



SINDHI COLLEGE,CHENNAI-77.

DEPARTMENT OF MATHEMATICS

COURSE NAME -UNVEILING MARKET INSIGHTS:
ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING
OPPORTUNITIES FOR GROWTH.

TEAM LEADER : MADHAVAN S

TEAM MEMBERS : MANOJ E

TAMILARASI K

JANANI V

SNEHA G

NM ID : ASUNM119222101751

ASUNM119222101752

ASUNM119222101759

ASUNM119222101754

ASUNM119222101756

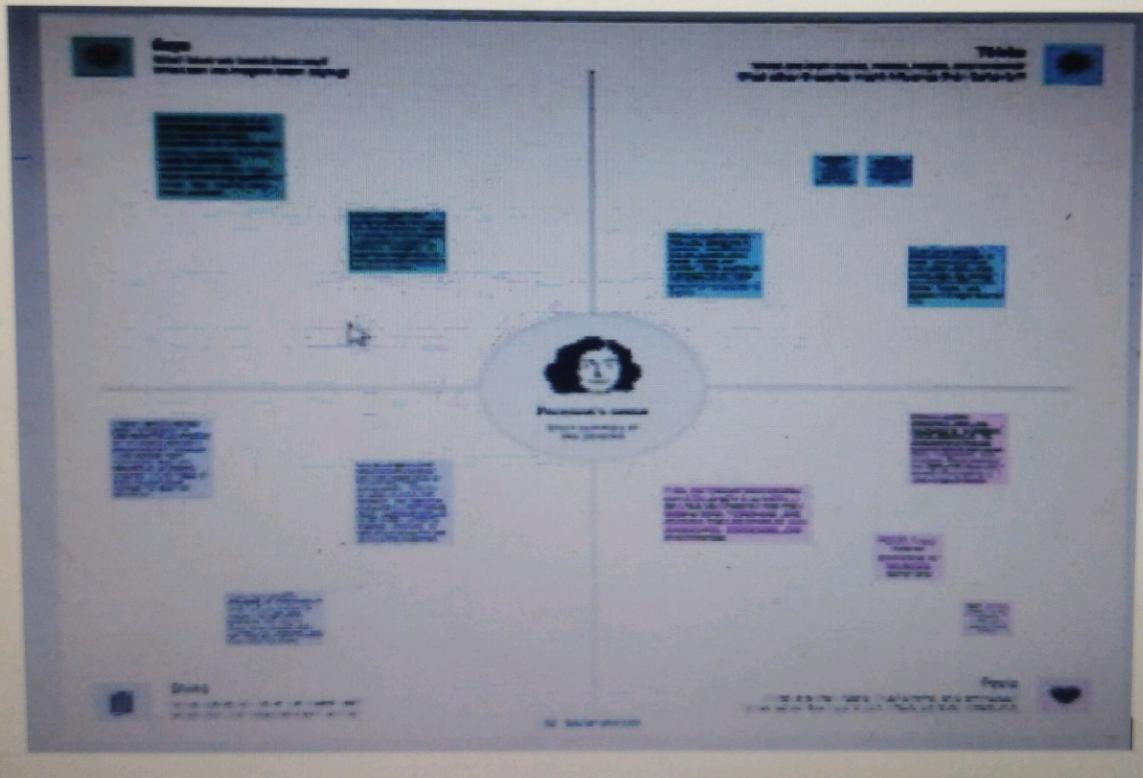
INTRODUCTION :

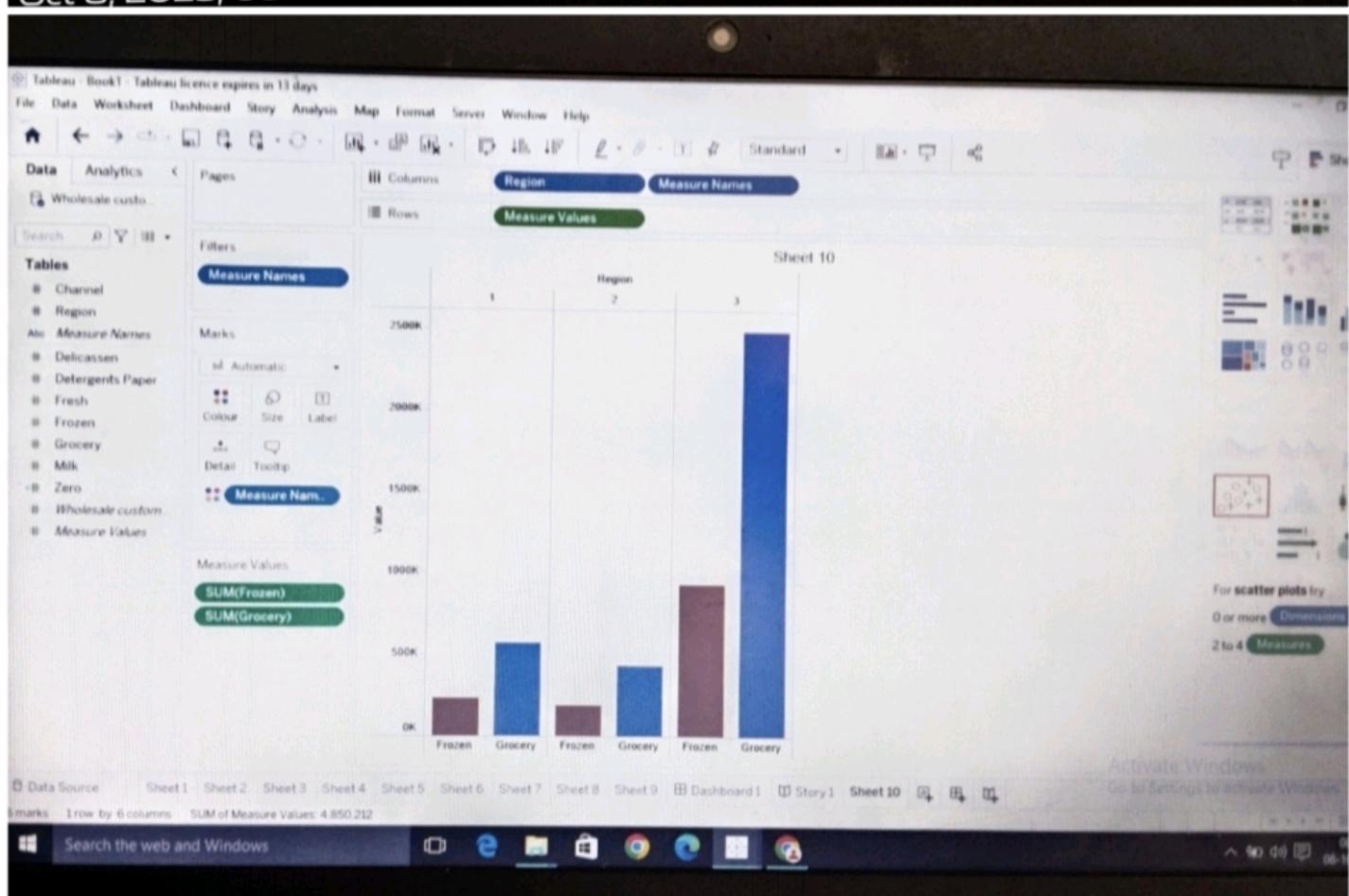
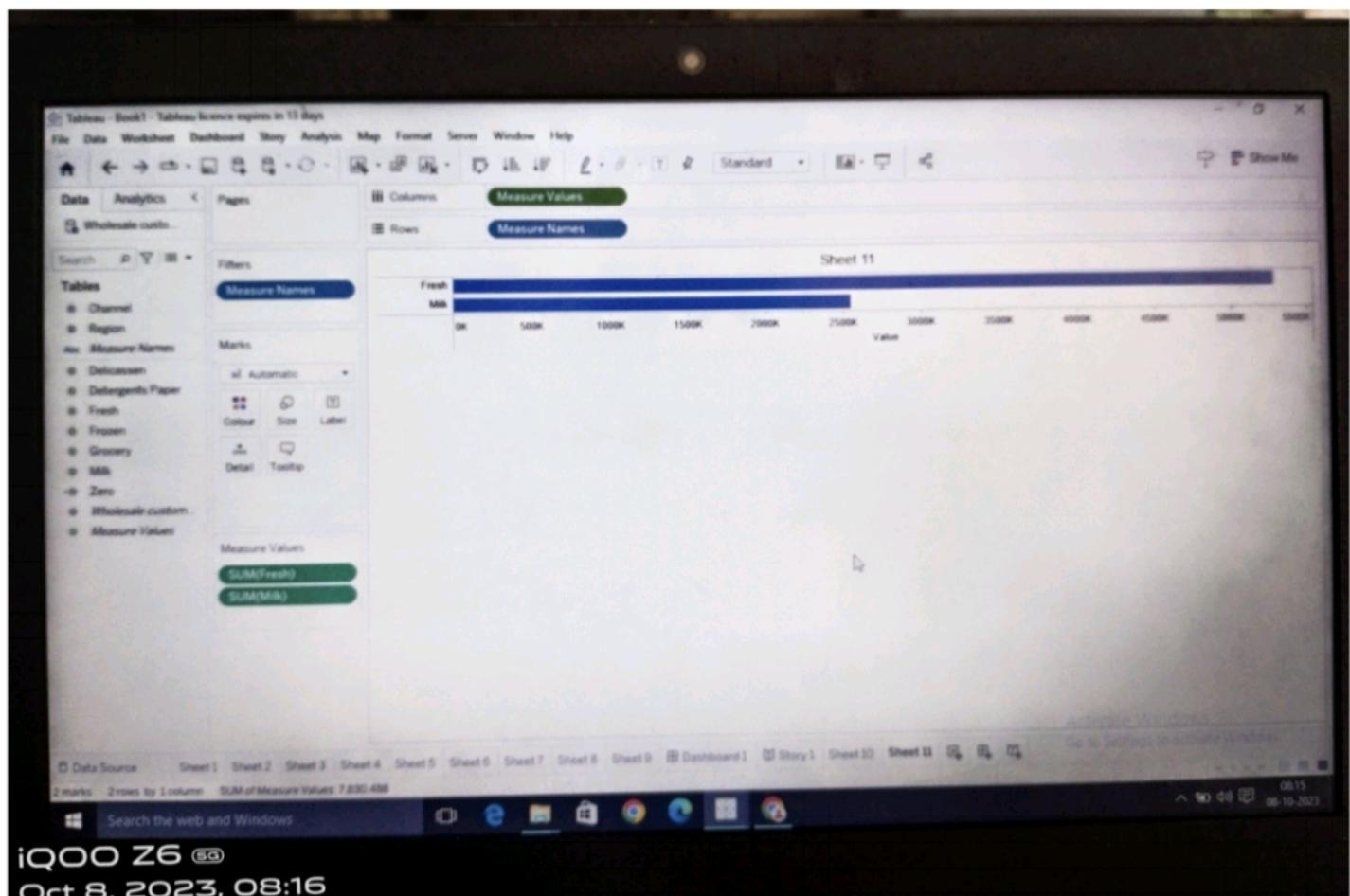
Unveiling market insights involves the process of discovering and analyzing critical information

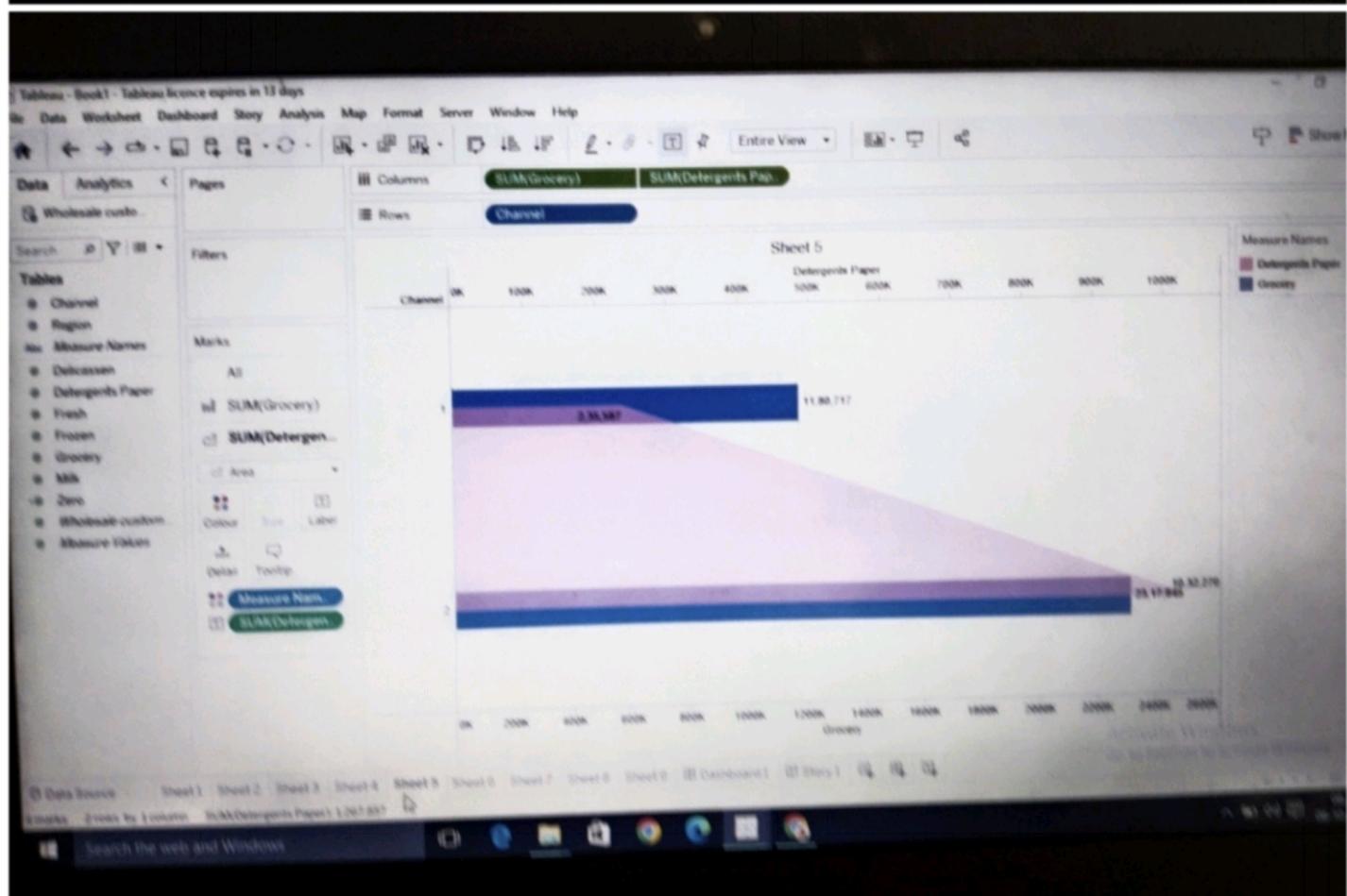
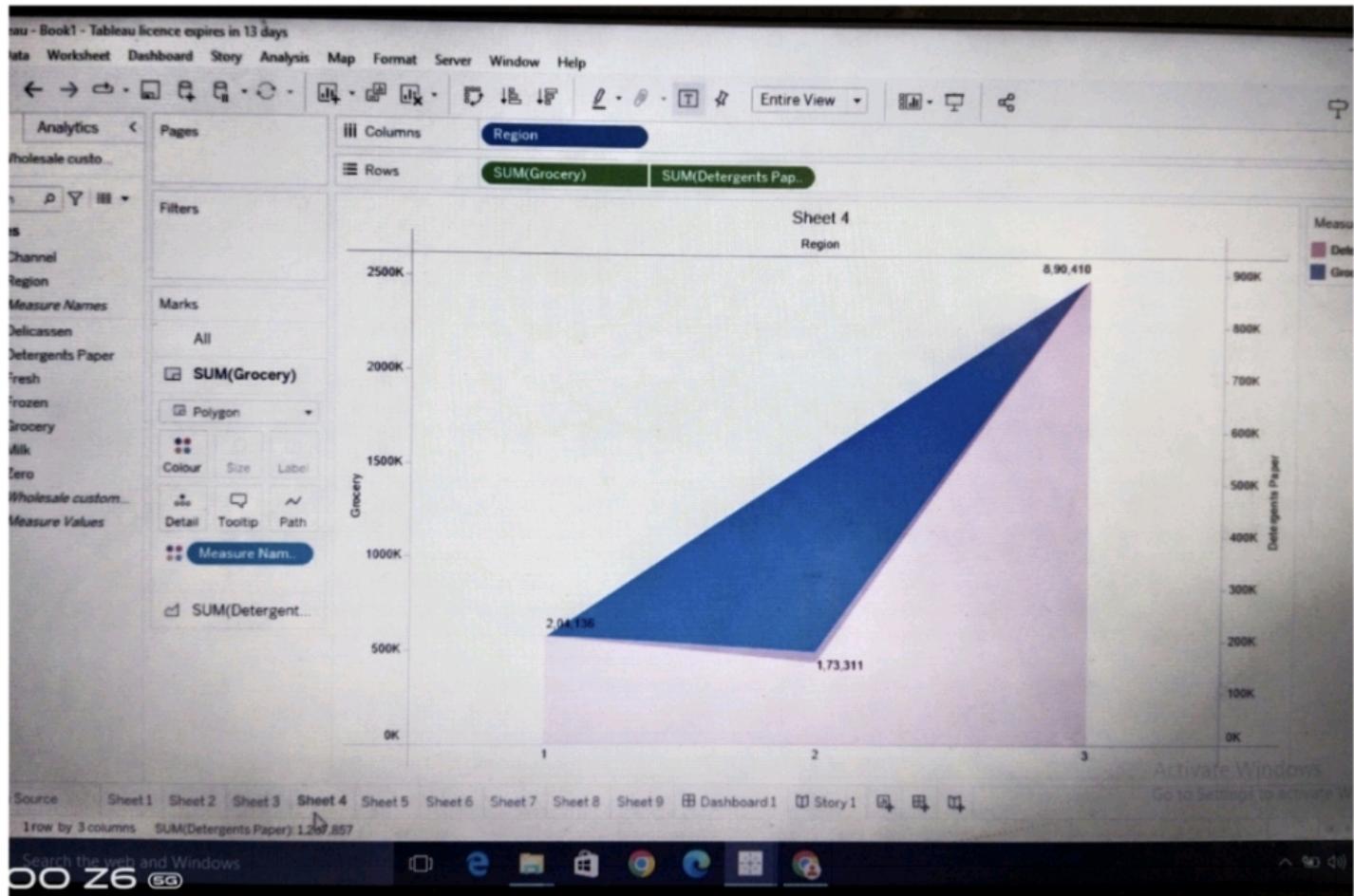
about a particular market or industry. This valuable data can include consumer trends , competitor strategies , economic factors, and more . By uncovering these insights , businesses can make informed decisions , refine their strategies , and ultimately achieve a competitive advantage . In this conversion ,we can explore various aspects of market insights and hoe they can benefit your specific needs or interests .

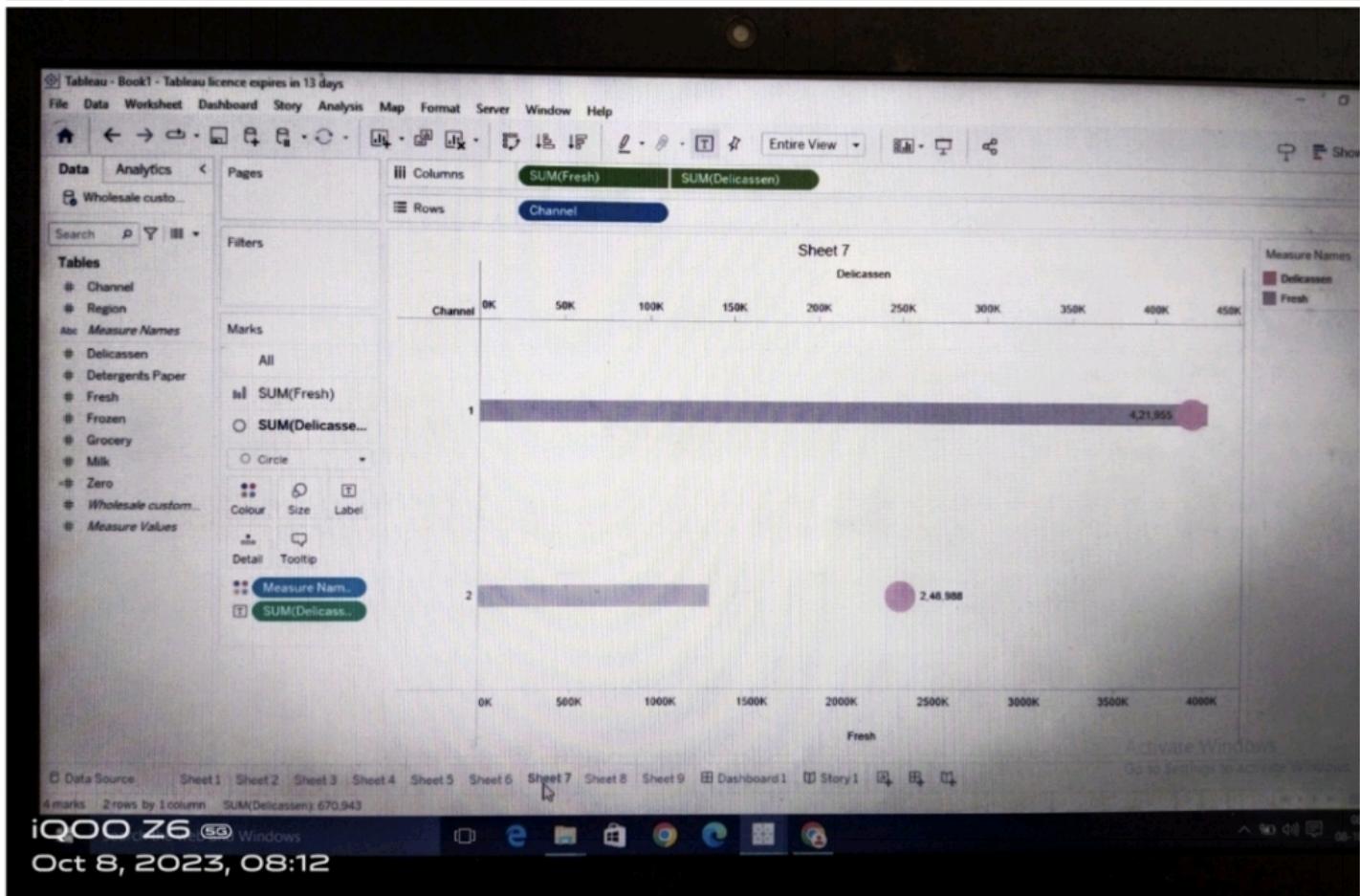
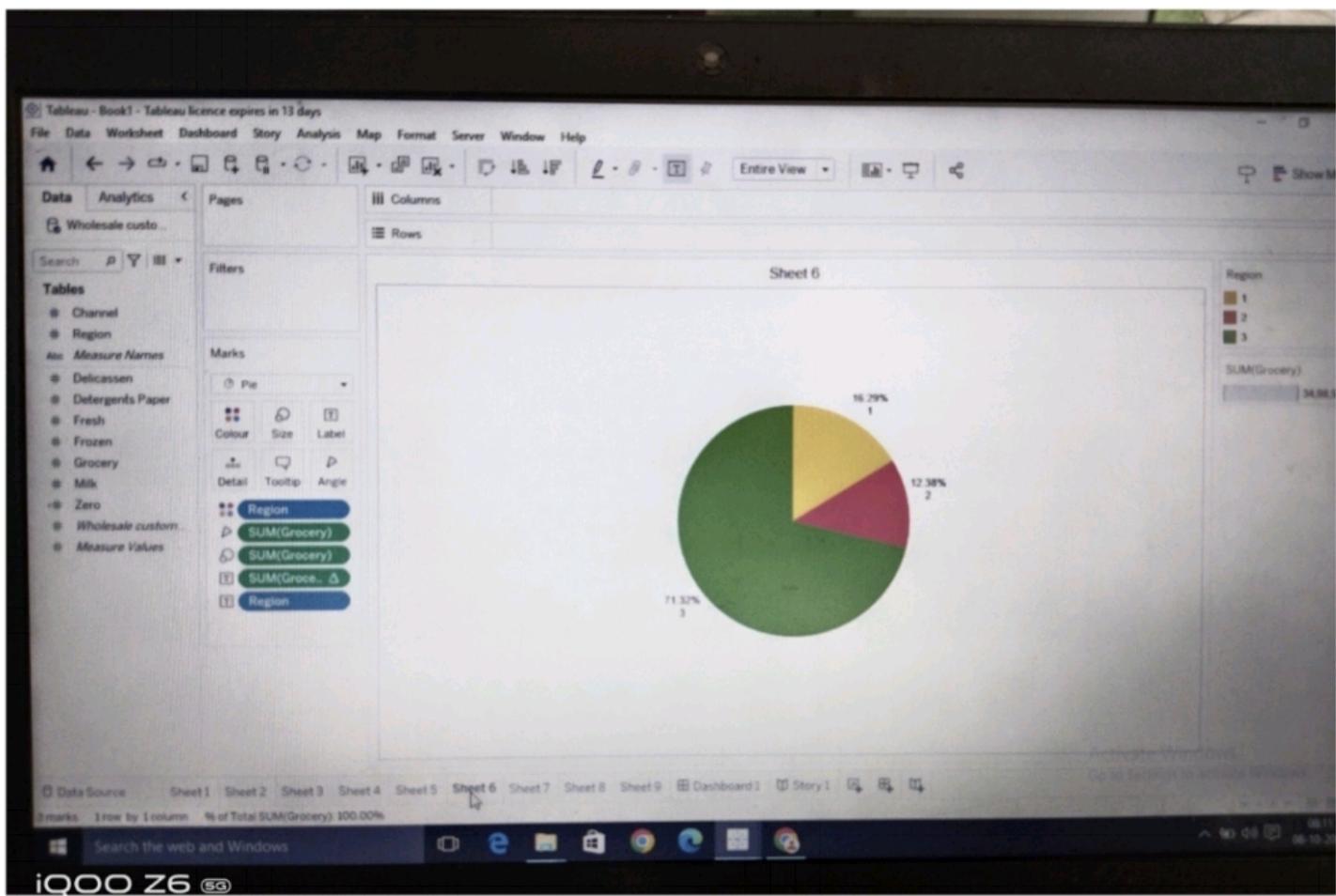
EMPATHY MAP:

[https://github.com/madhu22408/unveiling Market Insights NM2023TMID01280](https://github.com/madhu22408/unveiling_Market_Insights_NM2023TMID01280)









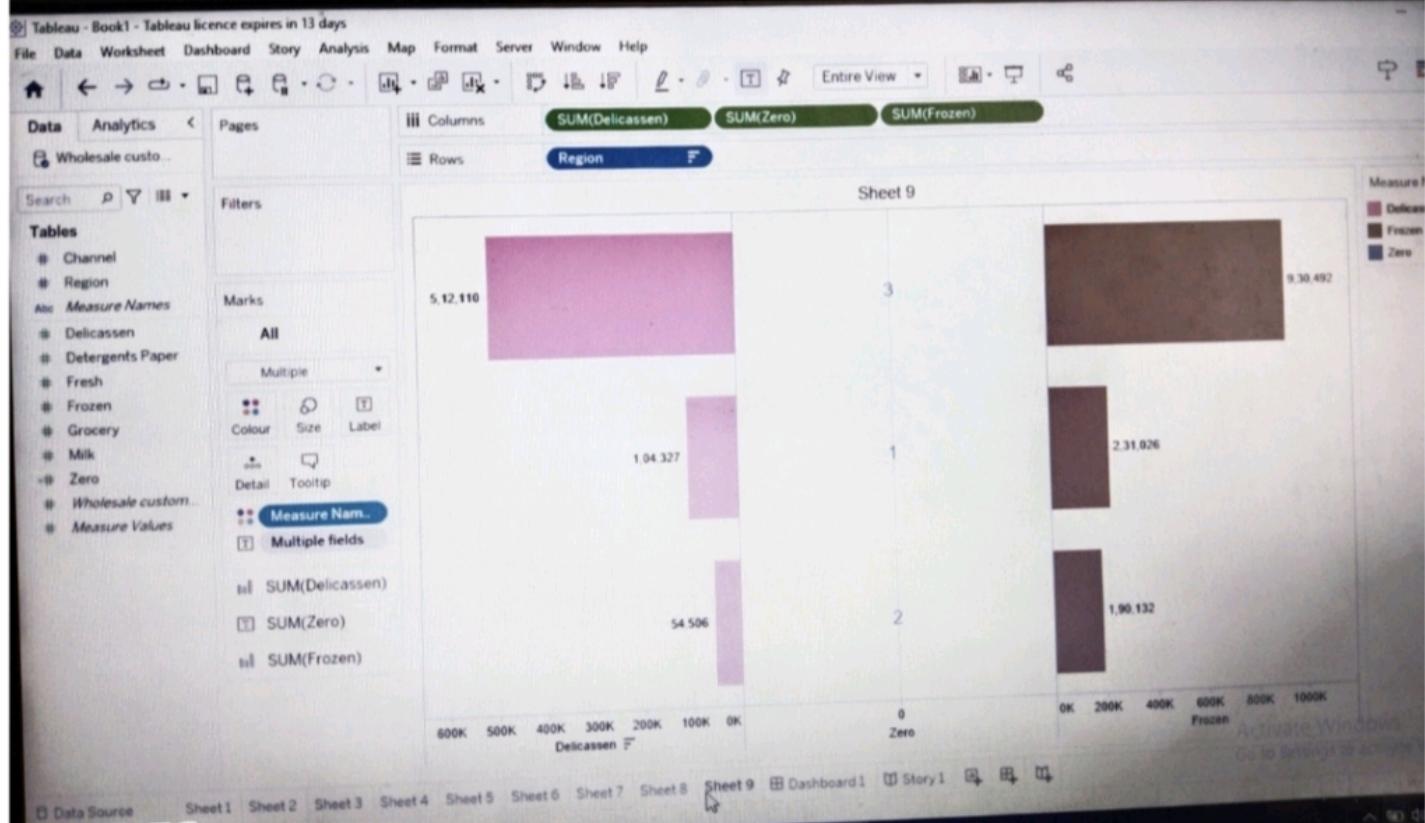
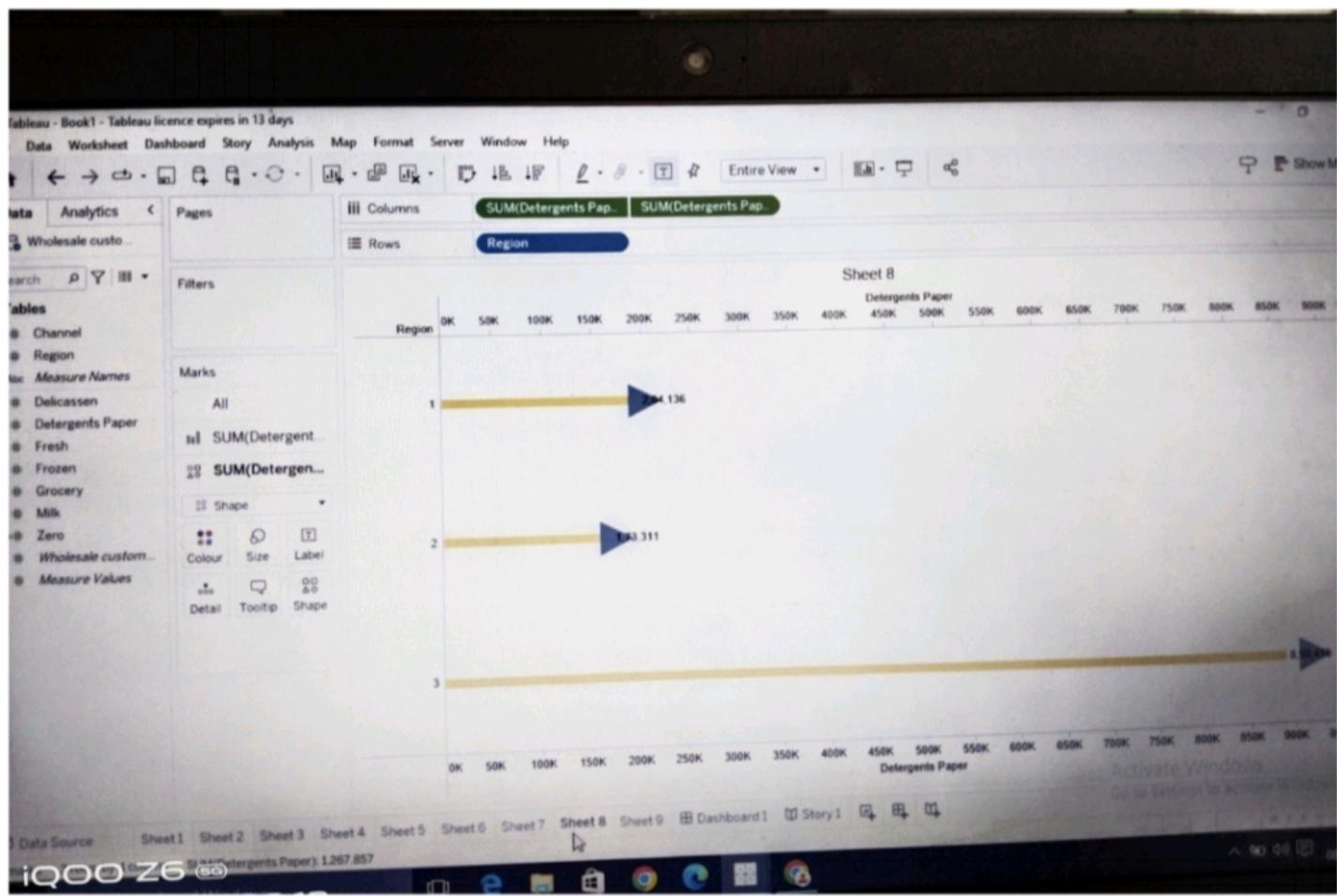


Tableau - Book1 · Tableau licence expires in 13 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Dashboard Layout < Device Preview

Wholesale Customer Analysis

Sheet 1 **Sheet 2** **Sheet 3**

Grocery **Fresh** **Milk**

34,98,562 **52,80,131** **25,50,357**

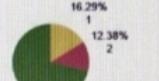
Sheet 4 **Sheet 6** **Sheet 5**

Region



Date Agents Paper	Sales
8.90	2.04
41.18	1.73

Sheet 6



Category	Percentage
1	16.29%
2	12.38%
3	71.32%

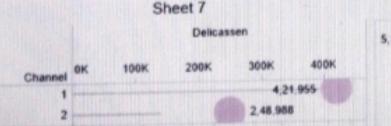
Sheet 5



Channel	Detergents Paper
1	2,35,587
2	23,47,745

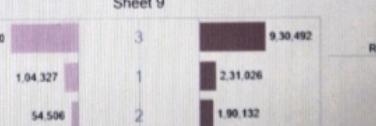
Sheet 7 **Sheet 9** **Sheet 8**

Delicassen



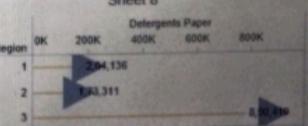
Channel	Delicassen
1	4,21,955
2	2,48,988

Frozen



Region	Frozen
1	5,12,110
2	54,506
3	9,30,492
Zero	1,04,327
1	2,31,026
2	1,90,132

Sheet 8



Region	Detergents Paper
1	1,04,136
2	1,43,311
3	8,41,195

Go to Settings to activate Windows.

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Dashboard Layout < Device Preview

Size
min 1100x800 - max ...

Sheets
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9

Objects
Horizontal Con...
Vertical Contai...
Text
Extension
Ask Data
Data Story
Image
Blank
Workflow
Tiled
Floating
Show dashboard title

Data Source Sheet 1 Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Sheet 9 Dashboard 1 Story 1

iQOO Z6 5G Search the web and Windows 08:11 08-10-2024

Tableau - Book1 - Tableau licence expires in 13 days

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout < Channel Wise Detergents Paper and Grocery Region Wise Grocery Channel Wise Delicassen and Fresh Region Wise Detergents Paper Region Wise Delicassen and Frozen Wholesale Customer Analysis Dashboard

New story point Blank Dupl...

Sheet 1 Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Sheet 9 Dashboard Story 1

Wholesale Customer Analysis

Sheet 1

Grocery
34,98,562

Fresh
52,80,131

Milk
25,50,357

Sheet 4

Region
Grocery
Delicassen
Detergents Paper

8.90 418
2.04.136
1,73,311

Sheet 6

16.29%
12.38%
71.32%

Sheet 5

Channel
0K 200K 400K 600K 800K
Detergents Paper
Grocery

1 11,80,717
2 2,35,587

Sheet 7

Delicassen
Channel
0K 100K 200K 300K 400K

5.12.110
1.04.327
3 2.31.026

Sheet 9

Region
0K 200K 400K 600K
Detergents Paper
Grocery

9.30.492
1 2.04.136

iQOO Z6 the web and Windows
Oct 8, 2023, 08:13

RESULT :

Thus, we represent the market data as visual representation in tableau on the bases of

- * Milk with Fresh using in graph.
- * Region wise Detergent paper and Grocery in Area and polygon .
- * channal wise Fresh and Delicassen in lolipop map.
- * all data using in dashboard for maketing data.

ADVANTAGES :

1. Informed Decision-making: Market insights provide data-driven information about consumer preferences, trends, and competition, enabling businesses to make informed decisions and strategies.

2. Competitive Advantage : Understanding market insights helps companies identify gaps in the market and opportunities to differentiate themselves , gaining a competitive edge.

3. Product Development : Market insights can guide product development, ensuring that offerings align with customer needs and preferences.

4. Risk Mitigation : By staying informed about market dynamics, businesses can anticipate changes , adapt to disruptions , and mitigate risks effictively.

5. Resource Allocation: Efficient allocation of resources is possible when businesses have a deep understanding of market

insights.

DISADVANTAGES:

- 1.Information Overload:Gathering and analyzing large volumes of market data can be overwhelming,leading to information overload and difficulty in discerning actionable insights.
- 2.Data Privacy Concerns: Collecting and handling consumer data can raise privacy concerns and legal compliance issues,especially with regulations like GDPR and CCPA.
- 3.Rapidly Changing Trends :Market dynamics can change quickly,making it challenging to keep up with real-time insights and adapt strategies accordingly.
- 4.Competitive Risks: Sharing too much information about market insights can inadvertently benefit competitors , as they may gain insights from your data.
- 5.Paralysis by Analysis: Excessive focus on data analysis can lead to delays in decision-making and missed opportunities.

APPLICATIONS:

- 1.Strategic Planing: Market insights help in formulating long-term strategies,identifying growth opportunities,and assessing potential threats.
- 2.Marketing Campaigns: Insights guide the creation of targeted marketing campaigns that resonate with the target audience.
- 3.Competitive Analysis:Assessing competitor's strengths and weaknesses allows businesses to position themselves effectively in the market.

4.Pricing Strategies: Data on market dynamics helps in setting competitive pricing strategies.

5.Expansion Planning : Market insights assist in identifying new markets and regions for expansion.

CONCLUSION:

The conclusion of unveiling market insights depends on the specific research or analysis conducted. Typically, it involves summarizing key findings, identifying trends, making recommendations, and highlighting implications for businesses or stakeholders. It's important to present the data in a clear and actionable manner to drive informed decision-making.

FUTURE SCOPES:

1.Emerging Markets: As global markets continue to shift, identifying opportunities in emerging markets will be essential. Market insights will play a vital role in understanding the dynamics of these regions.

2.Environmental,Social, and Governance(ESG) Data: The importance of ESG factors in investment decisions will grow. Market insights will need to incorporate ESG data to provide a comprehensive view of companies and industries.

APPENDICES:

Appendices in a report can be a valuable source of market insights. They often contain supporting data, charts, graphs, and additional information that provide a deeper understanding of the market. If you have specific questions or need assistance analyzing data from such appendices, feel free to ask.