

**UNVEILING MARKET INSIGHTS – ANALYSING SPENDING
BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH**

A PROJECT REPORT

Submitted by

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1. Introduction

1.1. Overview

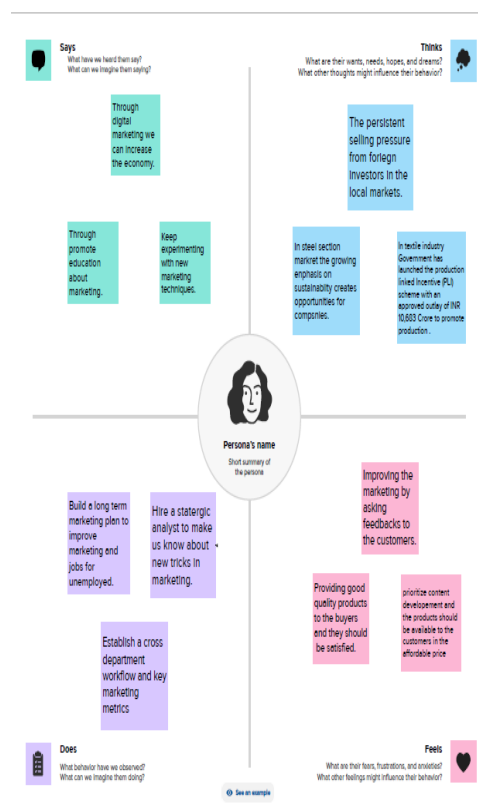
This project shows how the products have reached the people and this clearly gives an idea about the customer behaviour. By this project how to calculate excess data was understood clearly.

1.2. Purpose

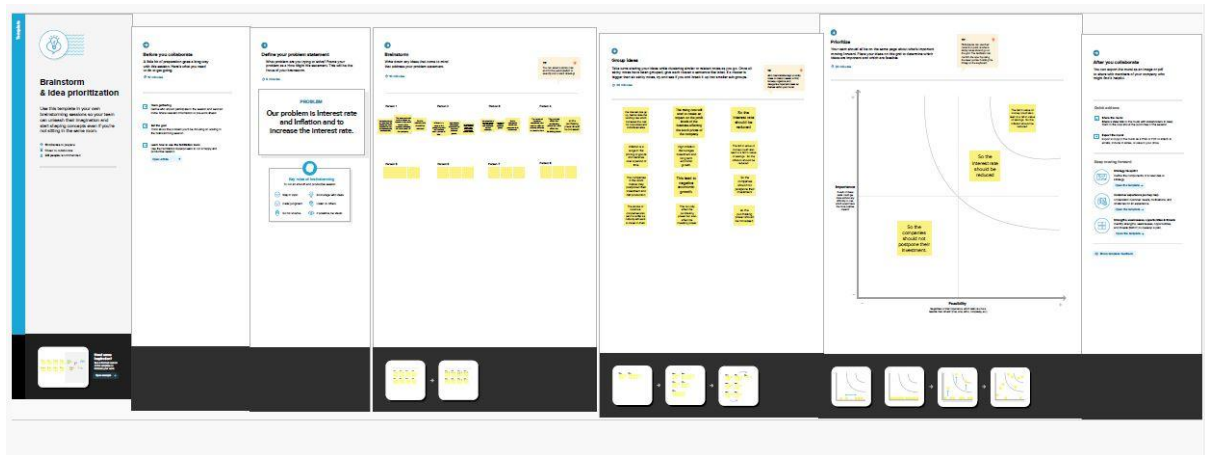
The purpose of doing this project is to know how to calculate the excess data by connecting it with tableau and by this we can clearly understand how many customers bought the products with interest and by this we could implement new strategies to increase the sales.

2. Problem Definition and Design thinking

2.1. Empathy Map



2.2. Brainstroming Map



3. Result

Dashboard 1

Sheet 1	Sheet 2	sheet 3	sheet 4	sheet 5
Milk 25,50,357	Grocery 34,98,562	Frozen 13,51,650	Fresh 52,80,131	Detergents Paper 12,67,857
sheet 6				
Delicassen 6,70,943				

Dasboard 2



Dashboard 3

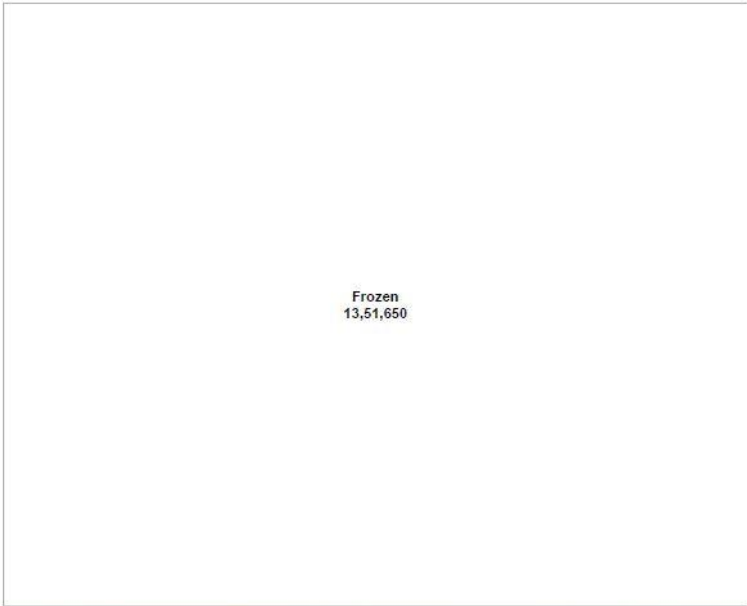


Story



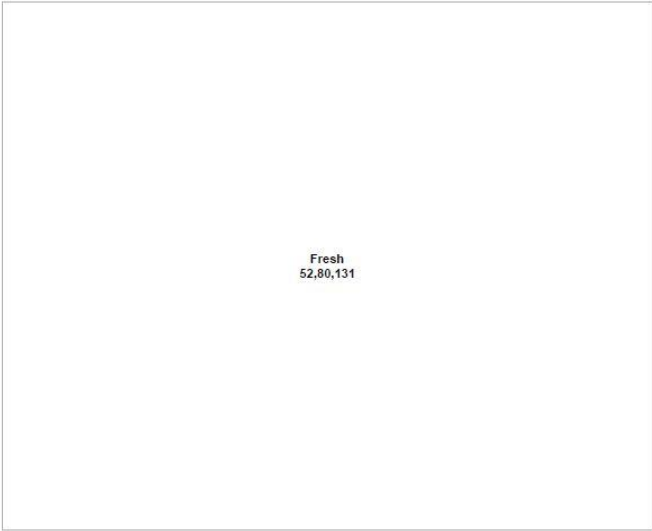
Story 1

Milk KPI	Grocery KPI	Frozen KPI	Fresh KPI	Detergents Paper KPI	Delicassen KPI	Grocery and Detergents Paper for ea...
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Story 1

Milk KPI	Grocery KPI	Frozen KPI	Fresh KPI	Detergents Paper KPI	Delicassen KPI	Grocery and Detergents Paper for each Region
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Story 1

Grocery KPI	Frozen KPI	Fresh KPI	Detergents Paper KPI	Delicassen KPI	Grocery and Detergents Paper for each Region	Percentage of Total Milk and Region.
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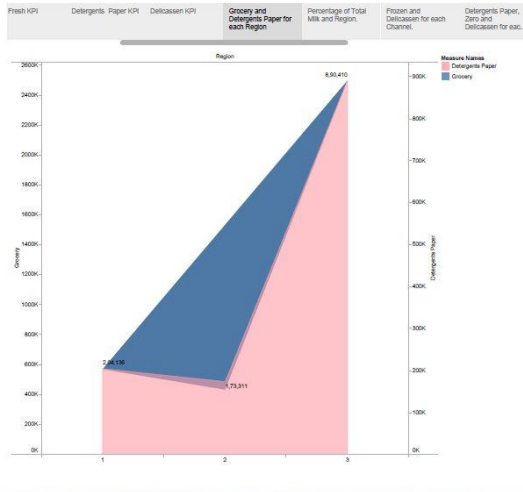


Story 1

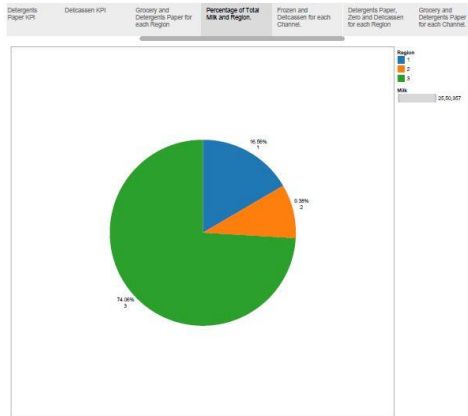
Frozen KPI	Fresh KPI	Detergents Paper KPI	Delicassen KPI	Grocery and Detergents Paper for each Region	Percentage of Total Milk and Region.	Frozen and Delicassen for each Channel.
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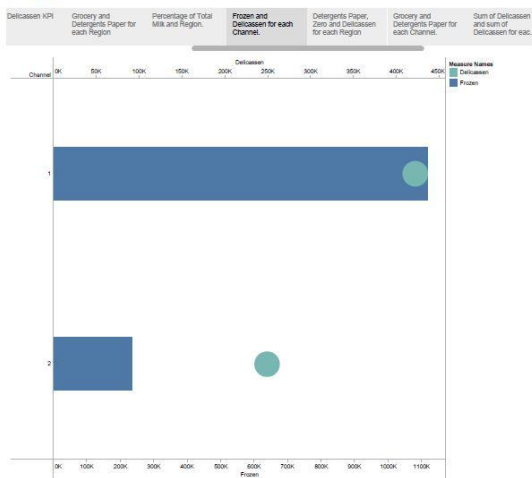
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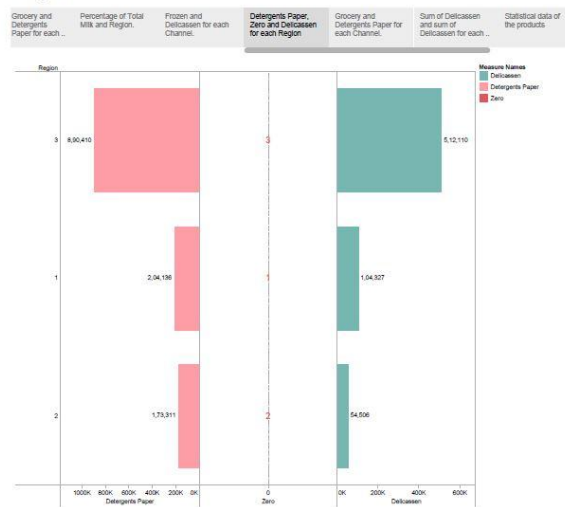
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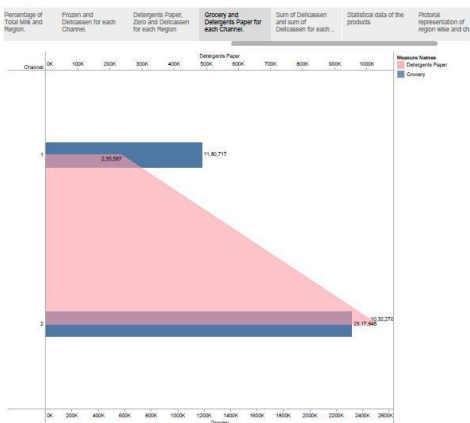
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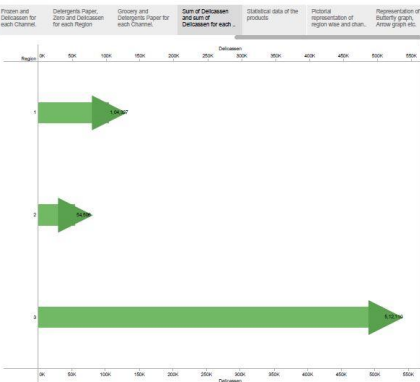
Story 1



Story 1



Story 1



4. Advantages and Disadvantages

Advantages:

- i) By this project, excess data calculation can be made easily.
- ii) Charts can be prepared more accurately.
- iii) Dashboards can be made for more clearance.
- iv) The data of the products and sales are given more precisely.
- v) The graphs correctly explain all concepts, region wise and channel wise.

Disadvantages:

- i) Regarding this project, the data provided should be accurate for proper result. Mere data input can result in improper results.

5. Applications:

- i) By this project customer behaviour can be analysed very easily.
- ii) The views of the customer can be observed very easily.
- iii) This data analytics can be used in all fields such as marketing, banking etc
- iv) It makes calculation easy.
- v) This is greatly used in the Information Technology Field.

Conclusion:

I understood how to access the data more easily and use it for the growth of the company and for the growth of the economy. Since in our project we analyse about the products details, through this data analytics we understood how to make it clear to create new strategies through graphs and charts.