Project Report

1. INTRODUCTION

1.1 Overview

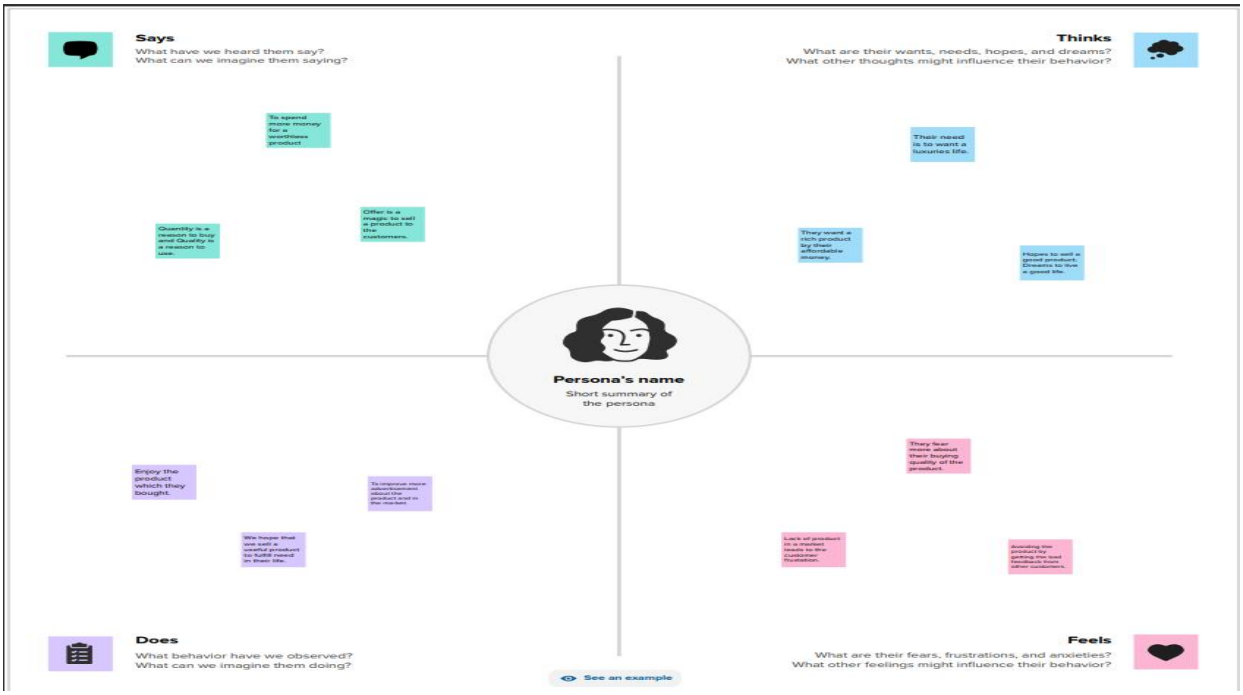
- Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.
- 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.
- 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.

1.2 Purpose

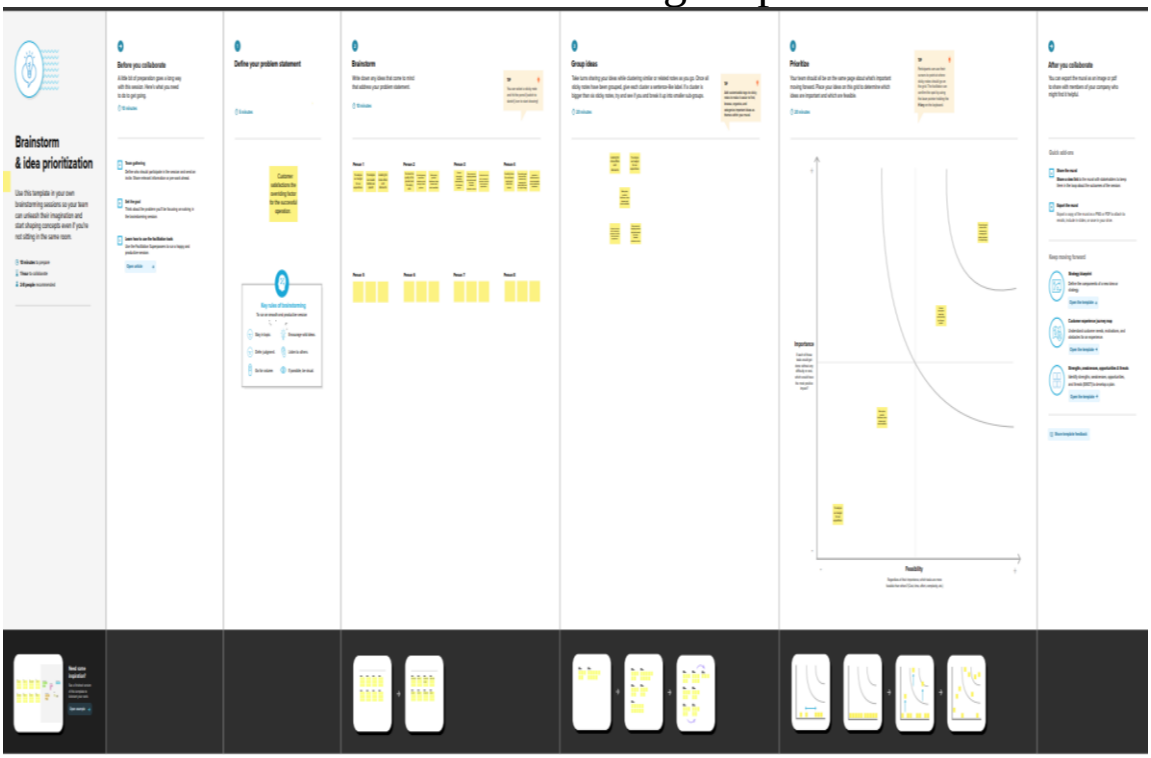
- The Purpose of the field of market insights is to learn about and analyses the market. Data on the market, consumers, and competitors must be gathered, analyses, and interpreted by individuals in this role. Their main objective is to give important information and viewpoints to company decision-makers, helping them to make wise decisions and create plans.

2. Problems definition & design thinking

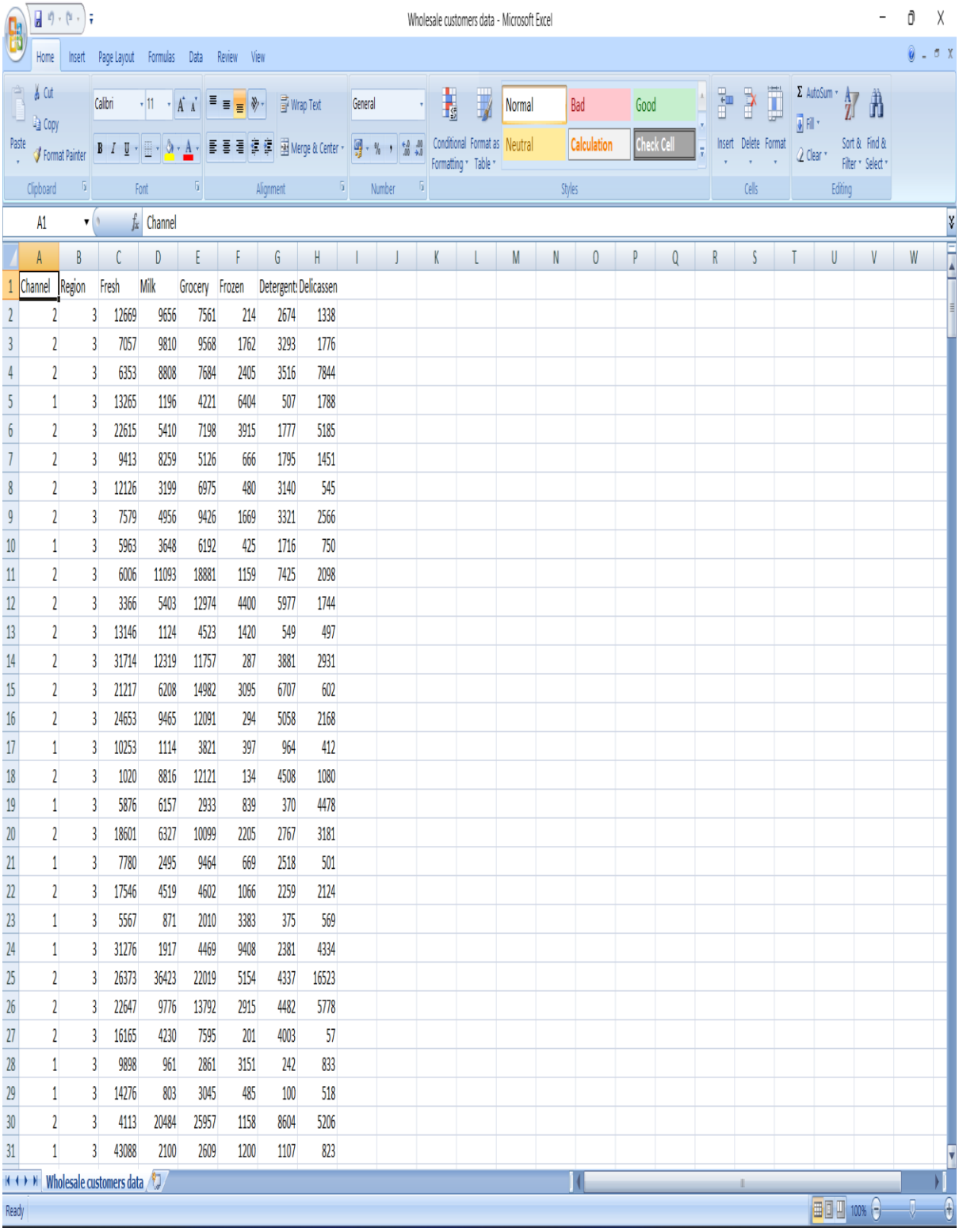
2.1 Empathy Map



2.2 Ideation & Brainstorming map



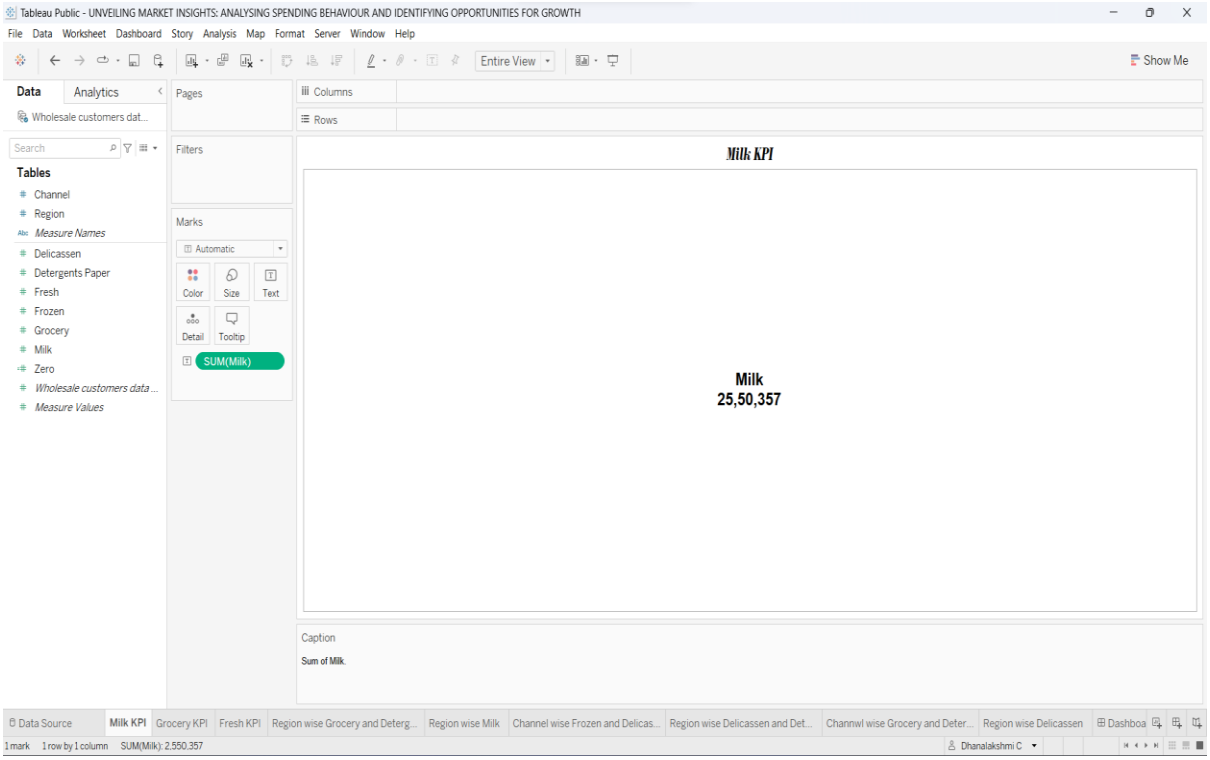
3. DATASET



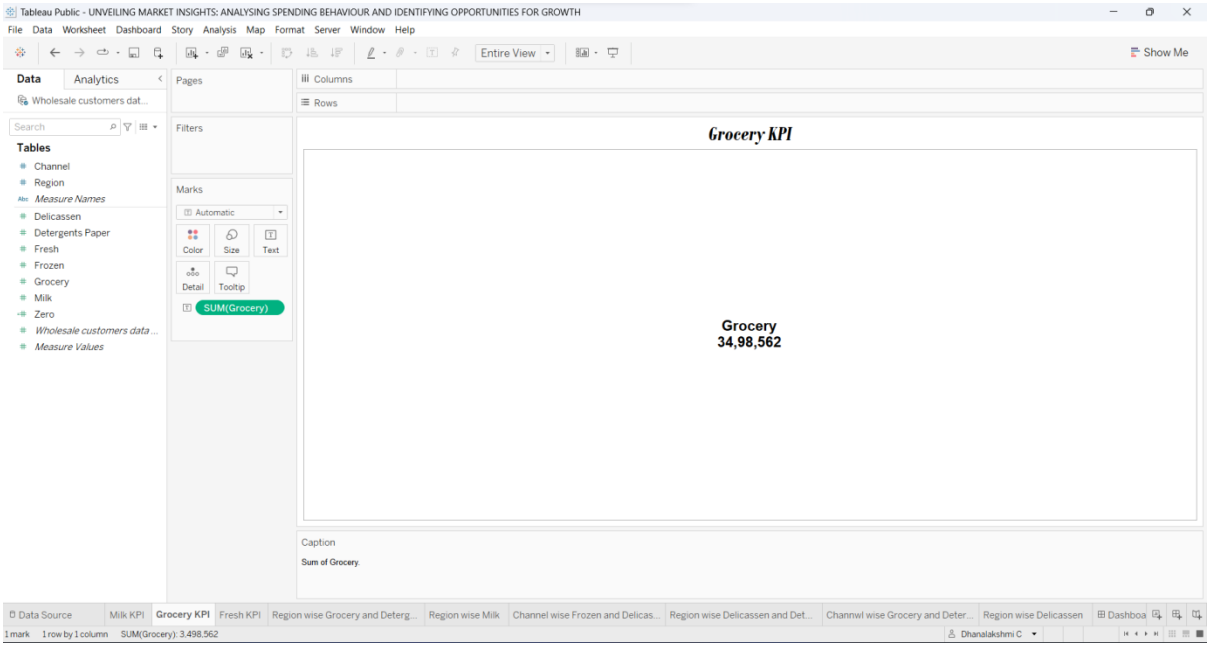
Channel	Region	Fresh	Milk	Grocery	Frozen	Detergents_Paper	Delicassen
2	3	12669	9656	7561	214	2674	1338
2	3	7057	9810	9568	1762	3293	1776
2	3	6353	8808	7684	2405	3516	7844
1	3	13265	1196	4221	6404	507	1788
2	3	22615	5410	7198	3915	1777	5185
2	3	9413	8259	5126	666	1795	1451
2	3	12126	3199	6975	480	3140	545
2	3	7579	4956	9426	1669	3321	2566
1	3	5963	3648	6192	425	1716	750
2	3	6006	11093	18881	1159	7425	2098
2	3	3366	5403	12974	4400	5977	1744
2	3	13146	1124	4523	1420	549	497
2	3	31714	12319	11757	287	3881	2931
2	3	21217	6208	14982	3095	6707	602
2	3	24653	9465	12091	294	5058	2168
1	3	10253	1114	3821	397	964	412
2	3	1020	8816	12121	134	4508	1080
1	3	5876	6157	2933	839	370	4478
2	3	18601	6327	10099	2205	2767	3181
1	3	7780	2495	9464	669	2518	501
2	3	17546	4519	4602	1066	2259	2124
1	3	5567	871	2010	3383	375	569
1	3	31276	1917	4469	9408	2381	4334
2	3	26373	36423	22019	5154	4337	16523
2	3	22647	9776	13792	2915	4482	5778
2	3	16165	4230	7595	201	4003	57
1	3	9898	961	2861	3151	242	833
1	3	14276	803	3045	485	100	518
2	3	4113	20484	25957	1158	8604	5206
1	3	43088	2100	2609	1200	1107	823

4. VISUALIZATIONS

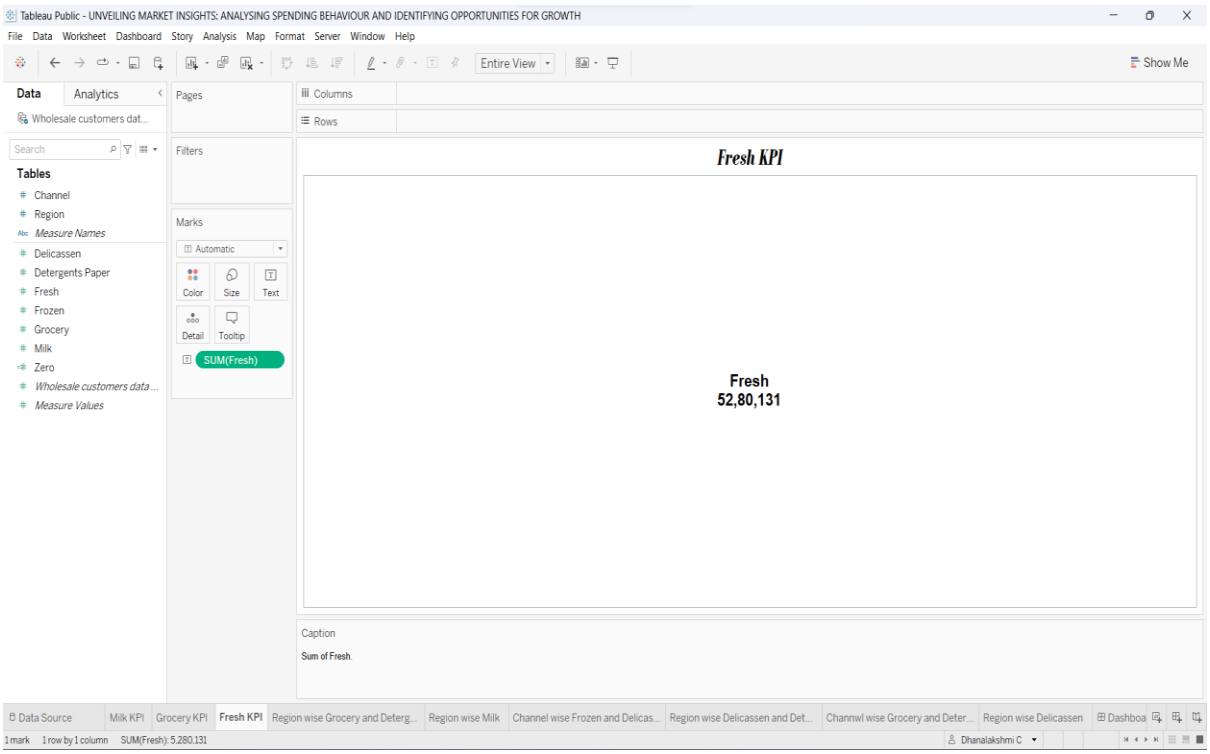
4.1MILK KPI:



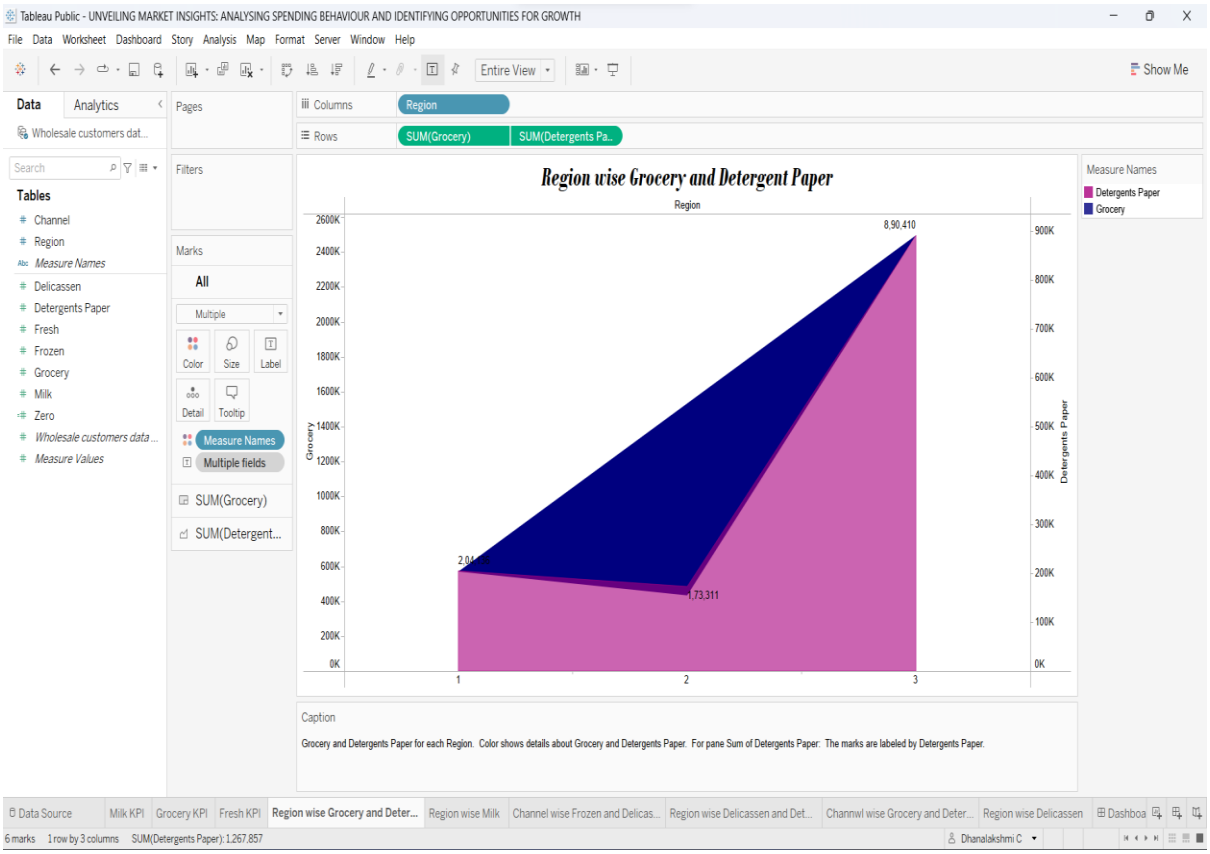
4.2 GROCERY KPI:



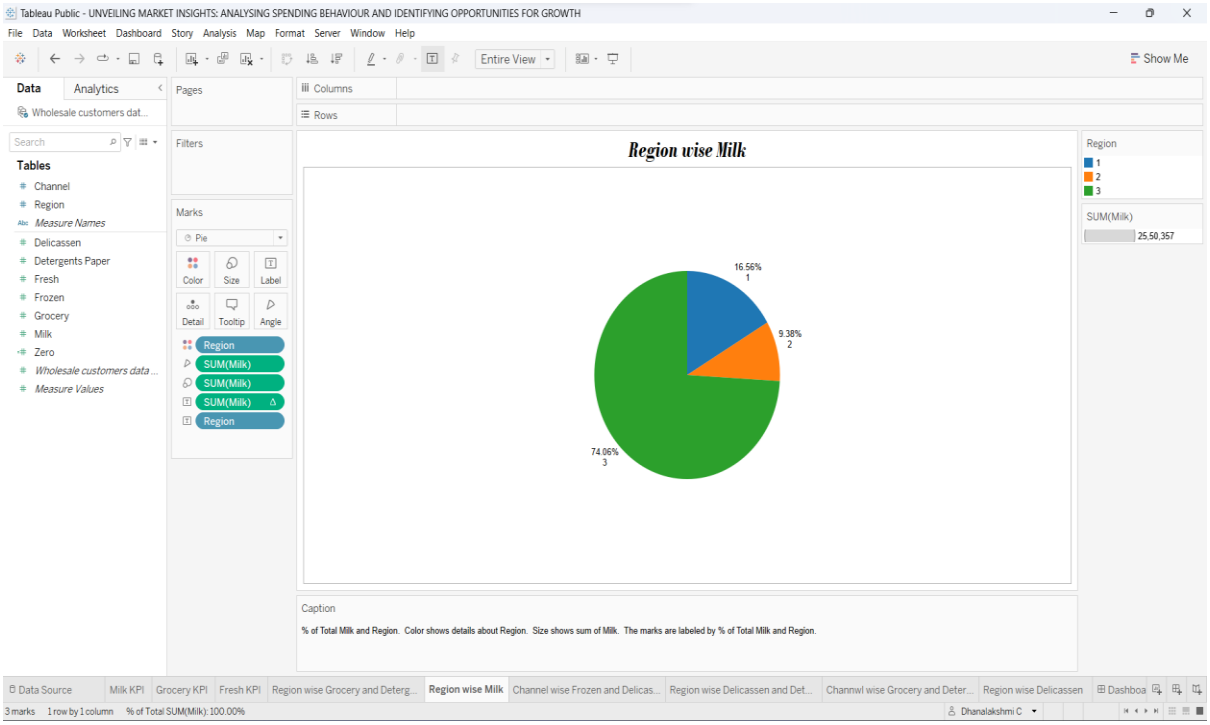
4.3 FRESH KPI:



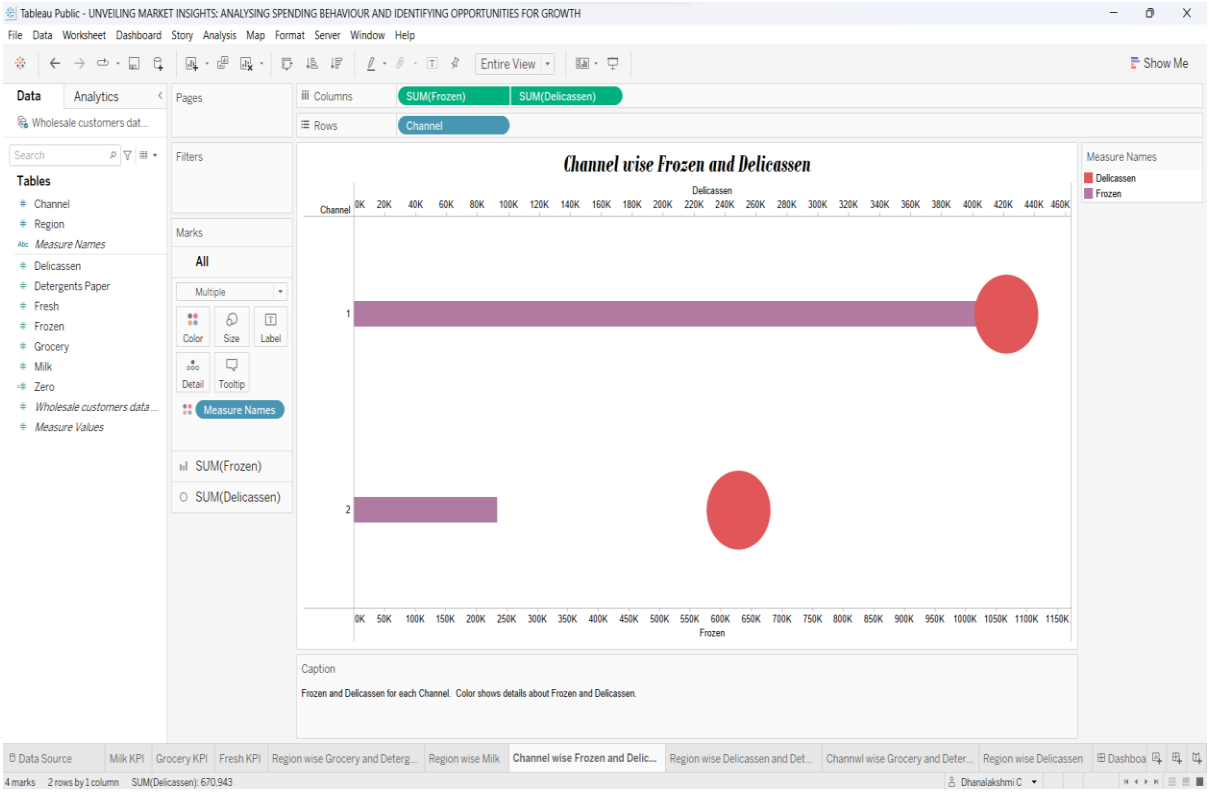
4.4 REGION WISE GROCERY AND DETERGENT PAPER:



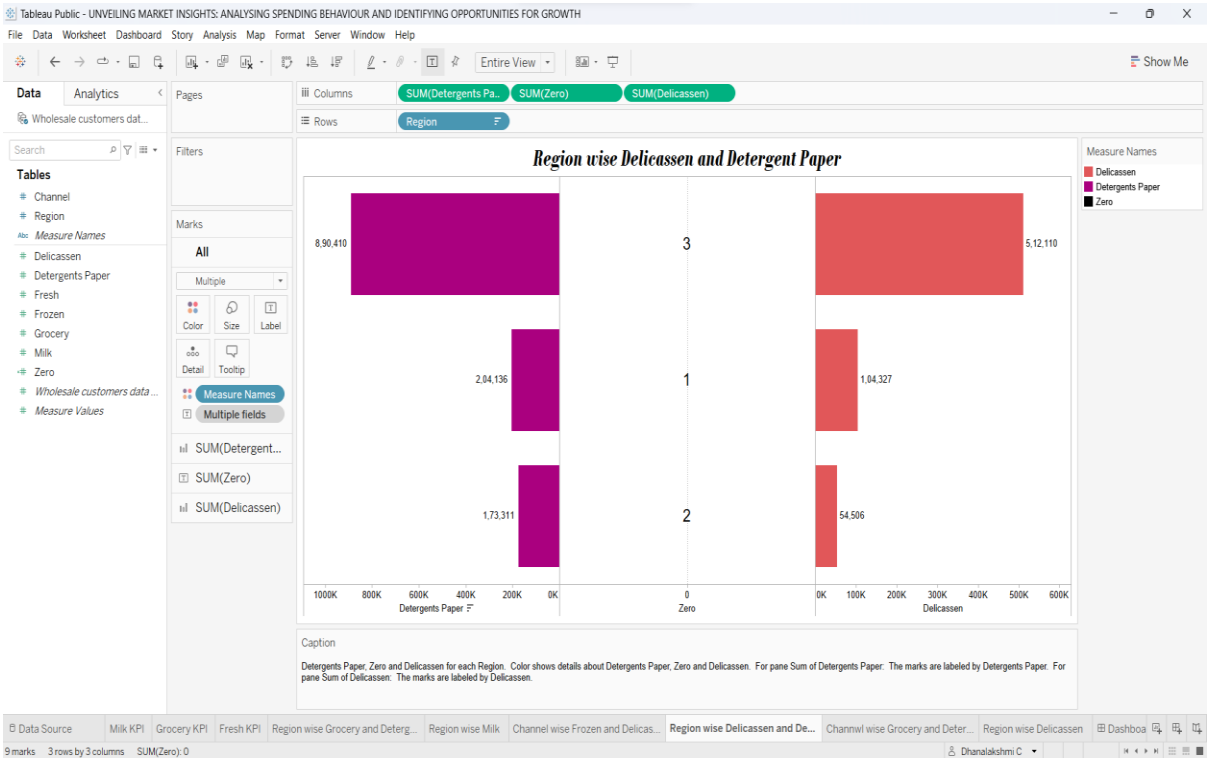
4.5 REGION WISE MILK:



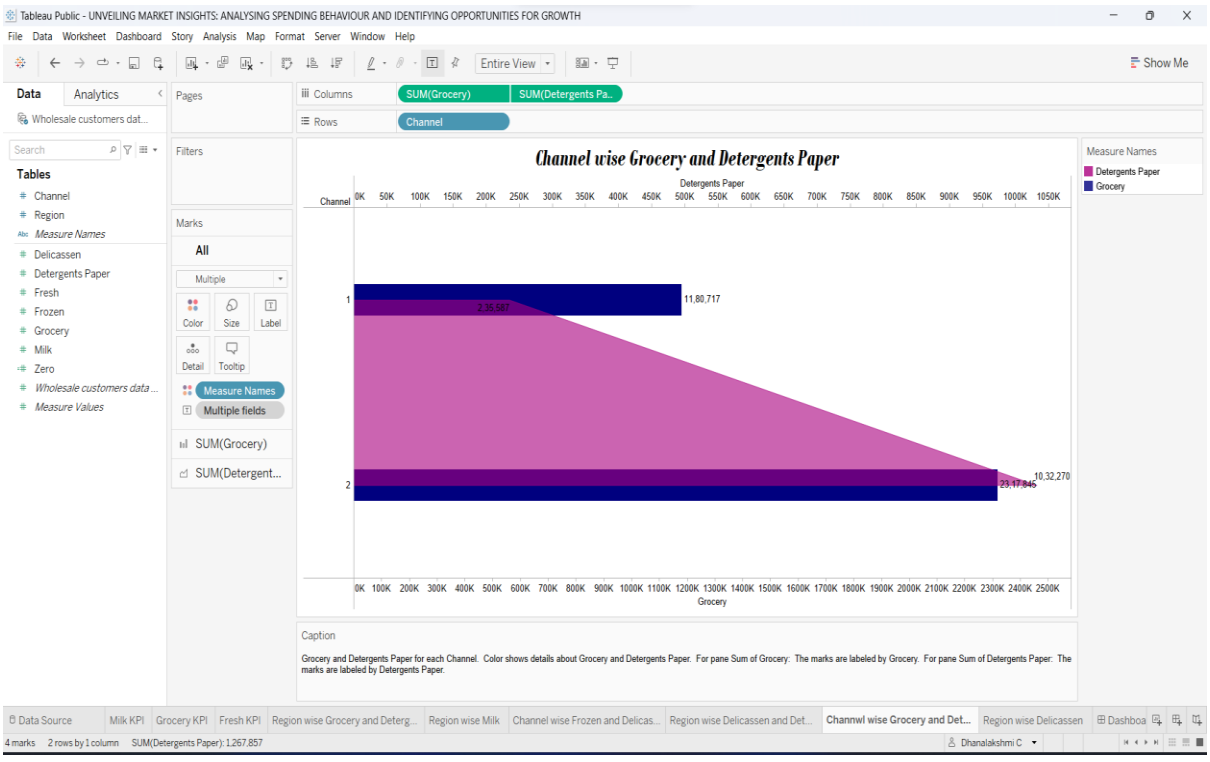
4.6 CHANNEL WISE DELICASSEN AND FROZEN:



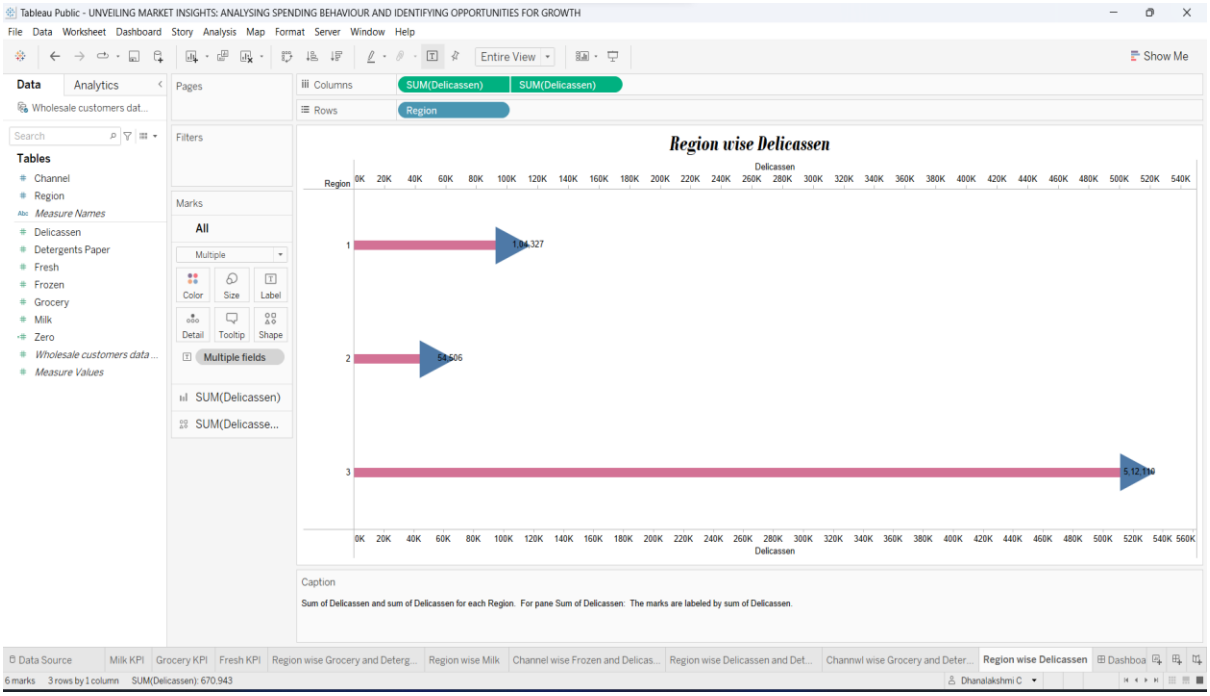
4.7 REGION WISE DELICASSEN AND DETERGENT PAPER:



4.8 CHANNEL WISE GROCERY AND DETERGENT PAPER:

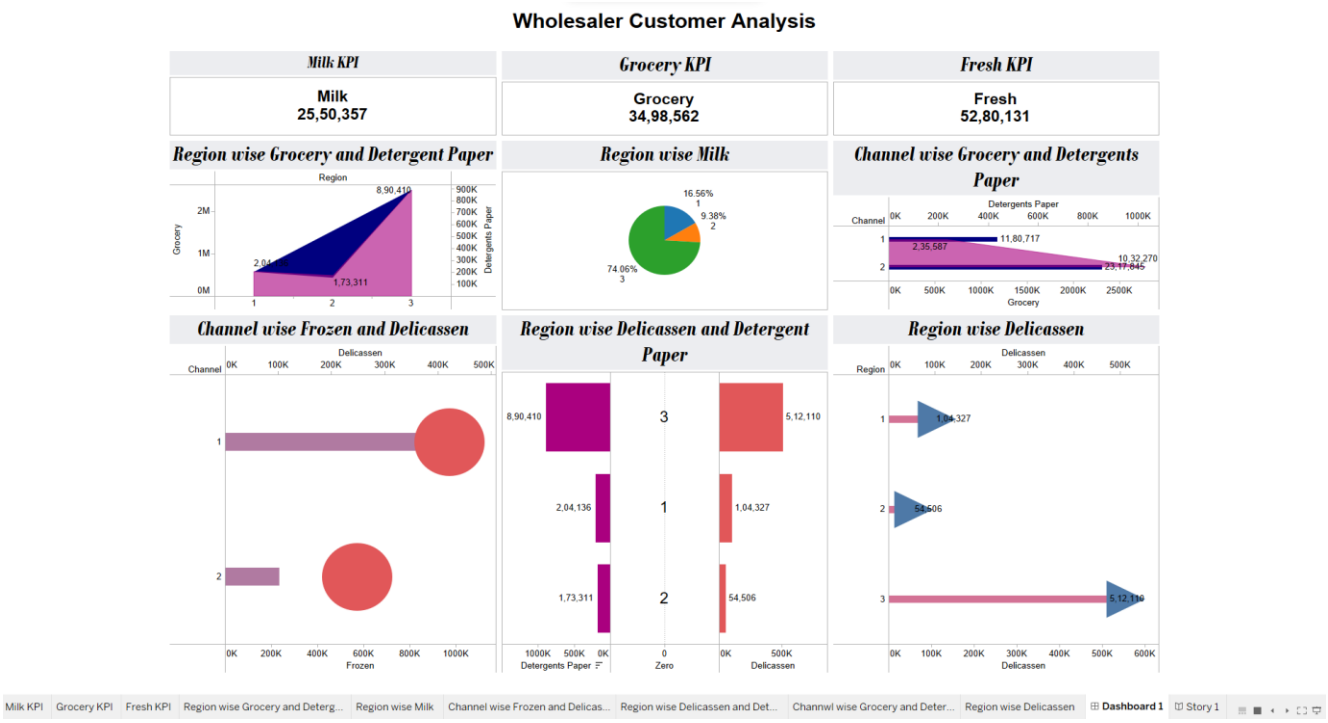


4.9 REGIO WISE DELICASSEN:



5. RESULT:

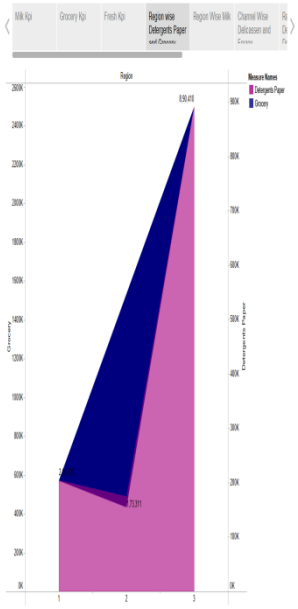
5.1 DASHBOARD:



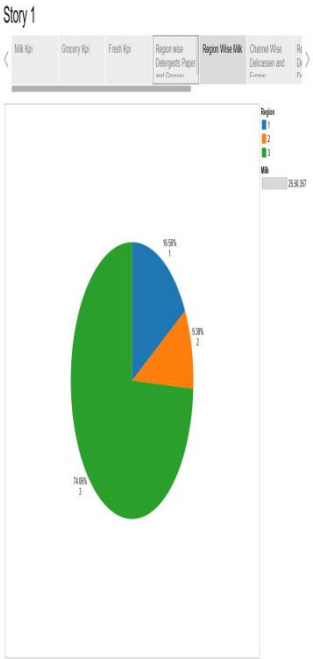
5.2 STORY:

Story 1

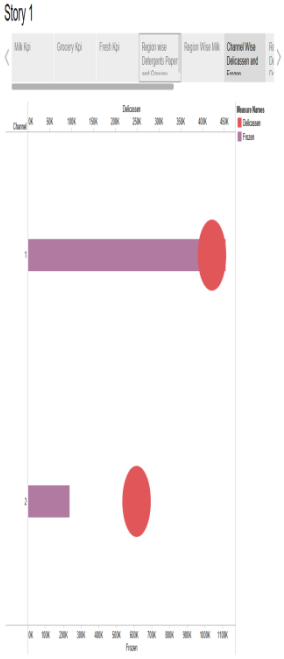
Story 1



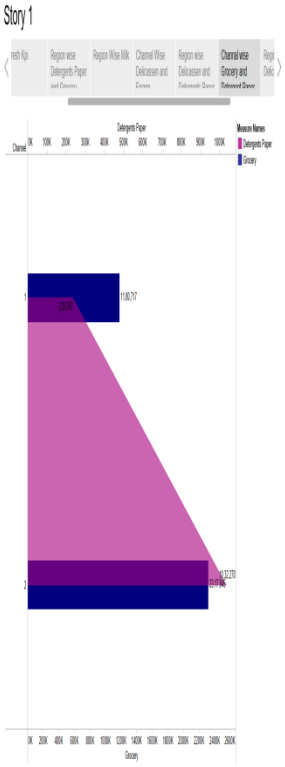
Story 1

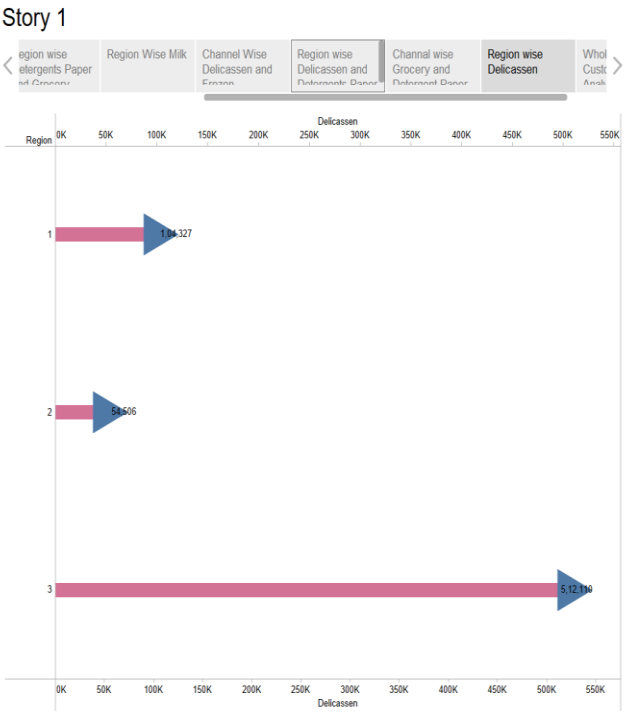


Story 1



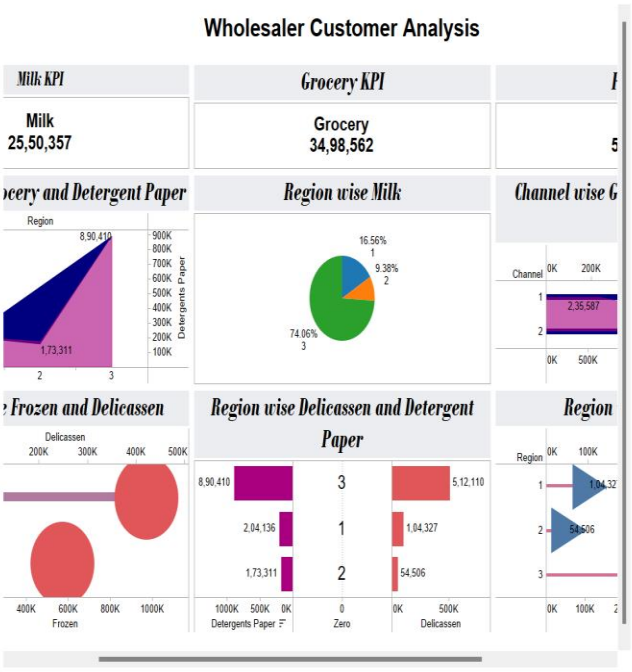
Story 1
Measure Names
Delicassen
Detergents Paper
Zero
3
1
2
Delicassen


Story 1
Detergents Paper
Measure Names
Detergents Paper
Grocery
Channel
Grocery


Story 1
Region Wise Milk
Channel Wise Delicassen and
Region wise Delicassen and
Channal wise Grocery and
Region wise Delicassen
Delicassen
Region
1
2
3
Delicassen

Story 1

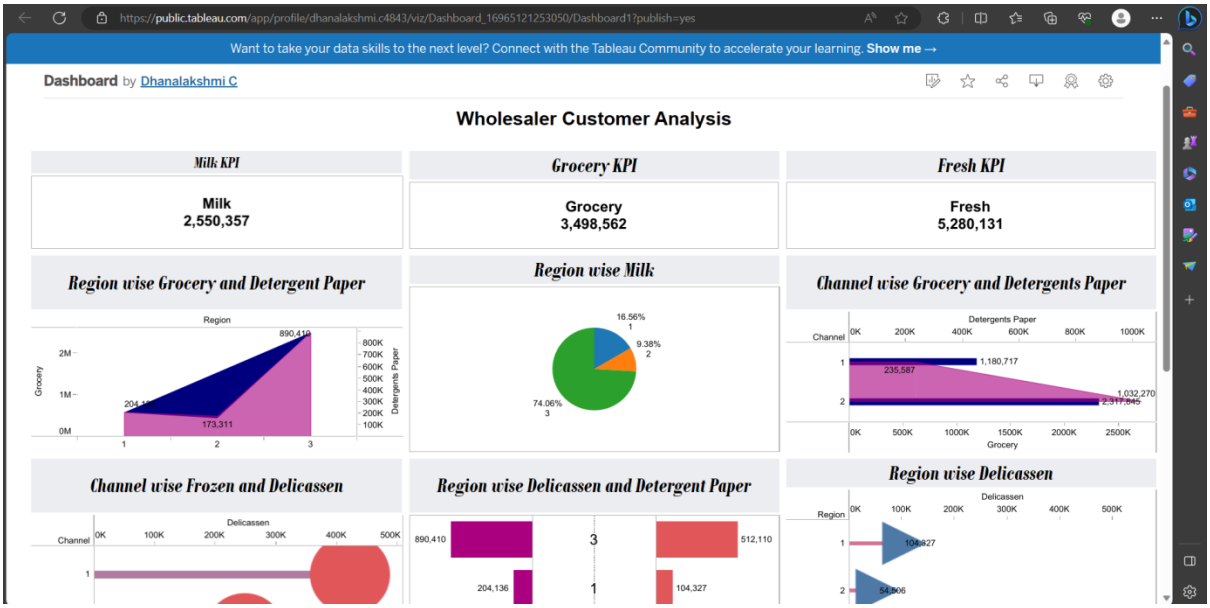
er | Region Wise Milk | Channel Wise Delicassen and Frozen | Region wise Delicassen and Detergents Paper | Channal wise Grocery and Detergent Paper | Region wise Delicassen | Wholesaler Customer Analysis



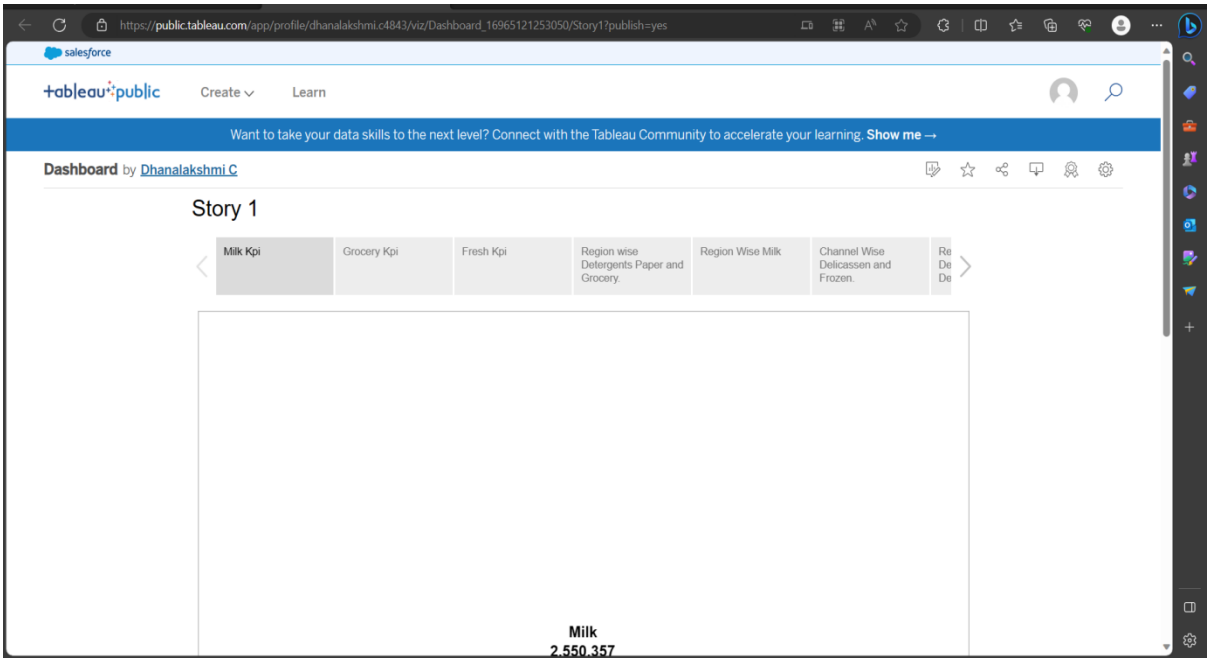
Milk KPI | Grocery KPI | Fresh KPI | Region wise Grocery and Deterg... | Region wise Milk | Channel wise Frozen and Delicas... | Region wise Delicassen and Det... | Channwl wise Grocery and Deter... | Region wise Delicassen | Dashboard 1 | Story 1

6. PUBLICATIONS IN TABLEAU PUBLIC

6.1 Publication of Dashboard:



6.2 Publication of Story:



7. ADVANTAGES AND DISADVANTAGES

Advantages:

- Firstly, these insights offer a deep understanding of consumer behavior and preferences, enabling professionals to tailor their products and services accordingly.
- By gaining a clear picture of market trends, professionals can identify new opportunities for growth and innovation. Additionally, market insights allow professionals to stay ahead of competitors by recognizing potential threats and adjusting their strategies accordingly.
- Moreover, these insights help in identifying target audiences more accurately; allowing professionals to create targeted marketing campaigns that have higher chances of success.
- Furthermore, having access to market insights helps in making informed business decisions and mitigating risks by foreseeing challenges or disruptions in the market.
- Ultimately, leveraging market insights empowers professionals with the knowledge necessary to drive business success and maintain a competitive edge in the ever-evolving marketplace.

Disadvantages:

- The disadvantages of market insights are the potential for information overload.
- With the abundance of data available in today's digital age, professionals can easily become overwhelmed by the sheer volume of information and struggle to discern which insights are truly valuable.
- Additionally, market insights can be time-consuming to collect and analyze, requiring significant resources and expertise.

- For small businesses or professionals with limited budgets or staff, accessing comprehensive market research may pose a financial burden.
- Furthermore, market insights are not always accurate or reliable as they rely on historical data and assumptions about future trends.
- This can present a disadvantage when making strategic business decisions based on potentially flawed or outdated information.
- Finally, organizations must also be cautious about how they interpret and use market insights as biased analysis or misinterpretation may lead to misguided decision-making that could negatively impact outcomes.

8. APPLICATIONS

- Market insights refer to the deep understanding and analysis of market trends, customer behaviors, and competitive landscapes.
- Professionals utilize these insights across various sectors to make informed decisions, develop effective strategies, and drive growth.
- In marketing, market insights assist in identifying target audiences, developing positioning strategies, and crafting compelling messages that resonate with customers' needs.

9. CONCLUSION

- These insights empower businesses to make informed decisions regarding in conclusion, market insights play a pivotal role in shaping business strategies and driving growth.
- By closely analyzing consumer behaviors, market trends, and competitor actions, companies gain a comprehensive understanding of their target audience and the overall industry landscape.

- Product development, pricing strategies, promotional activities, and customer acquisition efforts.

10. FUTURE SCOPE

- The future scope of market insights is poised to expand exponentially, driven primarily by the rapid advancement of technology and the increasing demand for data-driven decision-making processes.
- With the advent of artificial intelligence and machine learning algorithms, market insights professionals will be able to analyze vast amounts of data in real-time, identifying patterns and trends that were previously impossible to discern.