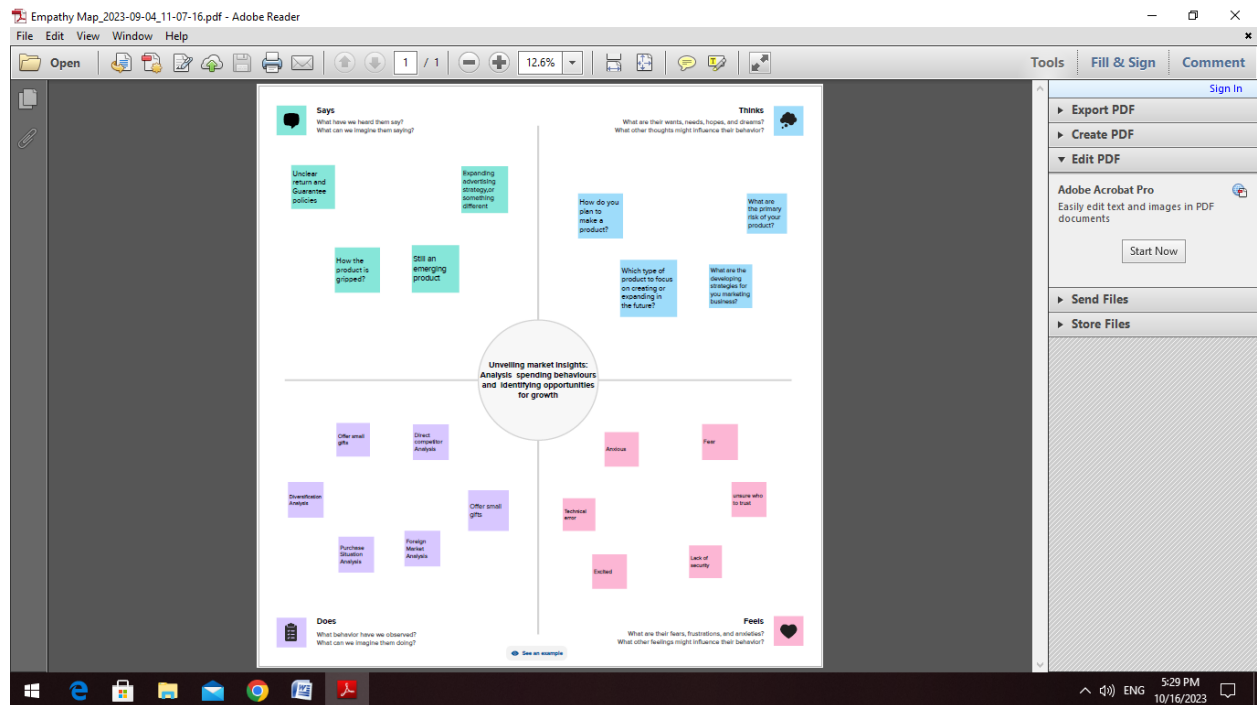# *INTRODUCTION*

OVERVIEW:

Starting a new company can be an exciting and rewarding experience, but it also requires careful planning and analysis to ensure that the business is viable and successful.
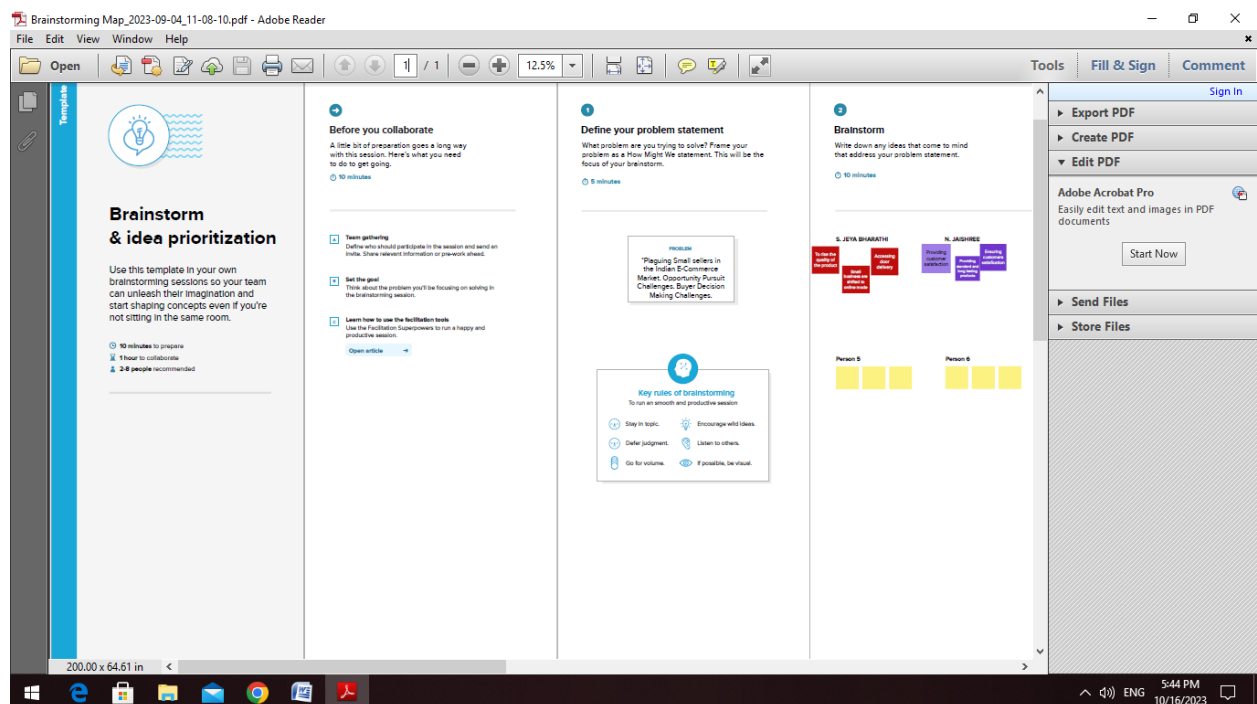
Purpose

Marketing insights benefit both parties by **meeting your target audience's needs and wants while also profiting. This is especially true when marketing a previously unused or unknown innovation.**

PROBLEM DEFINITION & DESIGN THINKING:

Empathy Map

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Unclear return and Guarantee policies

Expanding advertising strategy, or something different

How the product is griped?

Still an emerging product

How do you plan to make a product?

What are the primary risk of your product?

Which type of product to focus on creating or expanding in the future?

What are the developing strategies for you marketing business?

Unveiling market insights: Analysis spending behaviours and identifying opportunities for growth

Offer small gifts

Direct competition Analysis

Anxious

Fear

Diversification Analysis

Offer small gifts

Technical error

unsure who to trust

Purchase Situation Analysis

Foreign Market Analysis

Excited

Lack of security

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example

BRAINSTORM:

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
Open article →

Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
5 minutes

PROBLEM
"Plaguing Small sellers in the Indian E-Commerce Market: Opportunity Pursuit Challenges. Buyer Decision Making Challenges.

Key rules of brainstorming
To run a smooth and productive session

Stay in topic.
Defer judgment.
Go for volume.
Encourage wild ideas.
Listen to others.
If possible, be visual.

Brainstorm
Write down any ideas that come to mind that address your problem statement.
10 minutes

S. JEYA BHARATHI

N. JAISHREE

Person 5

Person 6

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP: You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

S. JEYA BHARATHI · **N. JAISHREE** · **K. ABINAYA LAKSHMI** · **R. PAVASRI**

Person 5 · Person 6 · Person 7 · Person 8

3 Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

TIP: Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

- **SUPPORT LOCAL BUSINESSES** — The small business squad is a group of entrepreneurs who have been in your shoes and here to share their tips and tricks.
- **Develop business** — Each business has different policies and methods for overcoming obstacles. And the marketplace is one of those tools that the owner can use to grow their business.
- **Analyses for growth** — The business owner's passions and knowledge is the main point that can help their business grow as big as possible.
- As a result residents of a state may not pay sales taxes on online purchases that they would have paid if they had made the same purchase in a brick and morter store.
- **Strategies of owners:** It depends on how smart the business owner adapts their products and service to meet the increasing demand

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4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

TIP: Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Importance — If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Sticky notes: Small business are shifted to online mode · Accessing door delivery · Providing standard and long lasting products · Ensuring customers satisfaction · Limited hours for shopping · Ease of returns · Cost of maintaining is very high · To rise the quality of the product · Practice active listening

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Show the mural — Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural — Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint — Define the components of a new idea or strategy.
Open the template →

Customer experience journey map — Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats — Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback

RESULTS:
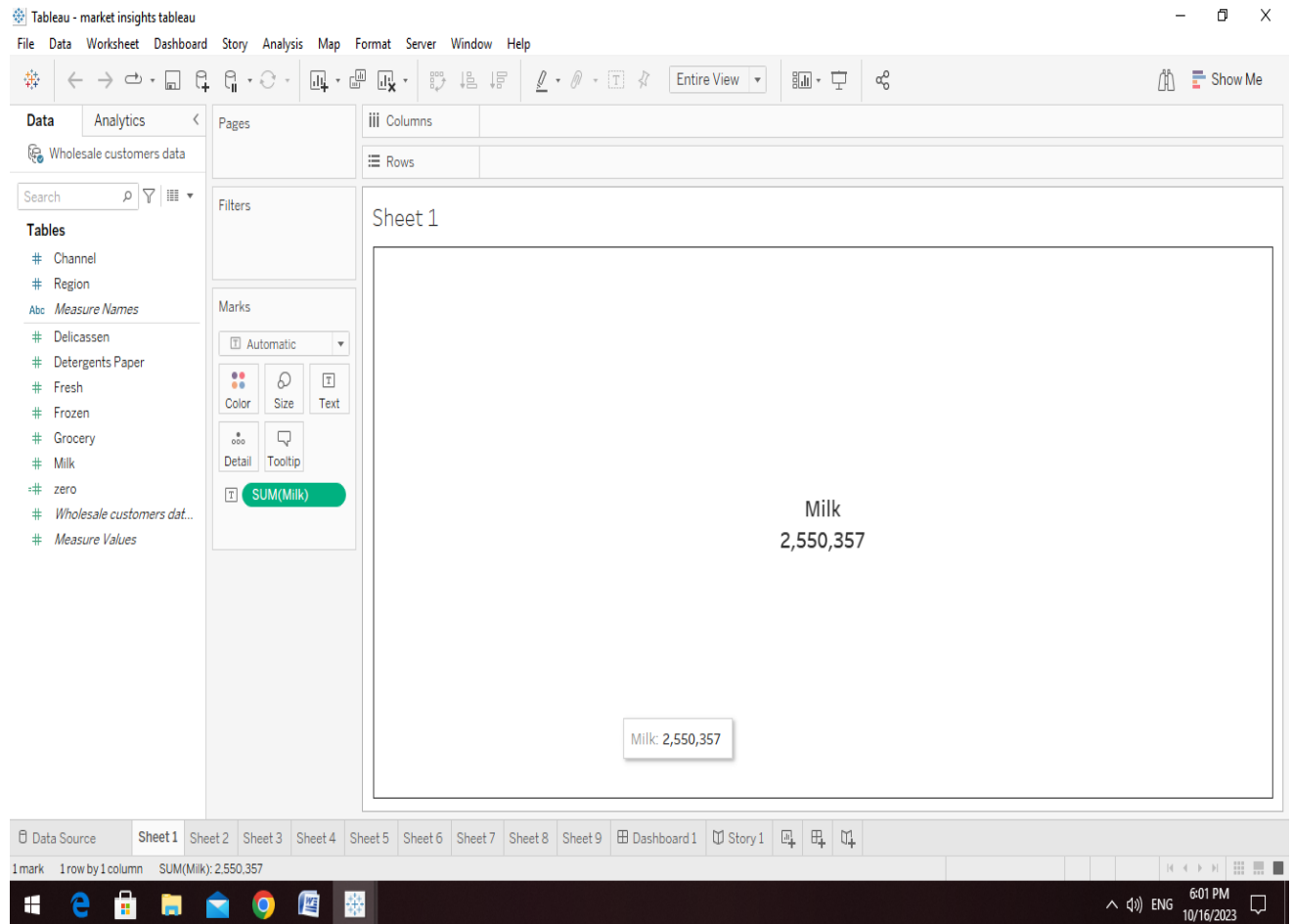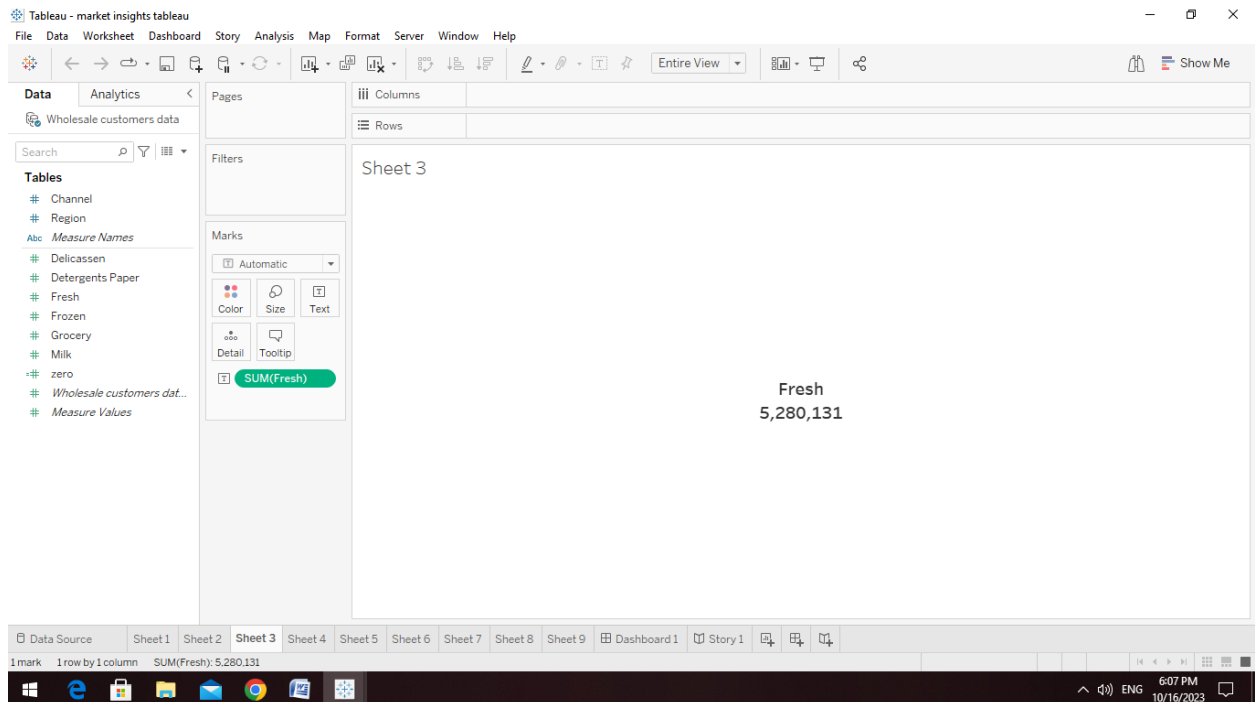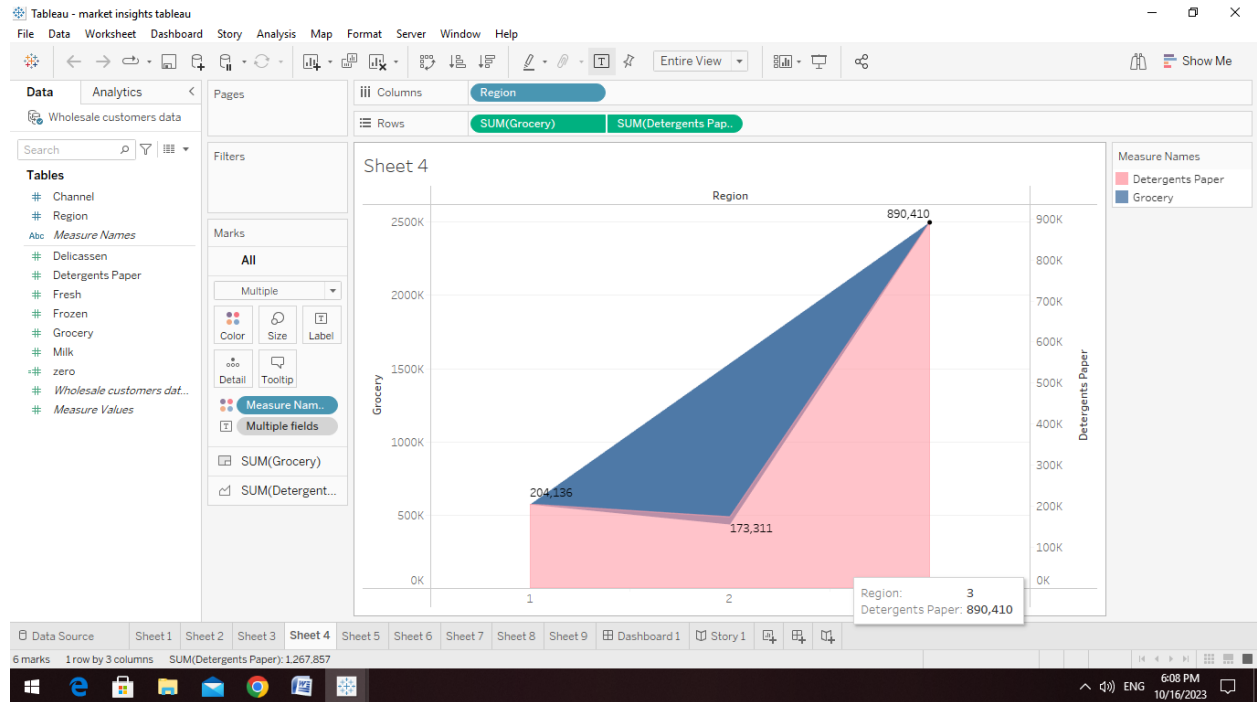
SHEETS
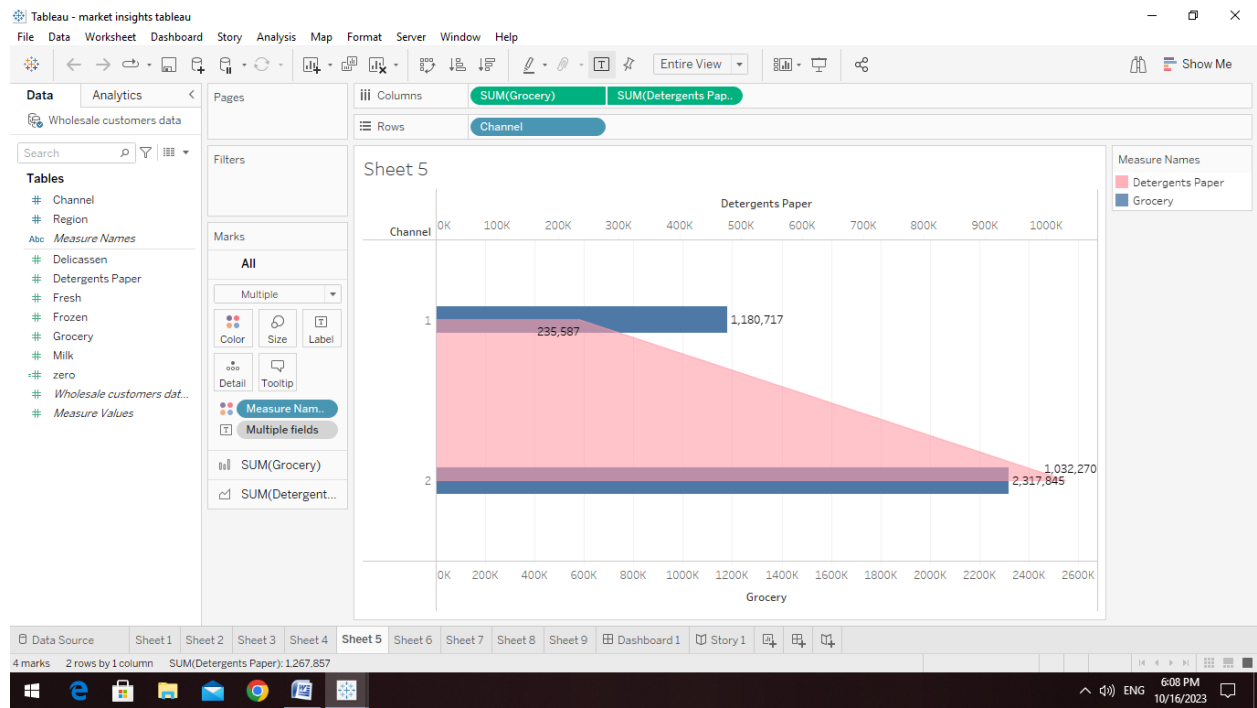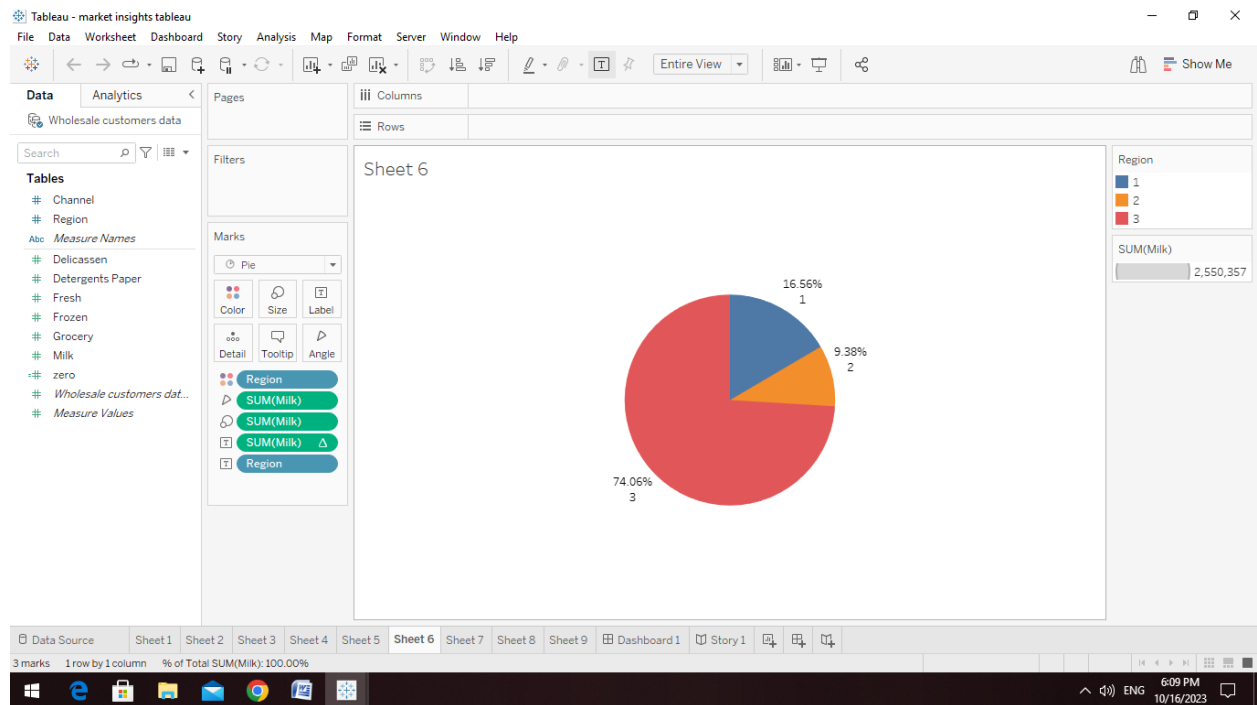
1. KPL

2. KPL
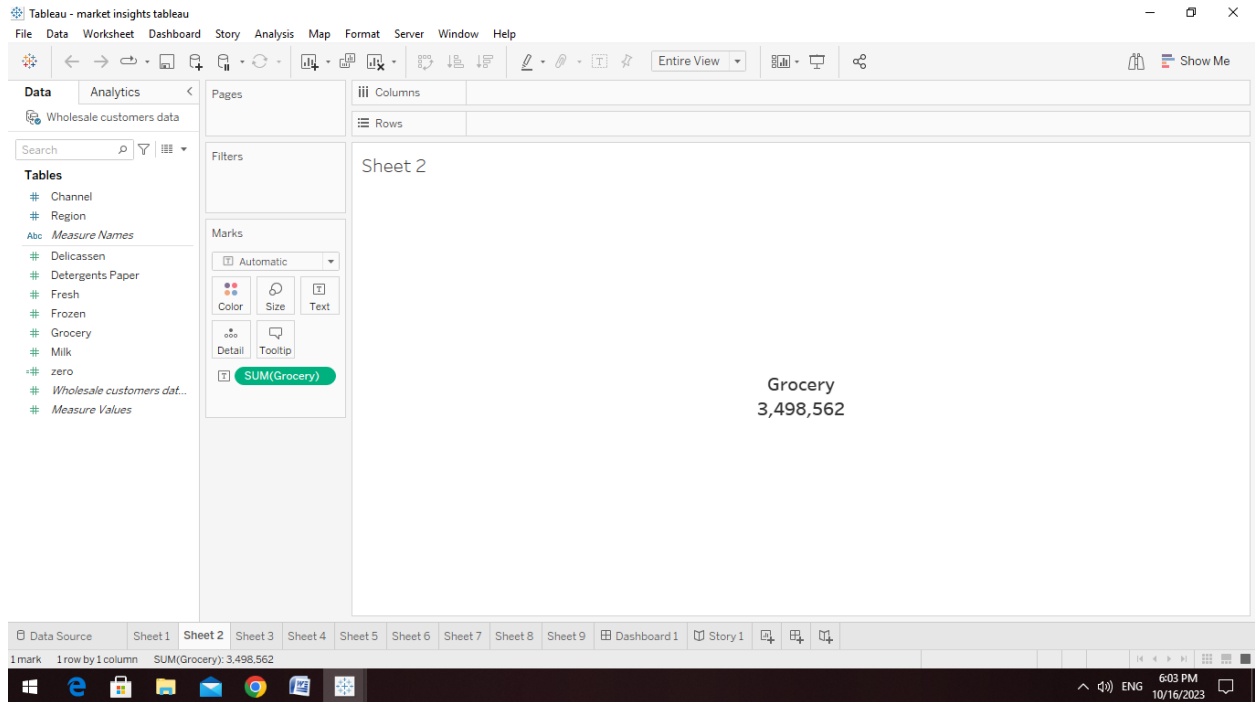
3. KPL

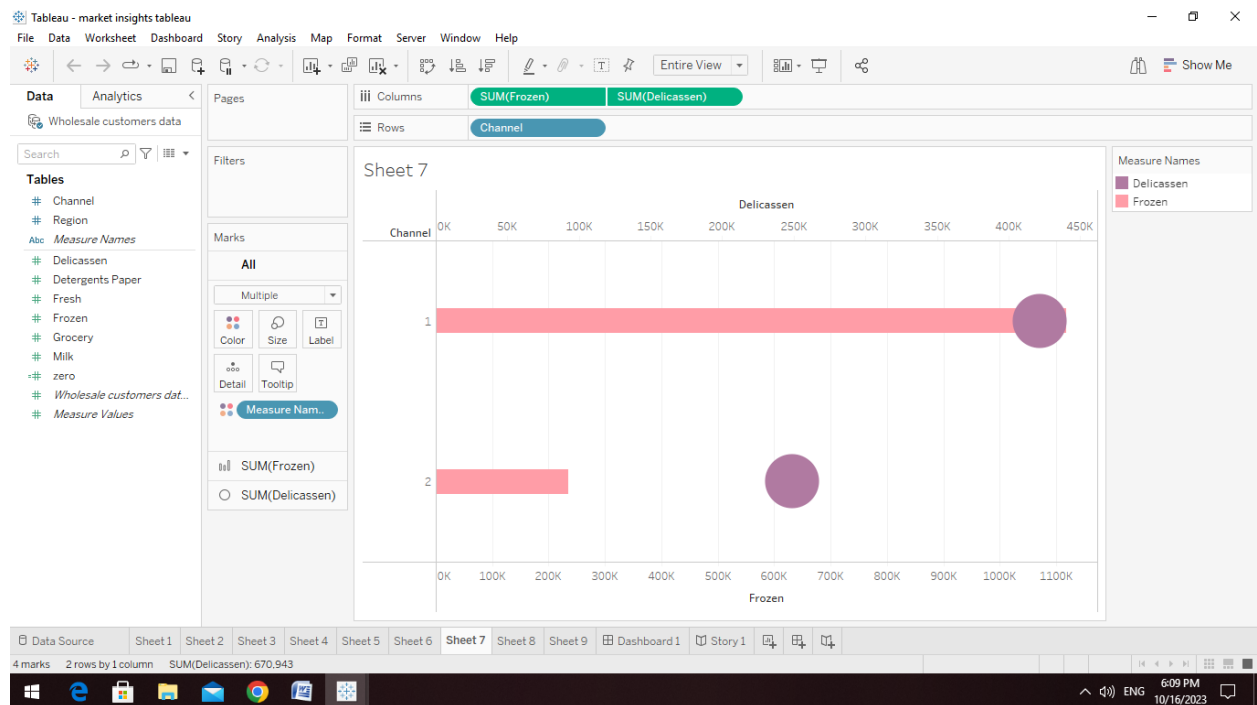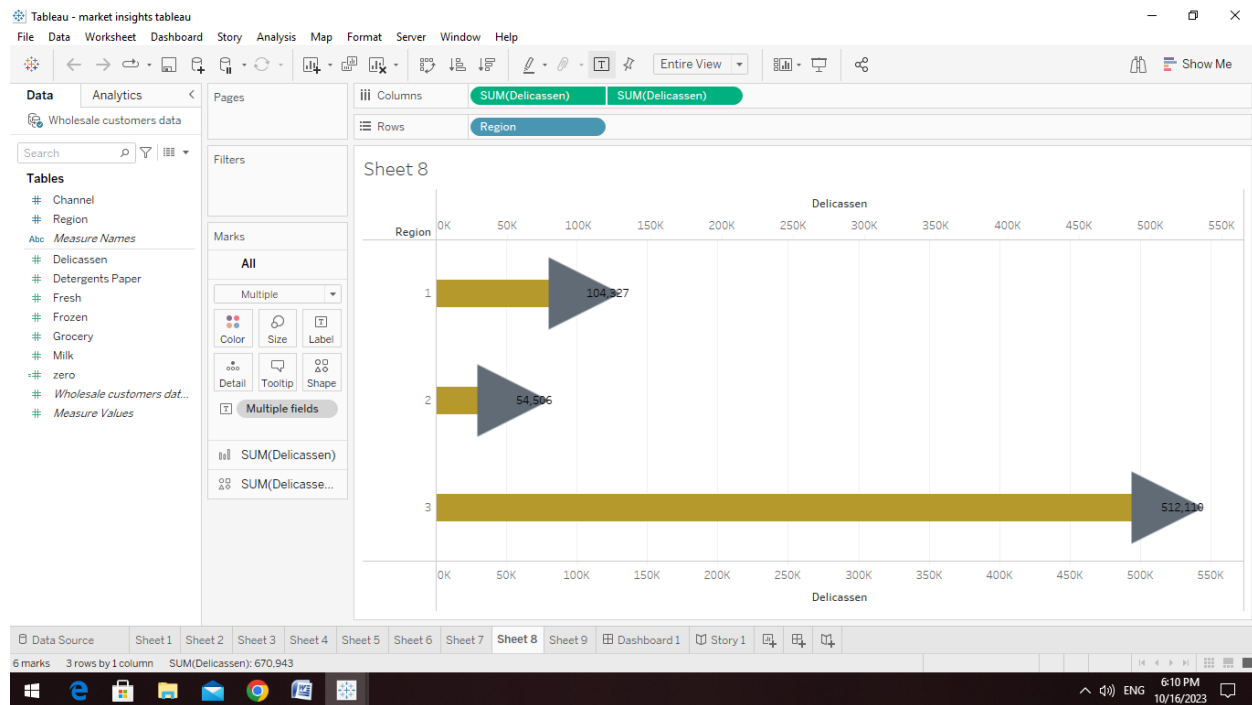# 4. REGION WISE DETERGENT PAPER AND GROCERY

5. REGION WISE MILK

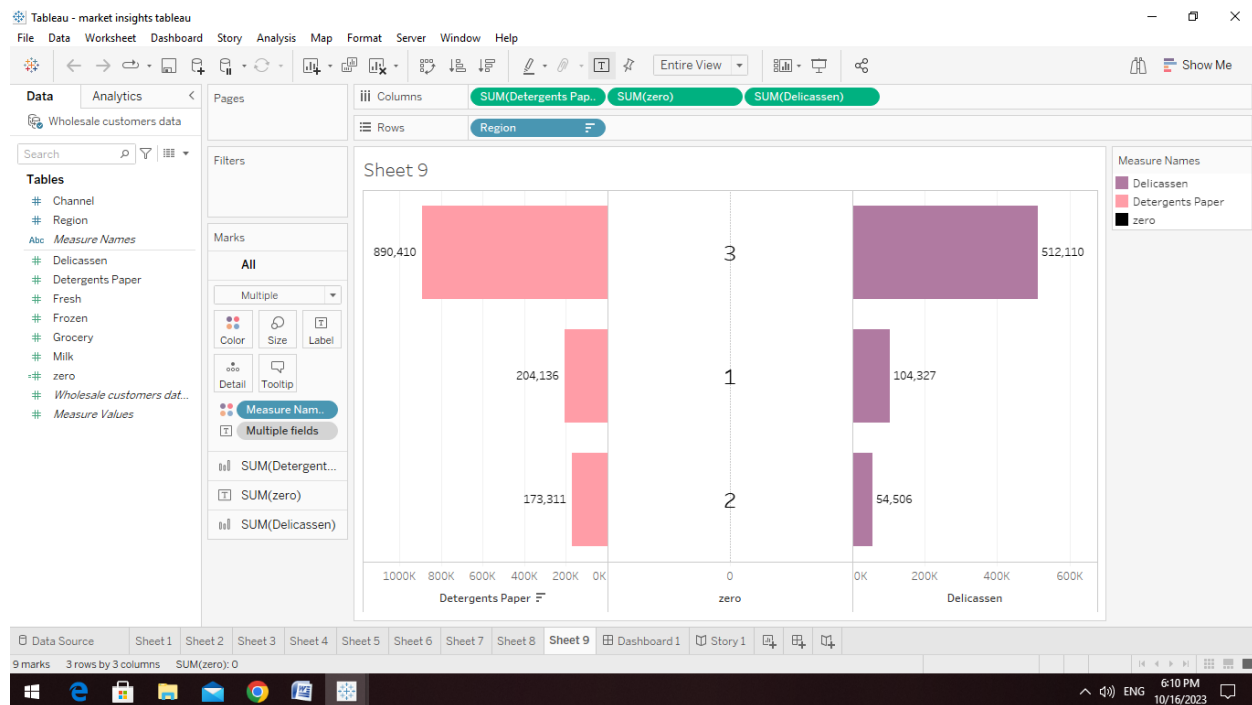# 6. CHANNEL WISE FROZEN AND DELICATESSEN

7. REGION WISE DELICATESSEN AND DETERGENT PAPER
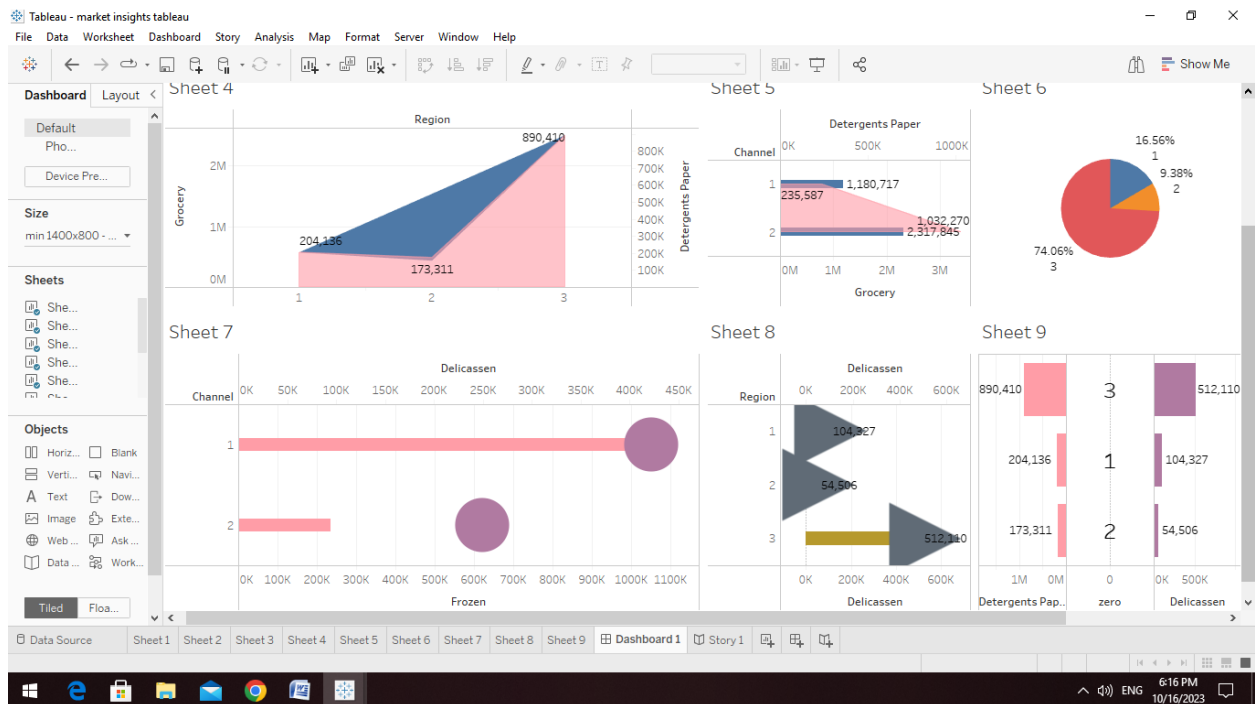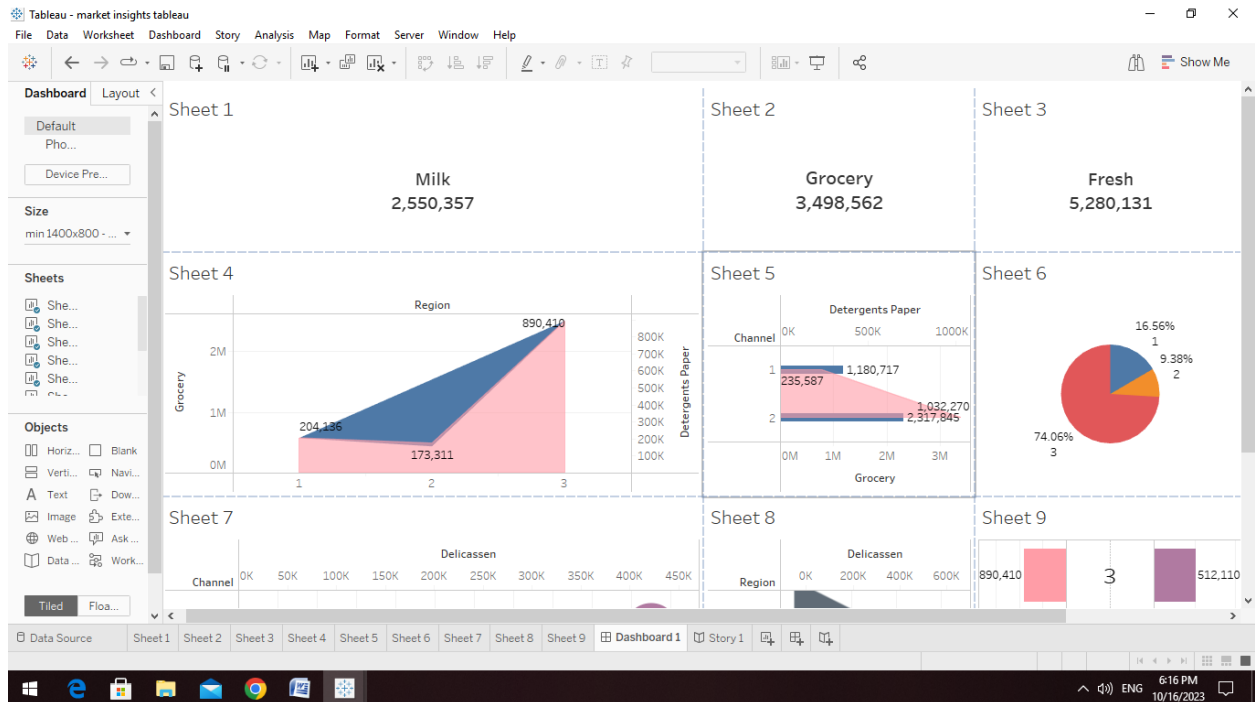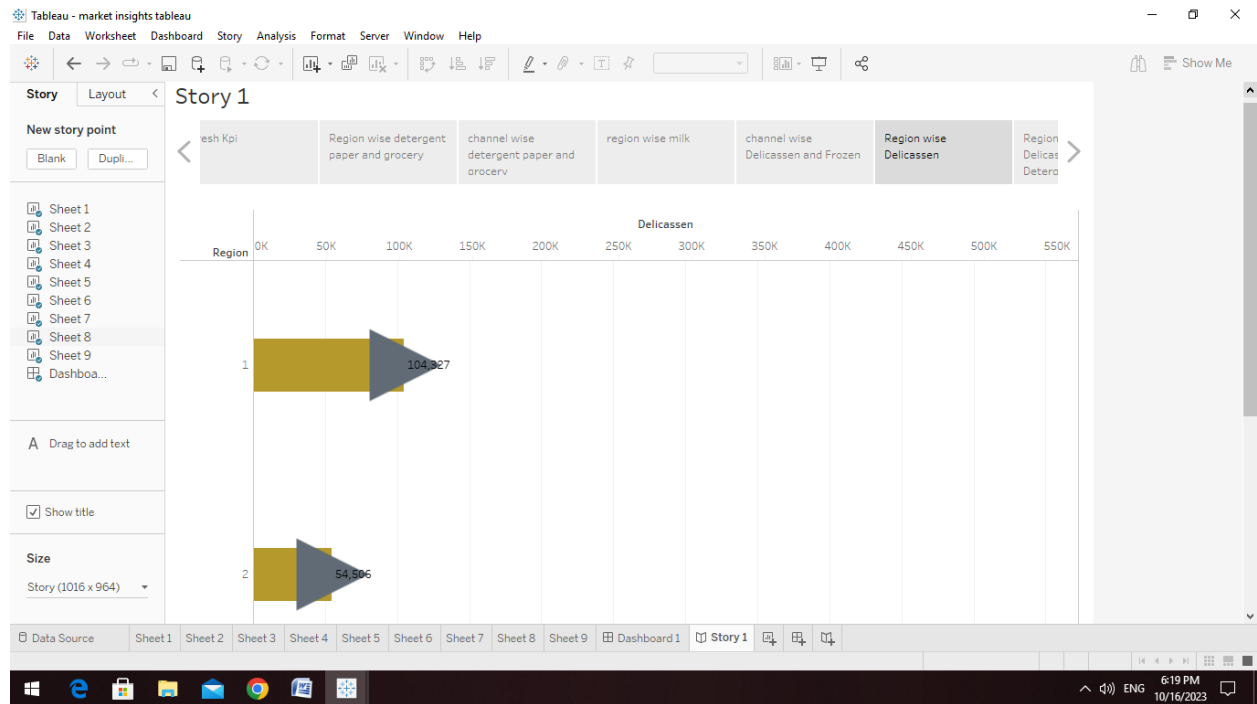
8. CHANNEL WISE GROCERY AND DETERGENT PAPER

9. REGION WISE DELICATESSEN

Dashboard:

Stories:

ADVANTAGES:

1. **Market Research:** Gather data on consumer behavior, market trends, and competitor analysis. This can include surveys, customer feedback, and industry reports.

2. **Segmentation:** Identify different customer segments based on spending behavior, demographics, and psychographics. This helps target specific groups effectively.

3. **Data Analysis:** Use tools and techniques like data analytics and statistical analysis to extract insights from the gathered data. Look for patterns and trends in spending behavior.

4. **Customer Profiling:** Create detailed customer profiles to understand their preferences, needs, and pain points. This can help tailor marketing strategies .

5. **Opportunity Identification:** Look for gaps in the market or unmet customer needs. There gaps represent opportunities for growth.

6. **Competitive Analysis:** Understand what your competitors are doing and identify areas where you can differentiate and excel.

7. **Marketing Strategies:** Develop marketing and product strategies based on the insights gained. This might include product improvements, targeted advertising, or new product development.

8. **Testing and Iteration:** Implement strategies and continually monitor results. Make adjustments as necessary based on real-time data.

DISADVANTAGES:

1. **Data Privacy Concerns:** Gathering detailed market insights often involves collecting and analyzing customer data. This can raise privacy concerns, especially in light of evolving data protection regulations like GDPR and CCPA.

2. **Lack of Action:** Sometimes, despite having insights, organizations may struggle to translate these into actionable strategies, renderings the insights less valuable.

3. **Legal and Ethical Concerns:** The use of certain data or market research methods can raise legal and ethical issues, such as consent, discrimination, or deceptive practices.

4. **Changing Markets:** Markets are dynamic and can change rapidly. Insights may become outdated quickly, necessitating ongoing research and analysis.

5. **Misinterpretation:** Even with accurate data, theres a risk of misinterpreting insights, leading to misguided business decisions.

APPLICATIONS OF MARKET INSIGHTS

1. **PRODUCT DEVELOPMENT: Market insights help indentify consumer needs and preferences, enabling the development of products that better meet market demands.**

2. **MARKETING STRATEGIES: Understanding market trends and consumer behavior allows businesses to tailor their marketing strategies for more effective outreach and engagement.**

3. **COMPETITIVE ANALYSIS: Market insights aid in assessing the competitors, and finding opportunities for differentiation.**

4. **CUSTOMER SEGMENTATION: By understanding customer segments, businesses can customize their offerings and marketing to specific group, improving customer satisfaction and loyalty.**

CONCLUSION:

 The entire project talks about the unveiling market insights and analyzing trending behavior is crucial for businesses seeking opportunities for growth. By staying attuned to market trends, companies can adapt, innovate, and make informed decisions to capitalize on emerging opportunities.

FUTURE SCOPE:

The future scope for this project is wide-ranging. The Additional dashboards, story and solutions are helps to analysis the development in the marketing fields and also it helps to analysis the opportunities for growth.