

Unveiling market : insights analysing spending behaviour
and identifying opportunities for growth

Team

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1. INTRODUCTION

1.1 Overview

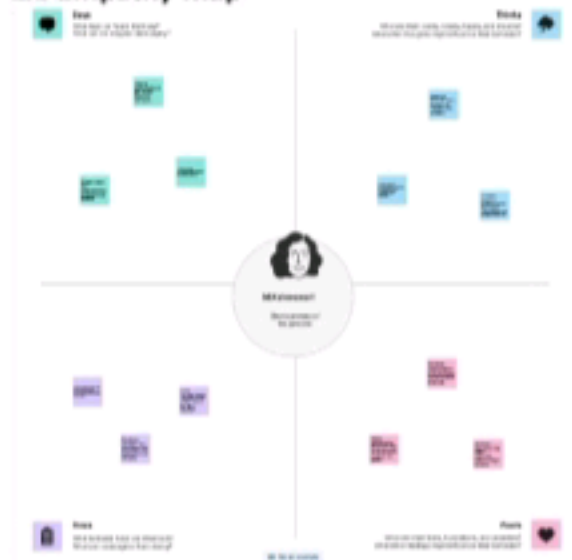
Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise.

1.2 Purpose

This analysis helps wholesalers make informed decisions about product offerings, pricing, inventory management, and marketing efforts. Ultimately, the goal is to enhance customer satisfaction, increase sales, and drive business growth.

2. PROBLEM DEFINITION & DESIGNING THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



Story

Layout

New story point

BlankDuplicate

Sheet 1

Sheet 2

Sheet 3

Sheet 4

Sheet 5

Sheet 6

Sheet 7

Sheet 8

Sheet 9

Dashboard 1

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☒ Show title

Size

Story (1016 x 964)

Story 1

<

Milk kpi

Grocery kpi

Fresh kpi

Region wise Detergent Paper and Grocery

Channel Wise Detergentpaper and Grocerv

Region Wise Milk

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Sheet 1

Milk
25,50,357

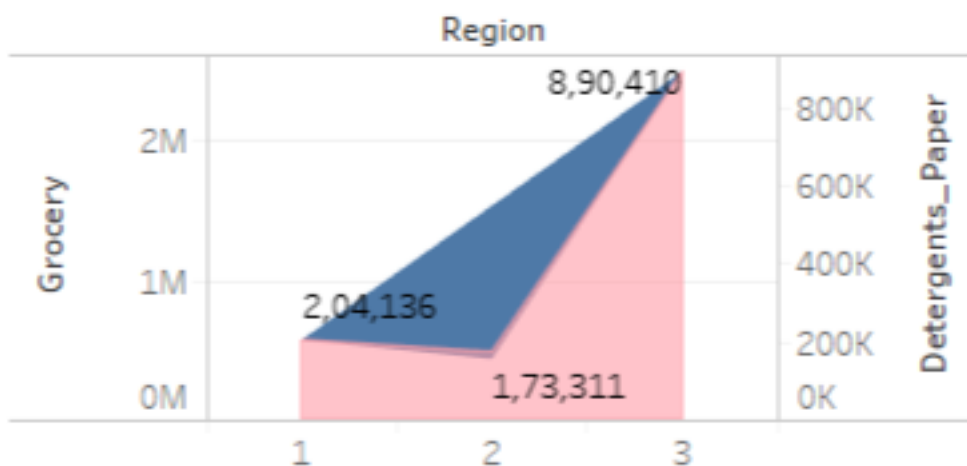
Sheet 2

Grocery
34,98,562

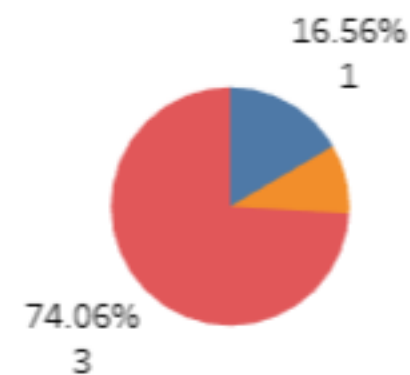
Sheet 3

Fresh
52,80,131

Sheet 4



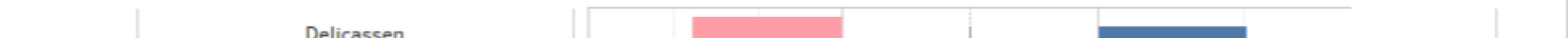
Sheet 6



Sheet 5

Channel	OK
1	2,35,
2	
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Sheet 7



Sheet 9

Sheet 8

Default

Phone

Device Preview

Size

min 1400x800 - max 1500x...

Sheets

Sheet 1

Sheet 2

Sheet 3

Sheet 4

Sheet 5

Sheet 6

Objects

Horizontal

Web Page

Vertical

Blank

Text

Button

Image

Extension

Tiled

Floating

Show dashboard title

Sheet 1

Milk

25,50,357

Sheet 2

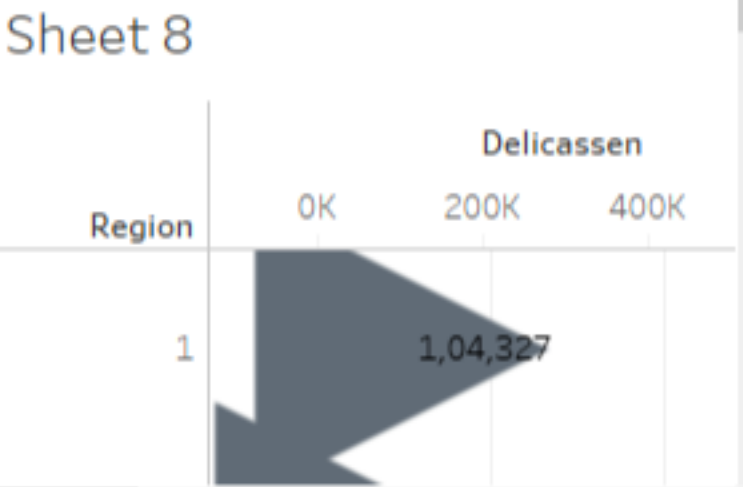
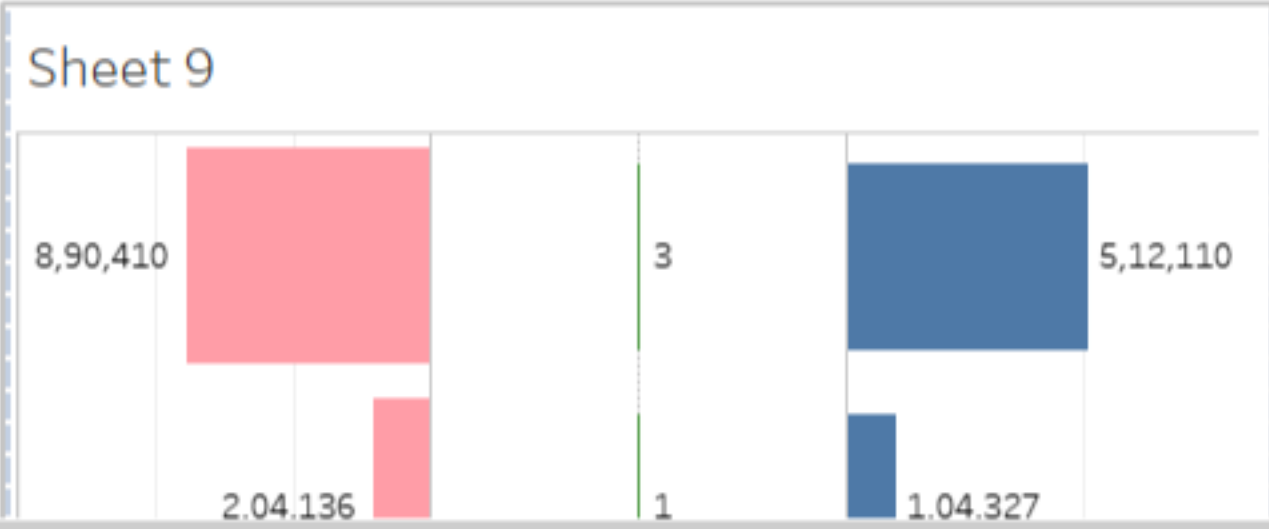
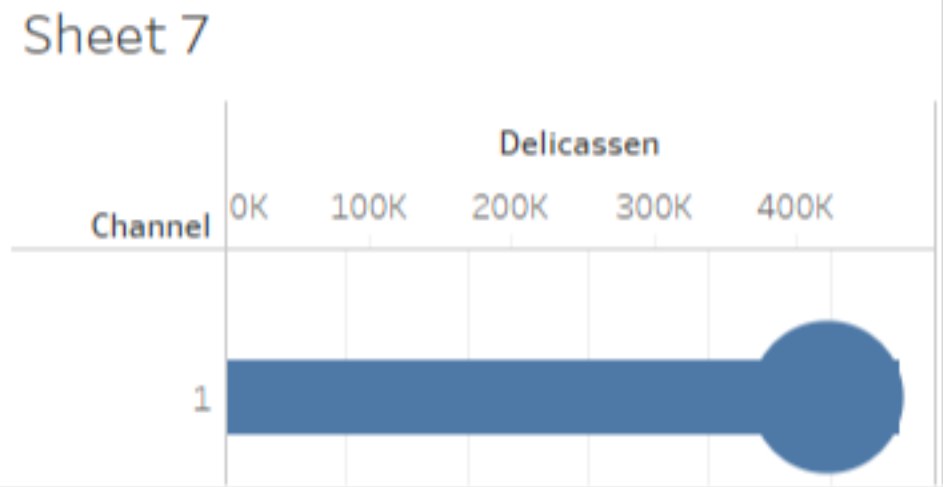
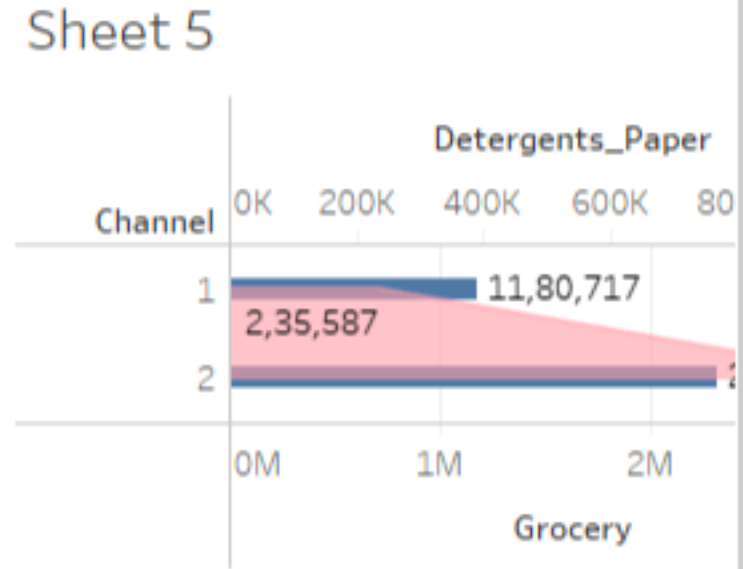
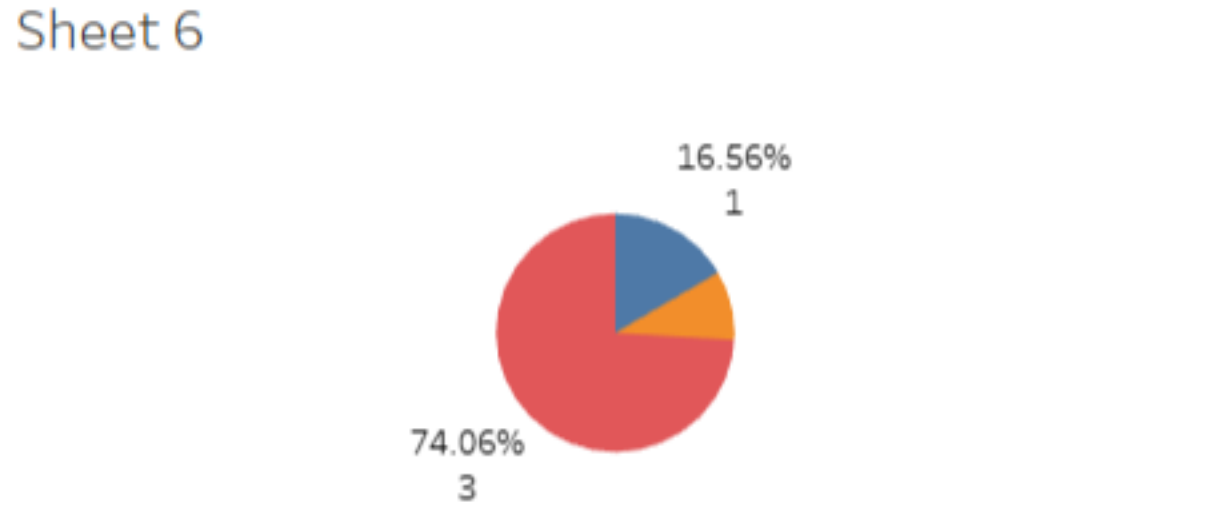
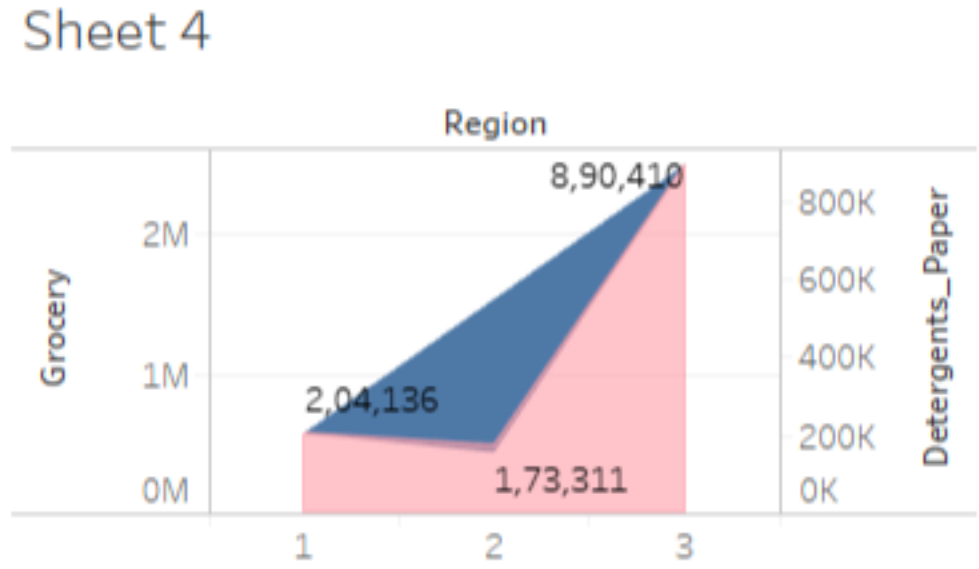
Grocery

34,98,562

Sheet 3

Fresh

52,80,131



4. ADVANTAGES

1. More discount and allowance
2. Less Marketing and Advertisement
3. Profit margin is fixed
4. Less Competition

DISADVANTAGES

1. It requires huge capital
2. Needs more space
3. Less profit margin
4. Possibility of loss

5. APPLICATIONS

It can help wholesalers identify their most valuable customers, understand their purchasing patterns, and tailor their marketing strategies accordingly. By analyzing customer data, wholesalers can optimize their product offerings, pricing strategies, and inventory management to better meet customer demands. Overall, it's a valuable tool for wholesalers to enhance customer satisfaction and drive business growth.

6. CONCLUSION

Wholesaler customer analysis helps wholesalers gain valuable insights into customer behaviour and preference.