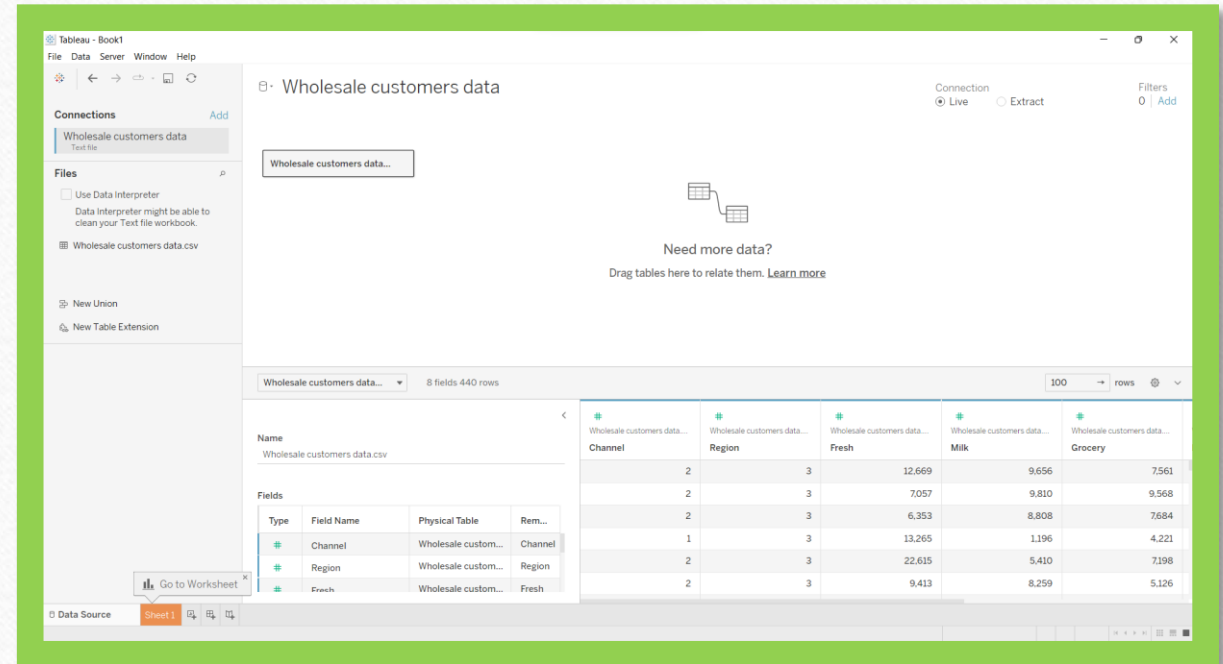
# VISUALIZATIONS

We have downloaded  
the Tableau desktop For  
creating the visualizations



# CONNECTING DATASET

We have connected  
the Dataset to Tableau  
Desktop





# Visualizations

We have created the Visualizations for the data using Tableau Desktop.



# DASHBOARD

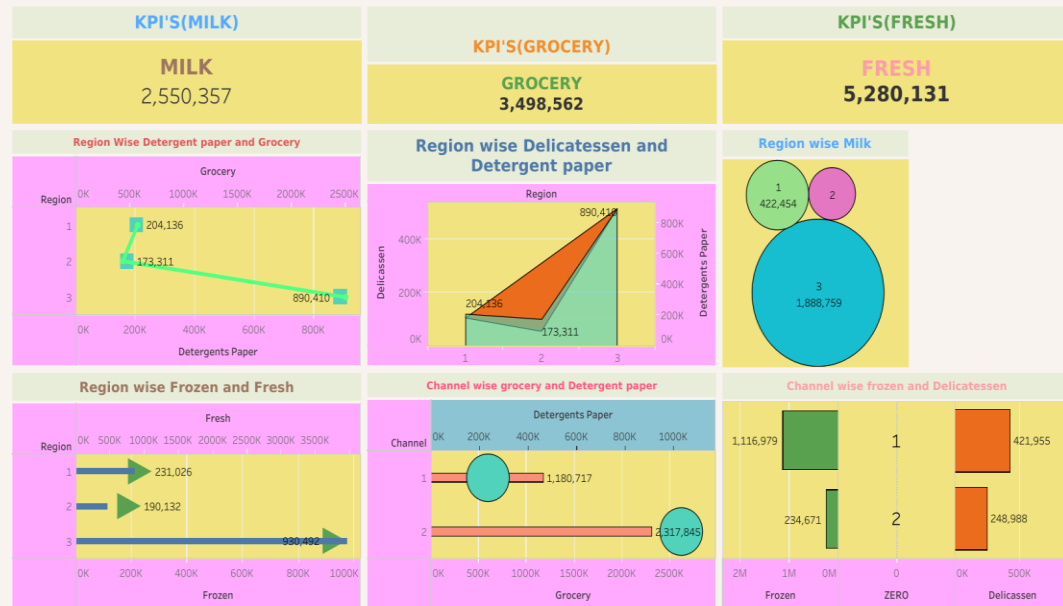
WE HAVE CREATED THE DASHBOARD USING TABLEAU DESKTOP

DASHBOARD LINK:

[HTTPS://PUBLIC.TABLEAU.COM/VIEWS/WHOLESALERCUSTOMERANALYSISDASHBOARD\\_16963443765530/DASHBOARD4?:LANGUAGE=EN-US&PUBLISH=YES&:DISPLAY\\_COUNT=N&:ORIGIN=VIZ SHARE LINK](https://public.tableau.com/views/WholesalerCustomerAnalysisDashboard_16963443765530/Dashboard4?:language=en-us&publish=yes&:display_count=n&:origin=viz_share_link)

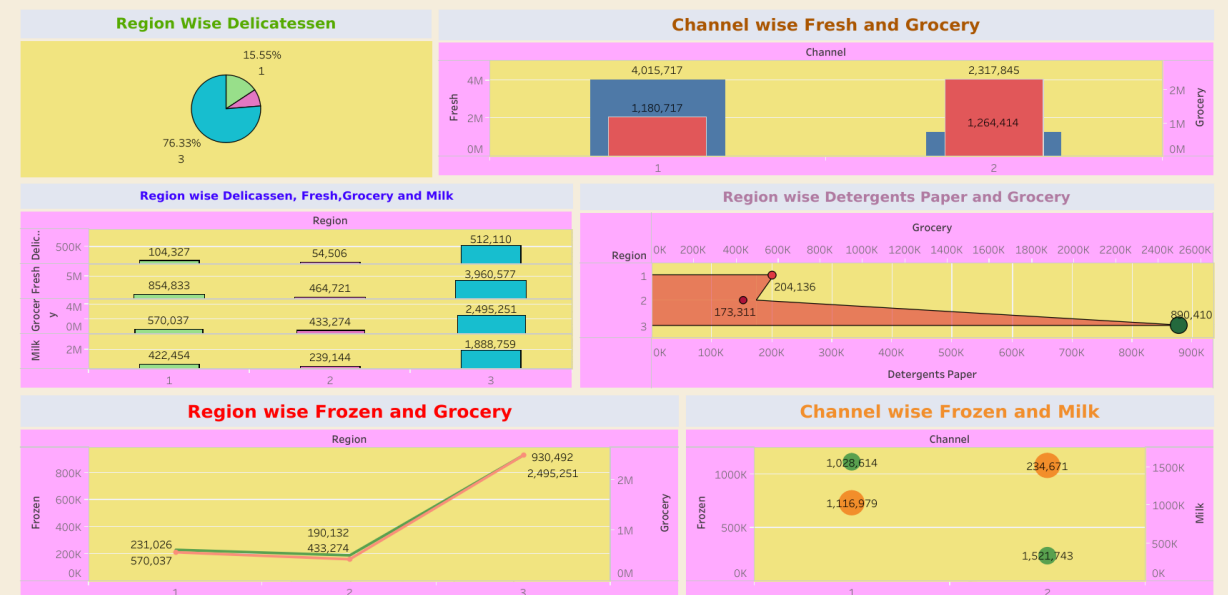
Wholesaler Customer Analysis-1

NEXT

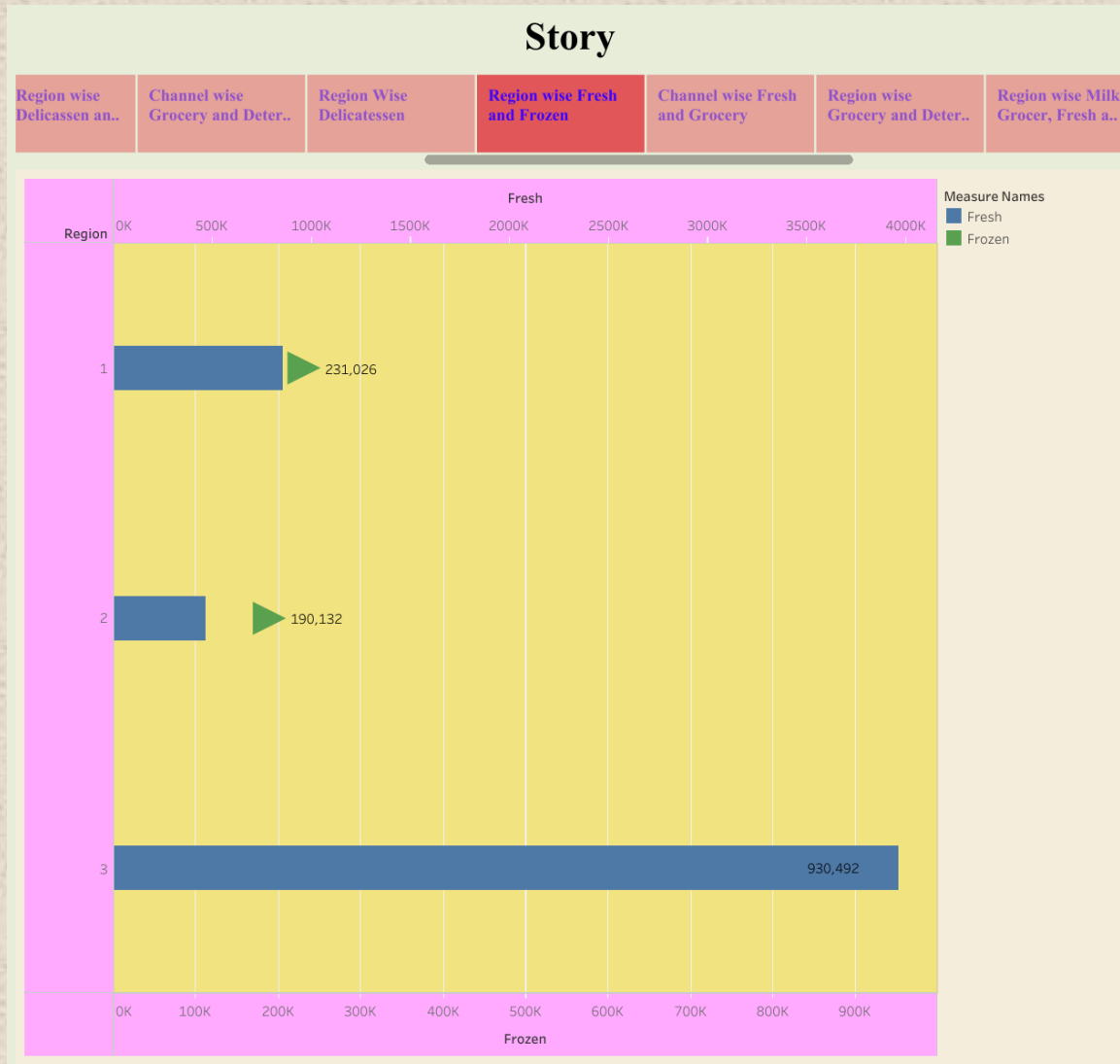


Wholesaler Customer Analysis-2

PREVIOUS



# STORY



We have created the Story using Tableau Desktop

Story Link:

[Link:https://public.tableau.com/shared/43ZBCWRXX?:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/shared/43ZBCWRXX?:display_count=n&:origin=viz_share_link)



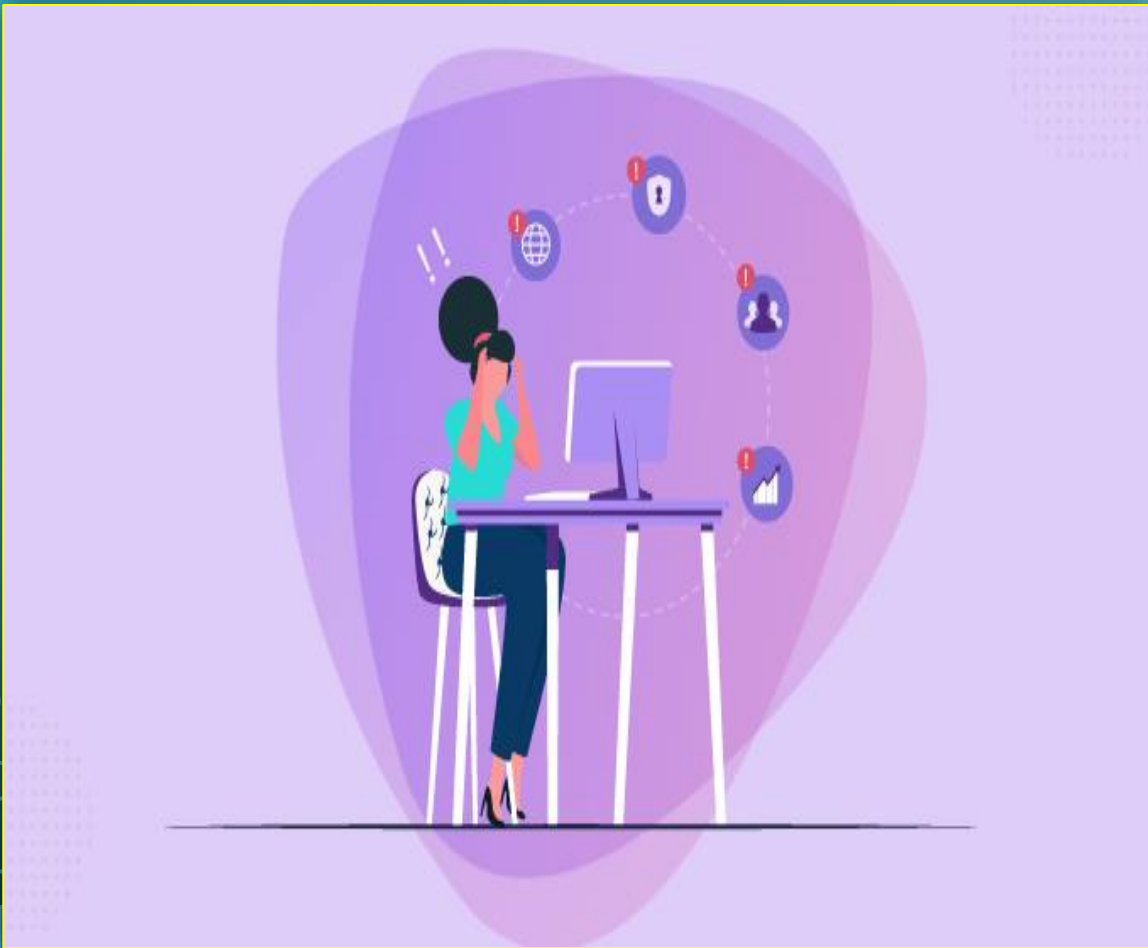
# ADVANTAGES

- Maintain a Customer-Centric Approach
- Connect With Your Audience More Effectively
- Identify Opportunities for Growth
- Reduce Risks by Testing Concepts
- Make More Informed Decisions
- Compete More Effectively

Stay on Top of Trends



# DISADVANTAGES



- **Cost and Resource Intensiveness**
- **Changing Consumer Behavior**
- **Data Accuracy and Reliability**
- **May only target a small population**

# APPLICATION

- **E-commerce and Online Retail**
- **Innovation and Research**
- **Product Development**
- **Sales and Distribution**
- **Tourism and Hospitality**
- **Education**





# CONCLUSION

- ❖ Companies can use marketing research to determine the demand for their product, its viability, and how it will perform in the real world.
- ❖ Marketing research can be done using primary or secondary data, which gives a unique insight into a company's offerings. Research and development (R&D), is a crucial part of a company's success and growth.



# FUTURE SCOPE



**THE FUTURE OF MARKET RESEARCH IS BRIMMING WITH POTENTIAL AND OPPORTUNITY. WITH THE PROPER MARKET RESEARCH TRENDS, WE CAN BEST DETERMINE HOW TO REACH OUR TARGET AUDIENCE AND MAKE INFORMED DECISIONS TO DRIVE BUSINESS SUCCESS. AT THINKTANK RESEARCH, WE ASSIST OUR CLIENTS IN REMAINING CURRENT WITH INDUSTRY TRENDS.**



Thank  
You!

