

Unveiling Market Insights: Analyzing Spending Behavior and Opportunities for Growth

1. Introduction:

1.1 Overview:

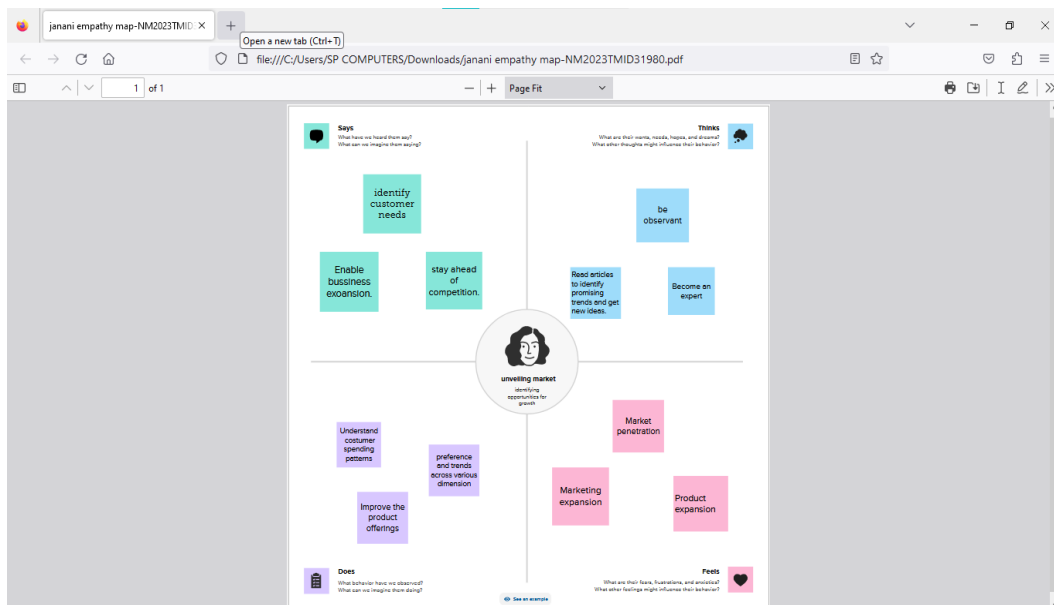
Wholesaling or distributing is the sale of goods from retailer to industrial, commercial, or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at 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-driven decision-making.

1.2 Purpose:

The key purpose of marketing is to get people interested in the products or services of a company. This happens through market analysis, research and contemplating the interest of a business's ideal customers and attracting them through messaging which would be educational and helpful to a business's target group.

2. Problem Definition & Design Thinking:

2.1 Empathy Map:



[illegible]

The screenshot displays the Tableau Desktop environment with a dashboard titled "Wholesaler customer Analysis". The dashboard is composed of several sheets:

- Sheet 2:** Displays the total value for "Grocery" as 34,98,562.
- Sheet 3:** Displays the total value for "Fresh" as 52,80,131.
- Sheet 5:** A pie chart showing the distribution for "Detergents Paper". The data is as follows:

Category	Value	Percentage
1	16,56%	16.56%
3	74.06%	74.06%
- Sheet 8:** A horizontal bar chart for "Detergents Paper" across two channels. The data is as follows:

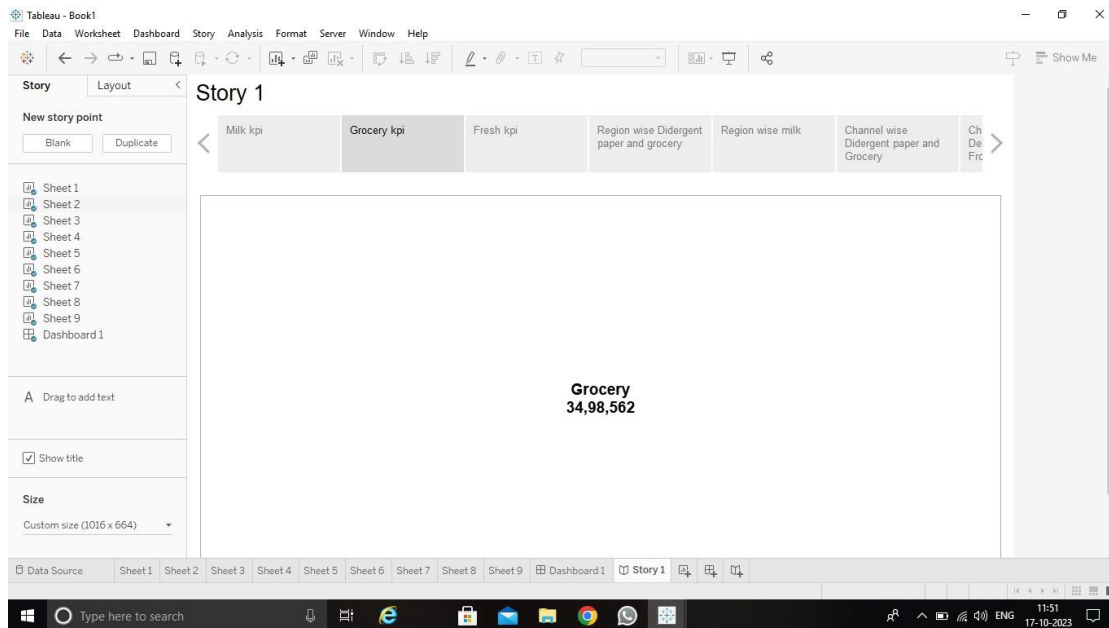
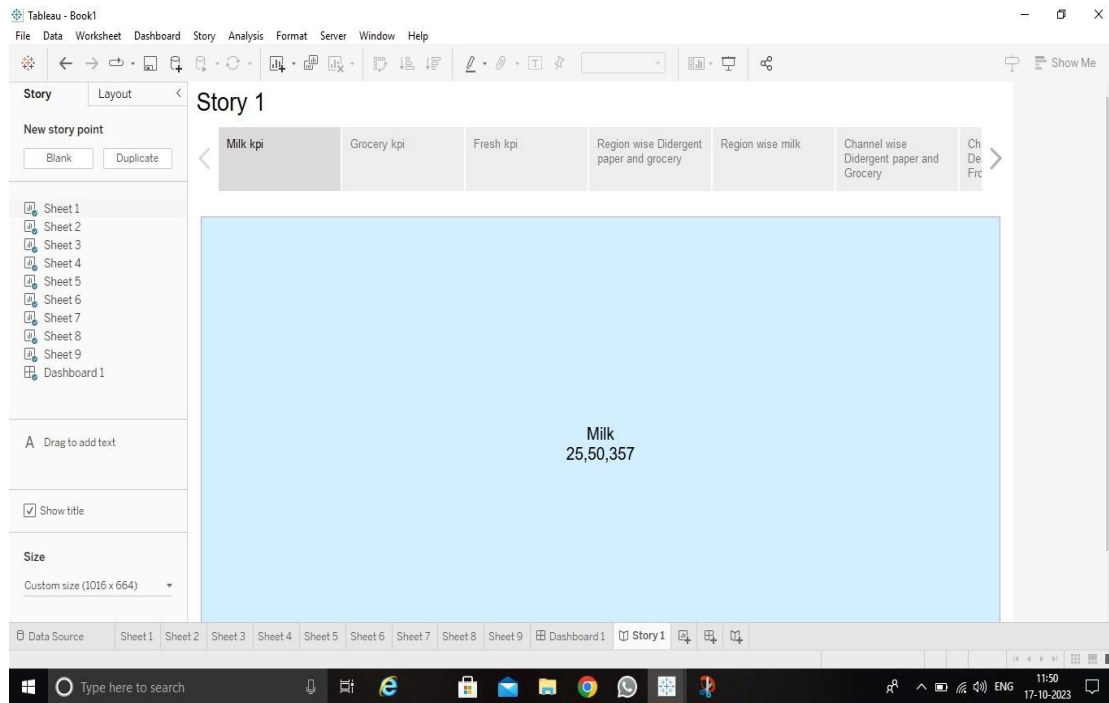
Channel	Detergents Paper	Grocery
1	11,80,717	2,35,587
2	10,32,270	23,17,845
- Sheet 6:** Displays the total value for "Delicassen" as 5,12,110.
- Sheet 7:** A bar chart for "Delicassen" showing two categories with values 8,90,410 and 2,04,136, and another category with values 5,12,110 and 1,04,327.

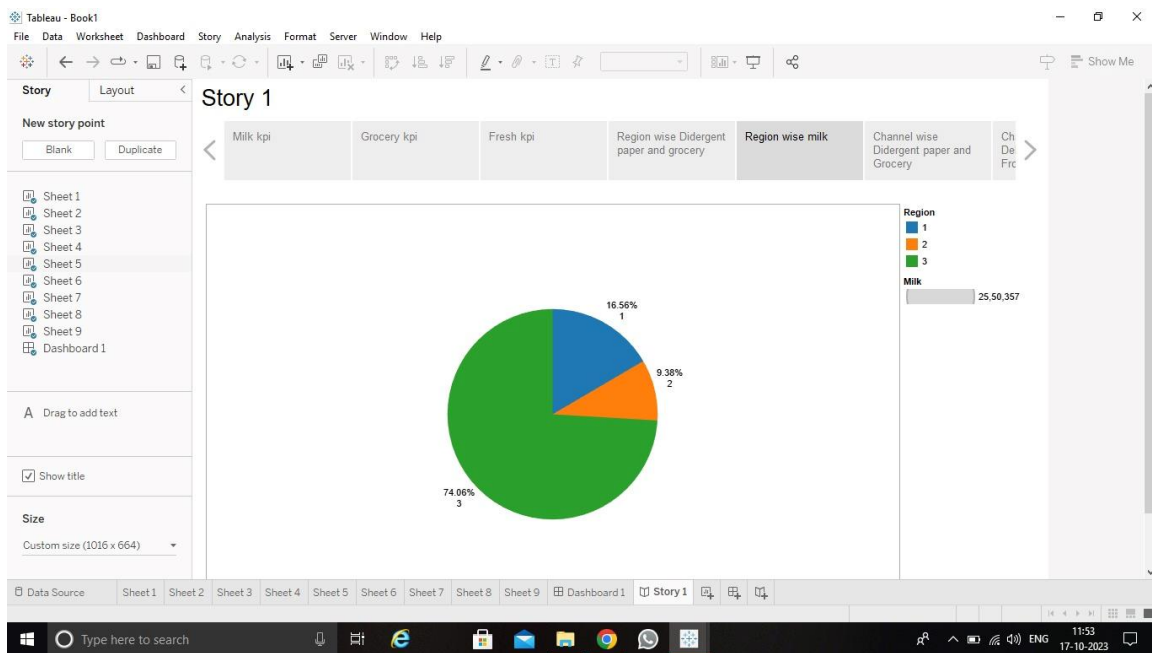
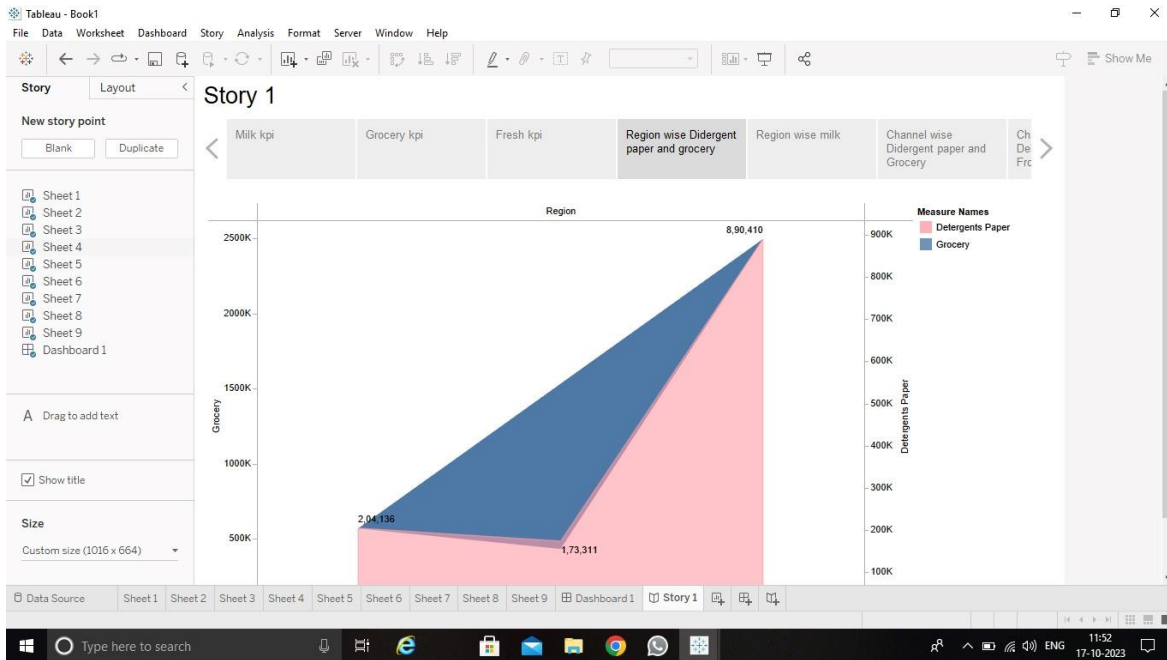
The interface includes a sidebar on the left with the following sections:

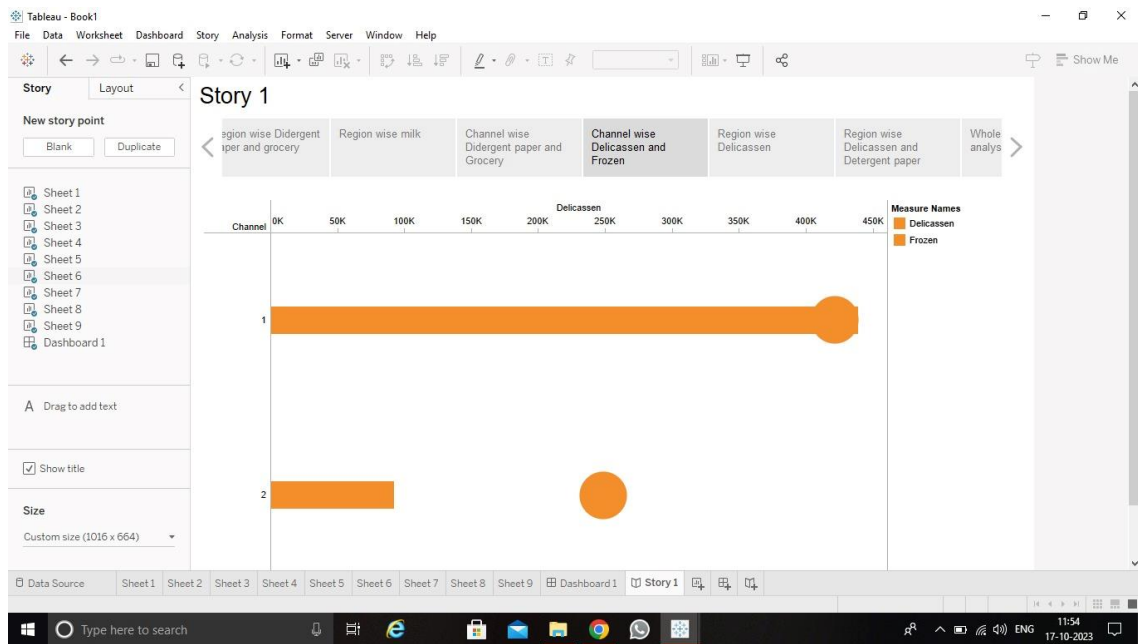
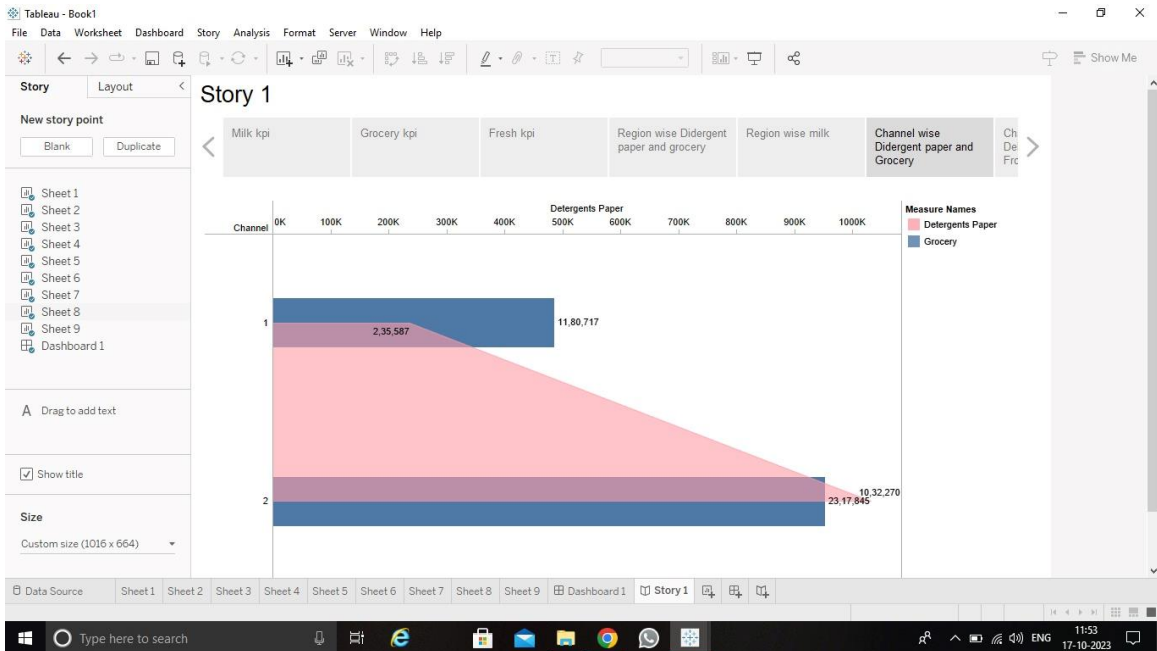
- Size:** min 1400x800 · max 1500...
- Sheets:** Sheet 5, Sheet 6, Sheet 7, Sheet 8, Sheet 9.
- Objects:** Horizontal Container, Vertical Container, Text, Extension, Ask Data, Data Story, Image, Blank, Workflow, Web Page.

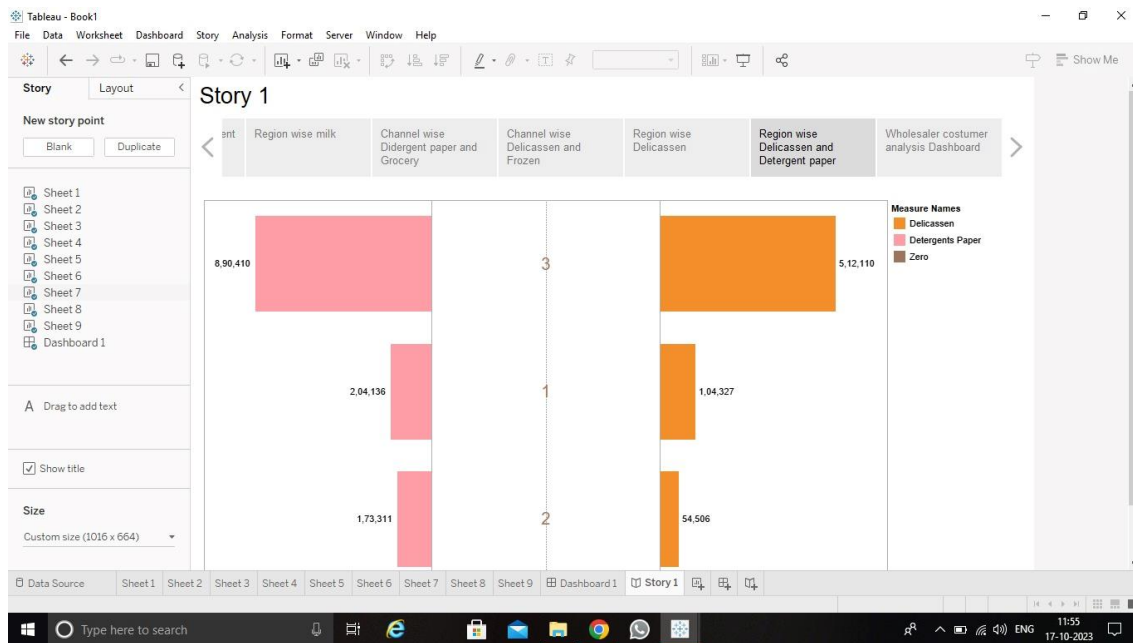
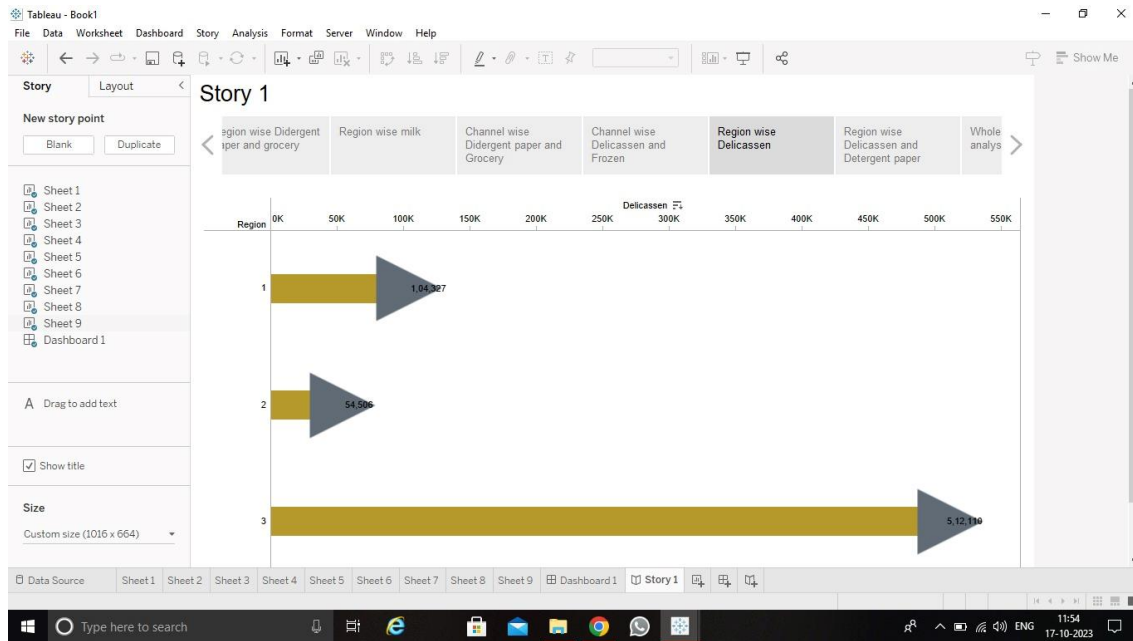
The bottom status bar shows the following tabs: Data Source, Sheet 1, Sheet 2, Sheet 3, Sheet 4, Sheet 5, Sheet 6, Sheet 7, Sheet 8, Sheet 9, Dashboard 1, Story 1, and a search bar.

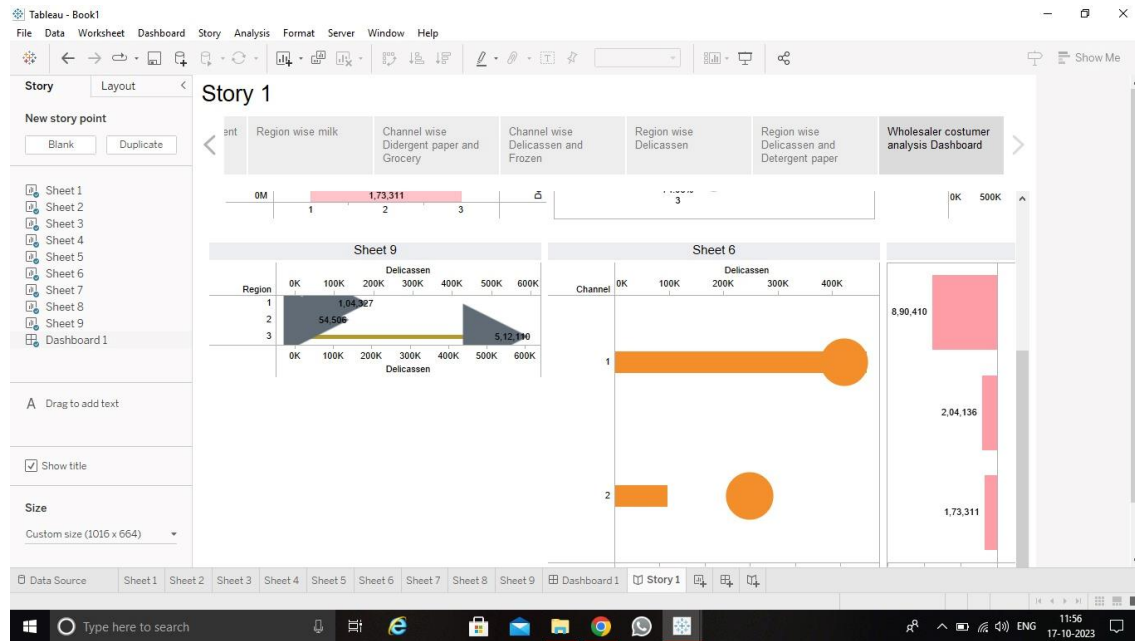
Story:











4. Advantages & Disadvantages:

Advantages

- Marketing that is properly researched and targeted will bring new and returning customers
- Opinions of current and former customers can identify areas for improvement
- Raising brand awareness
- Allows for a more personal relationship between the business and the customer
- Increased market share

Disadvantages

- Marketing can be expensive and drain profits, especially for smaller businesses
- It's difficult to accurately assess the cost-benefit of a marketing campaign
- Not all campaigns are successful because they were not carefully researched and planned
- The business may require additional staff to assist with advertising
- The cost of branded items used for advertising reduces profit margins

5. Applications:

a. Visual marketing

Individuals who work in visual marketing use videos, graphics, and images to tell a brand's story and convey its message. These professionals can be graphic designers or video marketers. Most graphic designers create graphs, charts, infographics, or images to display on different digital or

print outlets to promote and advertise the company. Video marketers craft engaging videos like product demonstrations, tutorials, or commercial advertisements to inform the audience of the brand in a captivating way.

b. Search engine marketing

Search engine marketing uses search engine optimization best practices to increase the chances that a company's website content appears higher on search engine results. They typically use methods like paid search and organic growth strategies to ensure customers easily locate and notice a company's web pages. Many search engine professionals work closely with other marketing employees to review a company's website to find ways to increase its search engine optimization results by adding keywords, well-written content, and images to certain web pages.

c. Influencer marketing

Influencer marketing involves hiring current industry experts, celebrities, or public figures to use and promote a company's product or service through social media or other digital formats. These individuals typically have a strong following with demographics similar to the audience that a brand currently has. This increases the chances that the influencer reaches a wider audience who's likely interested in learning more about or purchasing the advertised product. Influencer marketing is often successful because the influencers' followers typically trust their opinions and endorsements, which can lead their audiences to try the products themselves.

6. Conclusion:

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.

7. Future Scope:

It includes the practical application of marketing and its pivotal techniques to draw the attention of customers and engage them in the products or services the business offers. The specialization of marketing management often provides graduates with opportunities to work in fields such as brand audits, marketing projects/campaigns, and developing and executing marketing strategies. Students who look forward to pursuing this field in the scope of marketing often pursue a specialized course such as a Certificate, Diploma, Bachelors or Masters in Marketing Management.

