

WELCOME TO SMARTINTERNZ



**Smart
Internz**



Smart
Internz



SMARTBRIDGE
Let's Bridge the Gap

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

III BSc MATHEMATICS

TEAM MEMBERS: 1.Ezhilan.A 2.Gokulan.V 3.Dileep.B 4.Dinesh.B

UNDER THE GUIDENCE OF

A.BALAKRISHNAN M.SC, M.PHIL,B.ED, SET



Guest Lecture UG and PG & Department of mathematics



MUTHURANGAM GOVERNMENT ARTS COLLAGE VELLORE - 6320026



CONTENT OF THE THESIS

- INTRODUCTION
- PROBLEM DEFINITION & DESIGN THINKING
- ADVANTAGES & DISADVANTAGES
- RESULT
- APPLICATIONS
- CONCLUSION
- FUTURE SCOPE
- APPENDIX

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.

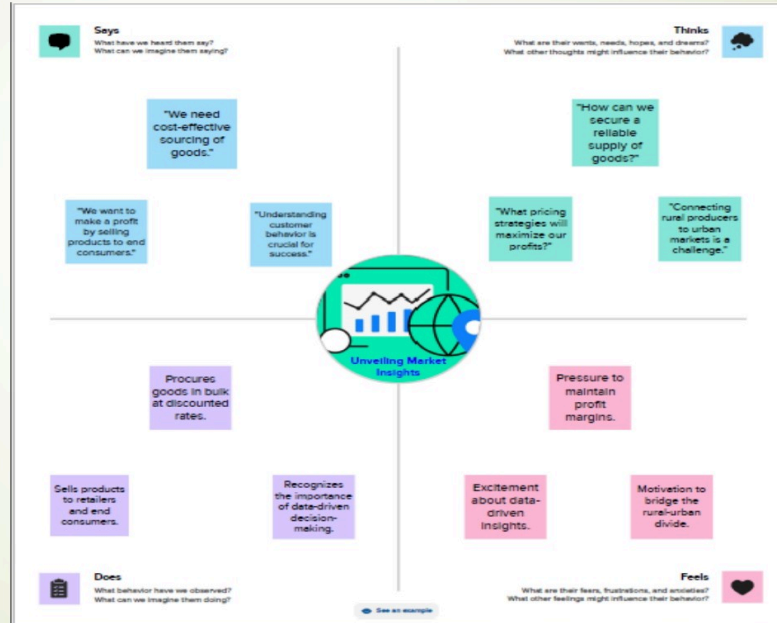
1.2 PURPOSE

1.2 PURPOSE

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.

PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP:



The image displays a collection of 12 creative thinking and problem-solving templates, organized into four columns of three. Each template includes a title, a brief description, and a visual example of how to use the tool.

- Brainstorm & Idea Prioritization:** A template for brainstorming and prioritizing ideas. It includes a section for "Before you collaborate" and a section for "After you collaborate". The visual example shows a list of ideas being prioritized based on their value and feasibility.
- Brainstorm:** A template for brainstorming ideas. It includes a section for "Before you collaborate" and a section for "After you collaborate". The visual example shows a list of ideas being brainstormed.
- Group Ideas:** A template for grouping ideas. It includes a section for "Before you collaborate" and a section for "After you collaborate". The visual example shows a list of ideas being grouped into categories.
- Prioritize:** A template for prioritizing ideas. It includes a section for "Before you collaborate" and a section for "After you collaborate". The visual example shows a list of ideas being prioritized based on their value and feasibility.
- After you collaborate:** A template for collaborating on ideas. It includes a section for "Before you collaborate" and a section for "After you collaborate". The visual example shows a list of ideas being collaborated on.



ADVANTAGES & DISADVANTAGES

ADVANTAGES:

Informed Decision-Making: Data analytics provides businesses with accurate insights, enabling informed decision-making that aligns with customer needs and market trends.

Improved Efficiency and Resource Optimization: By understanding customer spending behavior, businesses can optimize their inventory management and supply chain, leading to improved efficiency and reduced costs.

Personalized Customer Experiences: Data-driven insights enable businesses to tailor their offerings to meet customer preferences, leading to more personalized and satisfactory customer experiences.

DISADVANTAGES:

Data Security and Privacy Concerns: Collecting and analyzing customer data can raise data security and privacy issues, potentially leading to breaches and damaging customer trust.

High Implementation Costs: Setting up data analytics infrastructure can be expensive, requiring substantial investment in technology and skilled personnel.

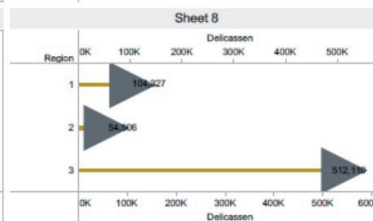
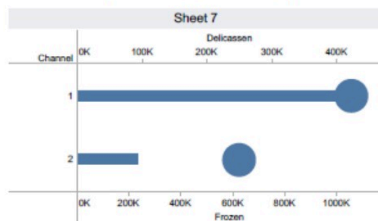
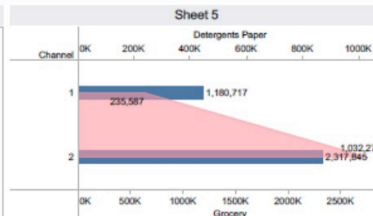
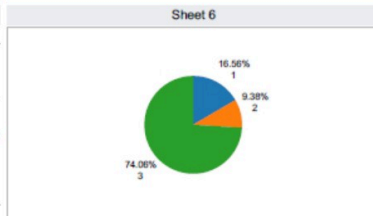
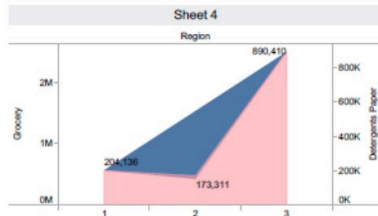
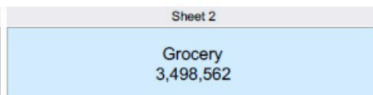
Complexity and Learning Curve: Data analytics may involve complex processes and methodologies, demanding specialized knowledge and skills that may take time to develop within the organization.

RESULT

DASHBOARD 1

Wholesaler Customer Analysis

Measure Na.. Detergents Paper Region 1 Milk



STORY 1

Story 1

Milk Kpl

Grocery Kpl

Fresh Kpl

Region Wise
Detergent Paper And
Grocery

Channel Wise
Detergentpaper and
Grocery

Region Wise Milk

Channel
Wise
Delicassen ...

Milk
2,550,357

STORY 1.2

Story 1



STORY 1.3

Story 1

Milk Kpl

Grocery Kpl

Fresh Kpl

Region Wise
Detergent Paper And
Grocery

Channel Wise
Detergentpaper and
Grocery

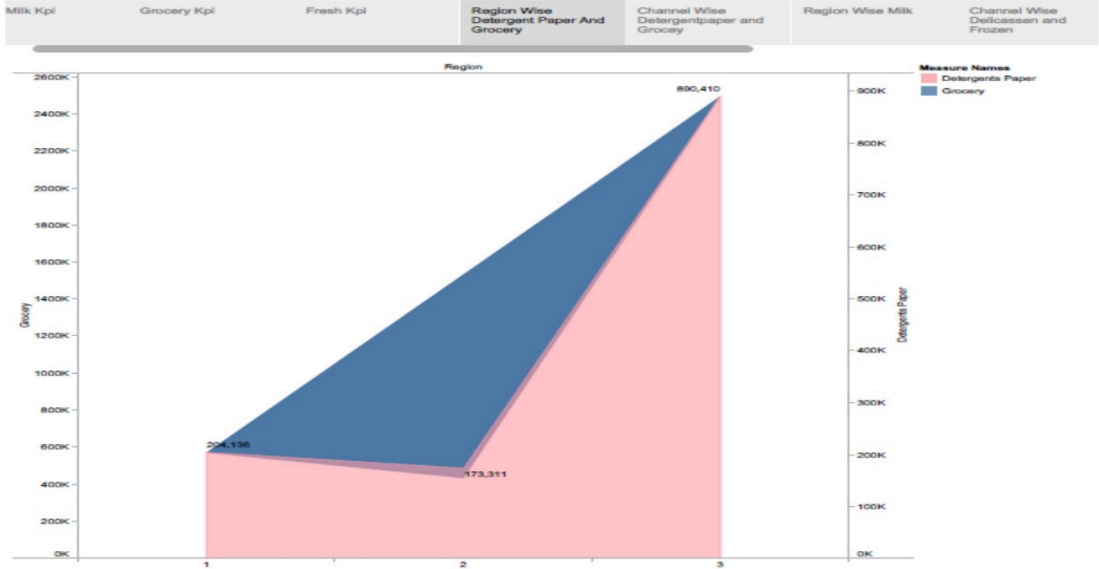
Region Wise Milk

Channel
Wise
Delicassen ...

Fresh
5,280,131

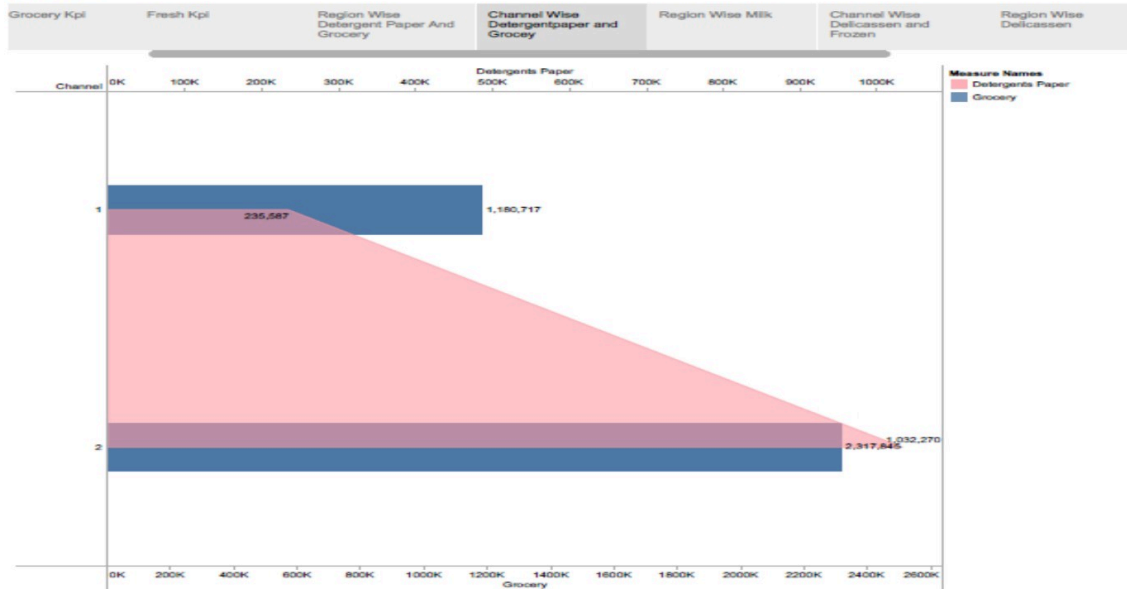
STORY 1.4

Story 1



STORY 1.5

Story 1



STORY 1.6

Story 1

Fresh Kpl

Region Wise
Detergent Paper And
Grocery

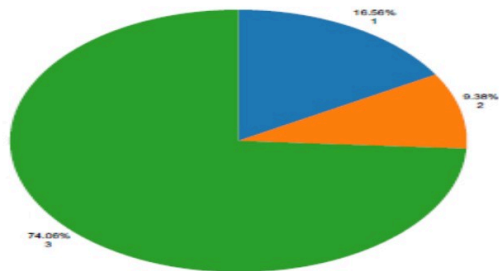
Channel Wise
Detergentpaper and
Grocery

Region Wise Milk

Channel Wise
Delicassen and
Frozen

Region Wise
Delicassen

Region Wise
Delicassen and
Detergent's Paper



Region

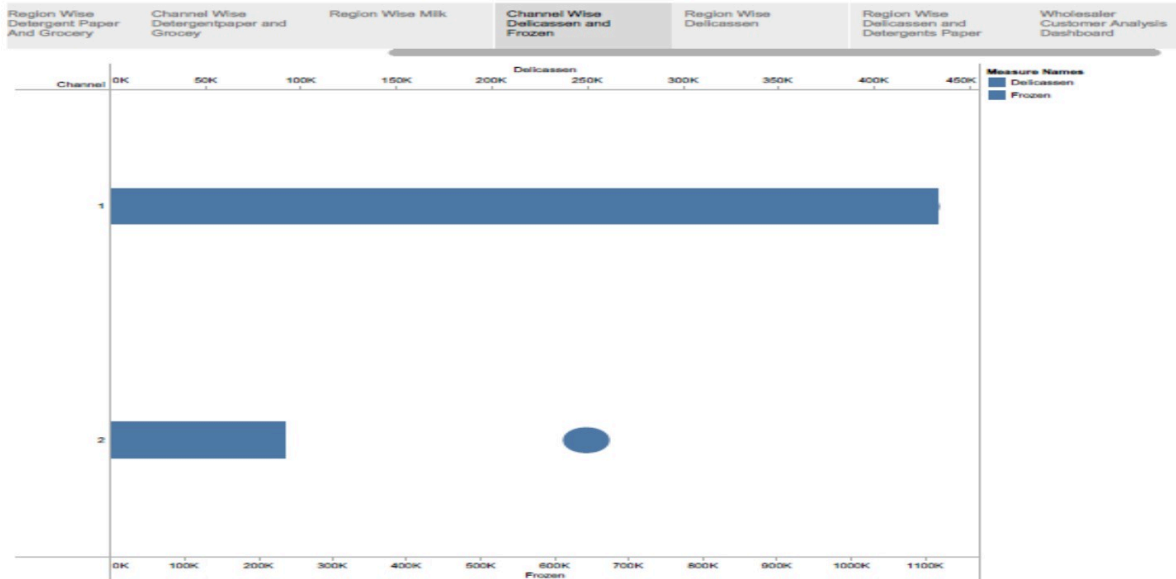
- 1
- 2
- 3

Milk

2,560,367

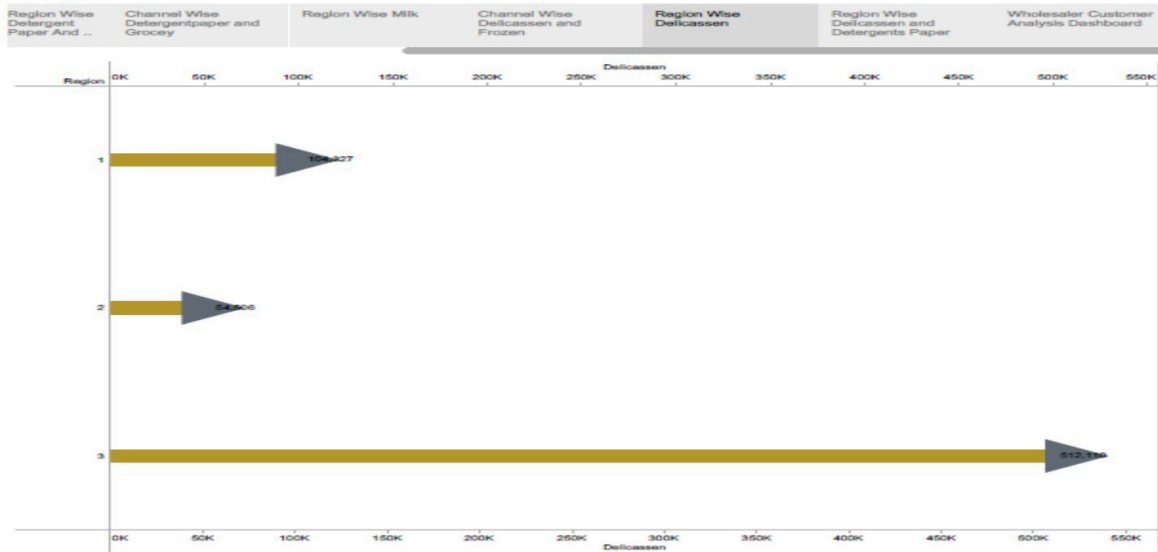
STORY 1.7

Story 1



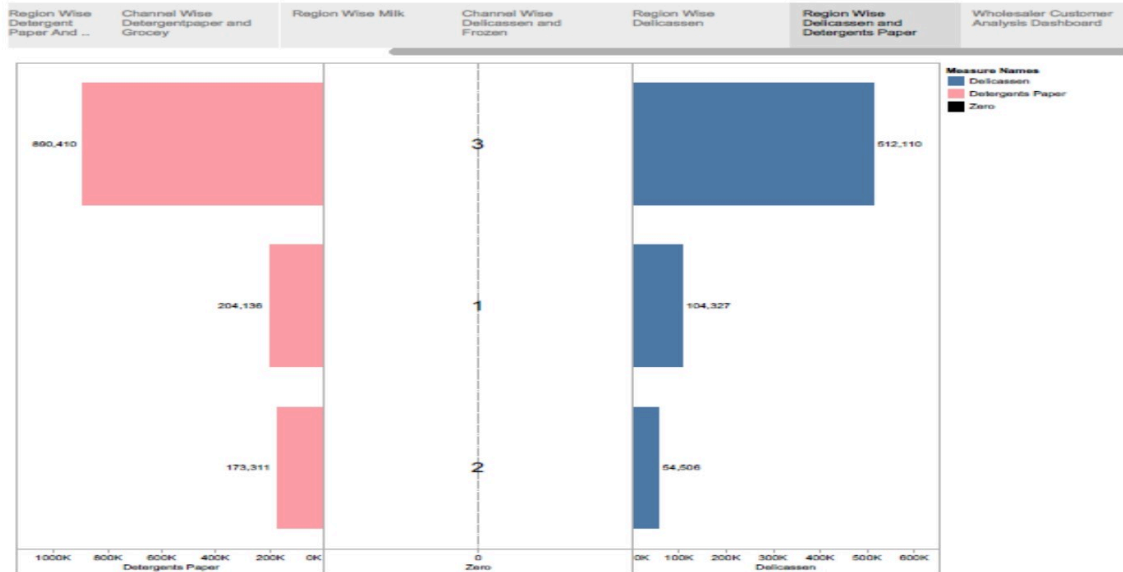
STORY 1.8

Story 1



STORY 1.9

Story 1



STORY 1.10

Story 1

Region Wise
Detergent
Paper And ...

Channel Wise
Detergentpaper and
Grocery

Region Wise Milk

Channel Wise
Delicassen and
Frozen

Region Wise
Delicassen

Region Wise
Delicassen and
Detergents Paper

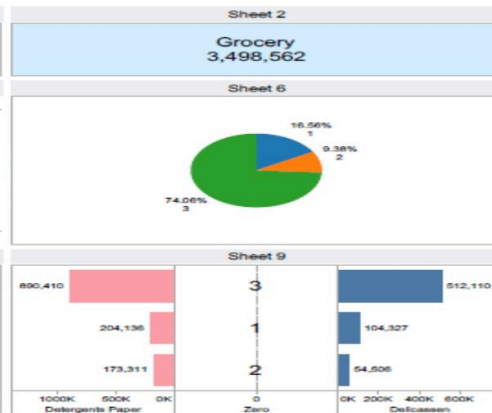
Wholesaler Customer
Analysis Dashboard

Wholesaler Customer Analysis

Measure No. ■ Detergents Paper

Region ■ 1

Milk



APPLICATIONS

- ✓ **Customer Segmentation and Targeting:** Utilize data analytics to segment customers based on their spending behavior, preferences, and demographics, enabling targeted marketing and personalized product offerings.
- ✓ **Supply Chain Optimization:** Apply data-driven insights to optimize the supply chain, improve inventory management, and reduce costs by efficiently meeting customer demand and ensuring timely deliveries.
- ✓ **Market Trend Analysis:** Monitor market trends and consumer preferences to identify emerging demands and adapt product offerings accordingly, ensuring alignment with evolving customer needs.
- ✓ **Competitive Benchmarking:** Conduct competitive analysis using data analytics to understand competitors' strategies, strengths, and weaknesses, allowing businesses to position themselves more effectively in the market.

CONCLUSION

- ✓ In conclusion, in the dynamic world of wholesaling and distributing, understanding customer behavior and market trends is paramount for business success. The spatial separation of food production and consumption, coupled with the highly competitive business landscape, underscores the importance of data analytics and data-driven decision-making.
- ✓ By delving into customer spending patterns, preferences, and market trends, businesses can unlock several key benefits. They can fine-tune their marketing strategies to cater to specific customer segments, improve product offerings to align with evolving needs, and enhance customer engagement for a more personalized and satisfactory experience.

FUTURE SCOPE

Several enhancements can be made in analyzing the spending behavior and growth opportunities, these include:

- ✓ Incorporation of IoT (Internet of Things) devices for real-time data collection, enabling businesses to understand consumer behavior and preferences in greater detail.
- ✓ Development of more sophisticated customer segmentation techniques to personalize marketing strategies and services effectively.
- ✓ Utilization of augmented reality and virtual reality for immersive consumer research and product visualization, leading to improved customer engagement.

By embracing these advancements, businesses can gain deeper insights, improve decision-making processes, and foster sustainable growth in an increasingly competitive market landscape.

