

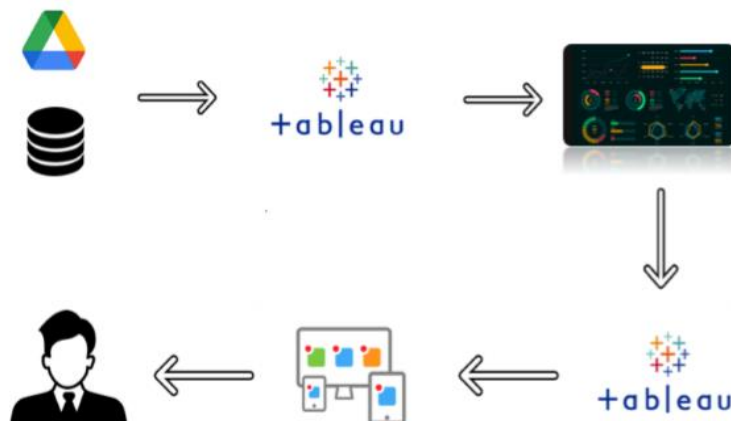
## PROJECT REPORT TEMPLATE

# Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

## 1. INTRODUCTION

### 1.1 Overview

The goal of the field of market insights is to learn about and analyse the market. Data on the market, consumers, and competitors must be gathered, analysed, and interpreted by individuals in this role.

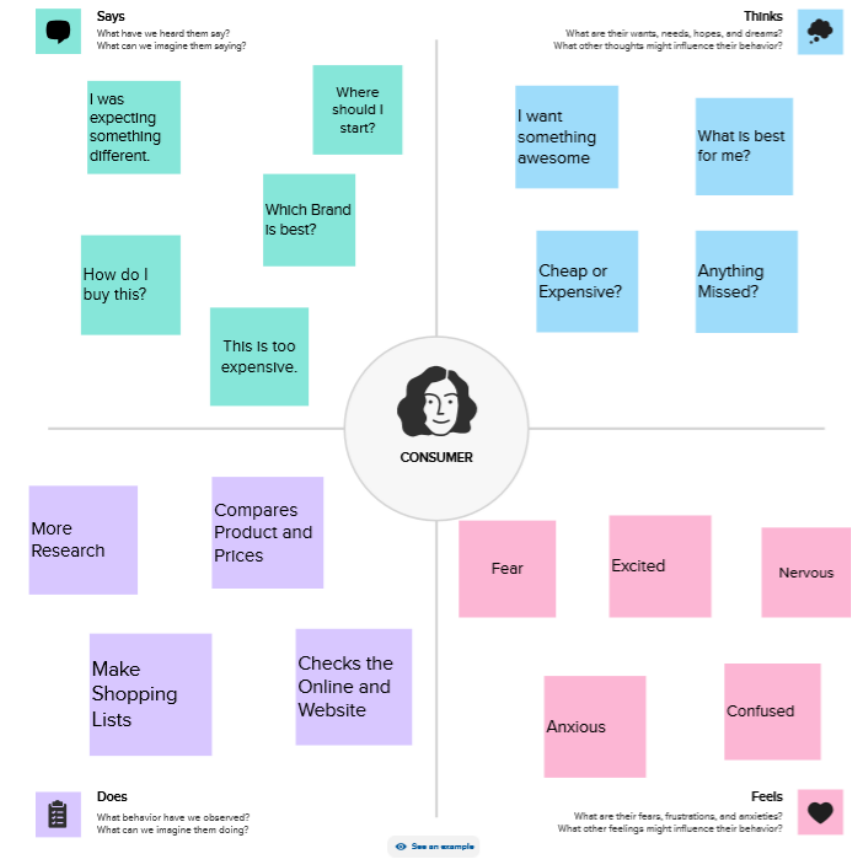


### 1.2 Purpose

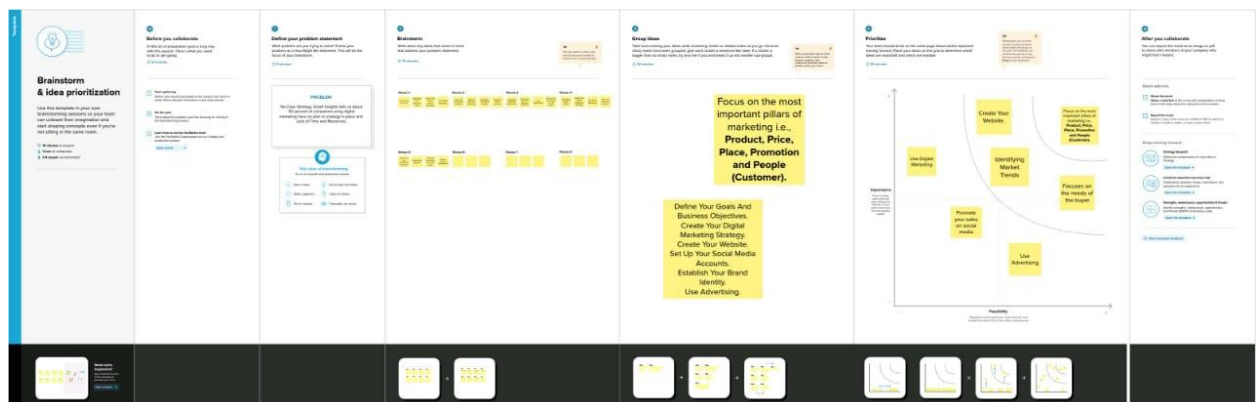
By this project not only presents the data in a visually appealing manner but also provides an interactive experience for readers to explore the intricacies of unveiling market insights.

## 2. PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy Map



### 2.2 Ideation & Brainstorming Map



### 3. ADVANTAGES & DISADVANTAGES

### 3.1 Advantages:

- The ability to gain insights into customer behavior.
- Understand how customers feel about a product or service.
- Learn what motivates customers to make a purchase.

### 3.2 Disadvantages:

- One of the most common issues in marketing analytics is a surplus of incoming data.
- This forces you to spend a lot of time and effort to identify which information is most relevant.

## 4. RESULT

## 4.1 Output of the Project

The Screenshot of Dashboard and Story of our Project are given below:

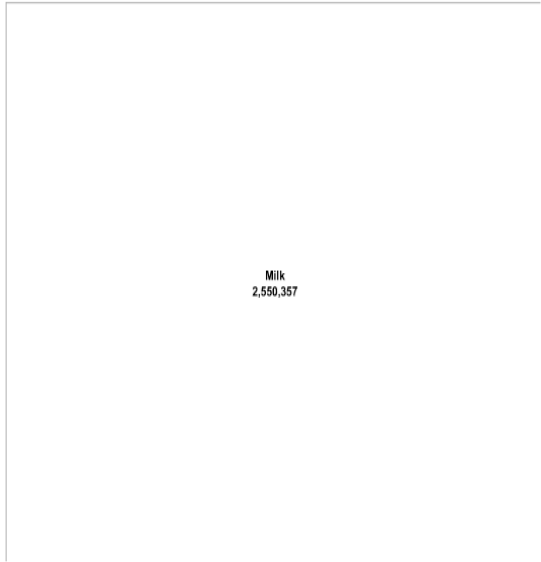
## 4.2 Dashboard



# 4.3 Story

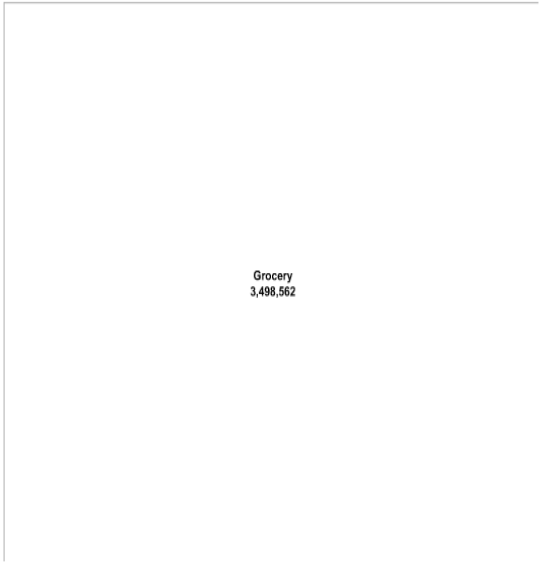
Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper and Grocery	Channel Wise Detergent Paper and Grocery	Region Wise Milk	Channel Wise Delicessen...
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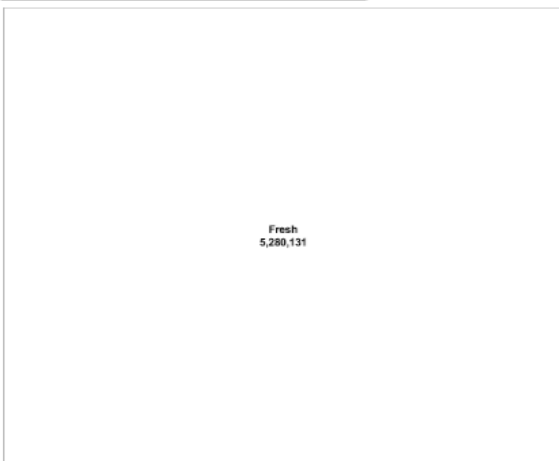
Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper and Grocery	Channel Wise Detergent Paper and Grocery	Region Wise Milk	Channel Wise Delicessen...
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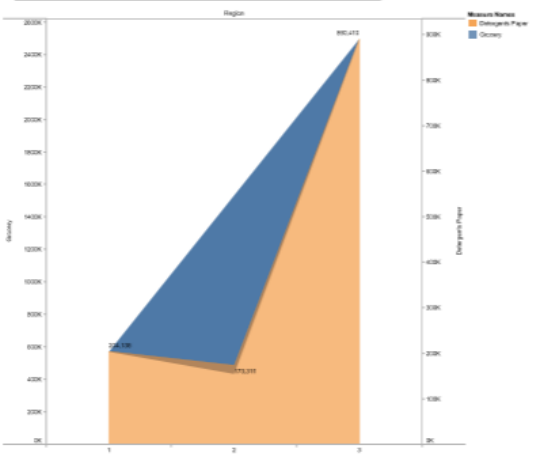
Story 1

Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper and Grocery	Channel Wise Detergent Paper and Grocery	Region Wise Milk	Channel Wise Delicessen...
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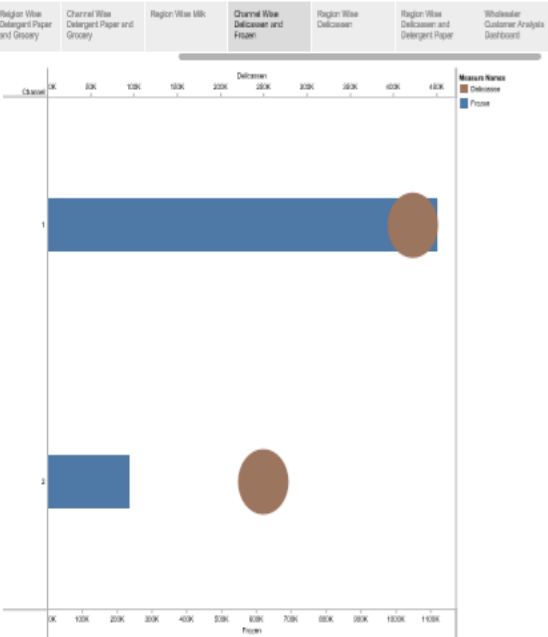


Story 1

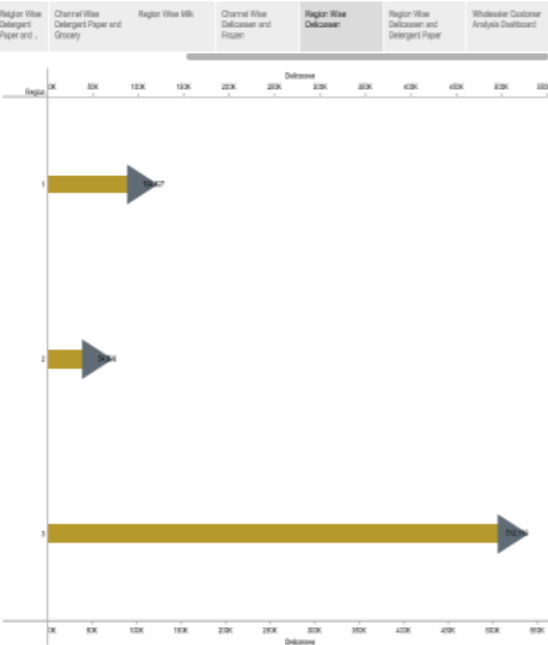
Milk Kpi	Grocery Kpi	Fresh Kpi	Region Wise Detergent Paper and Grocery	Channel Wise Detergent Paper and Grocery	Region Wise Milk	Channel Wise Delicessen...
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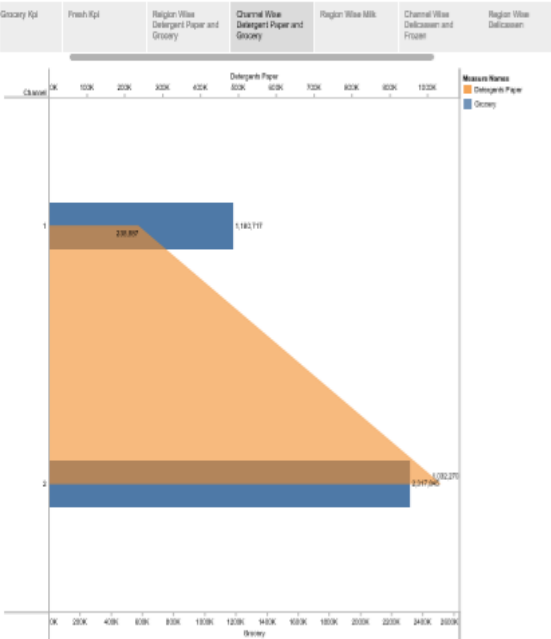
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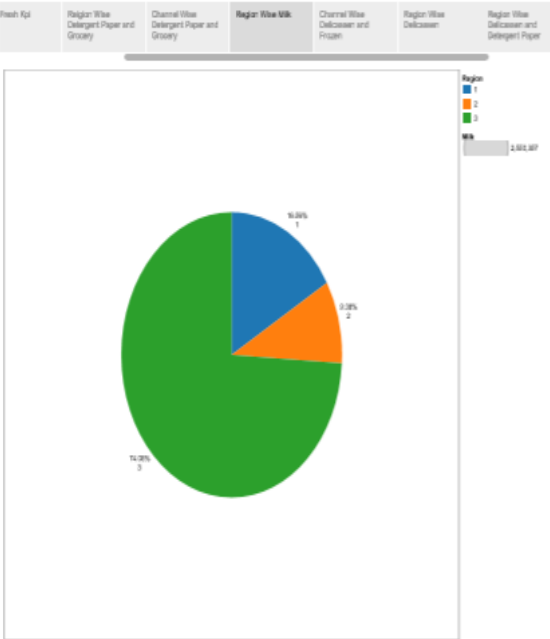
Story 1



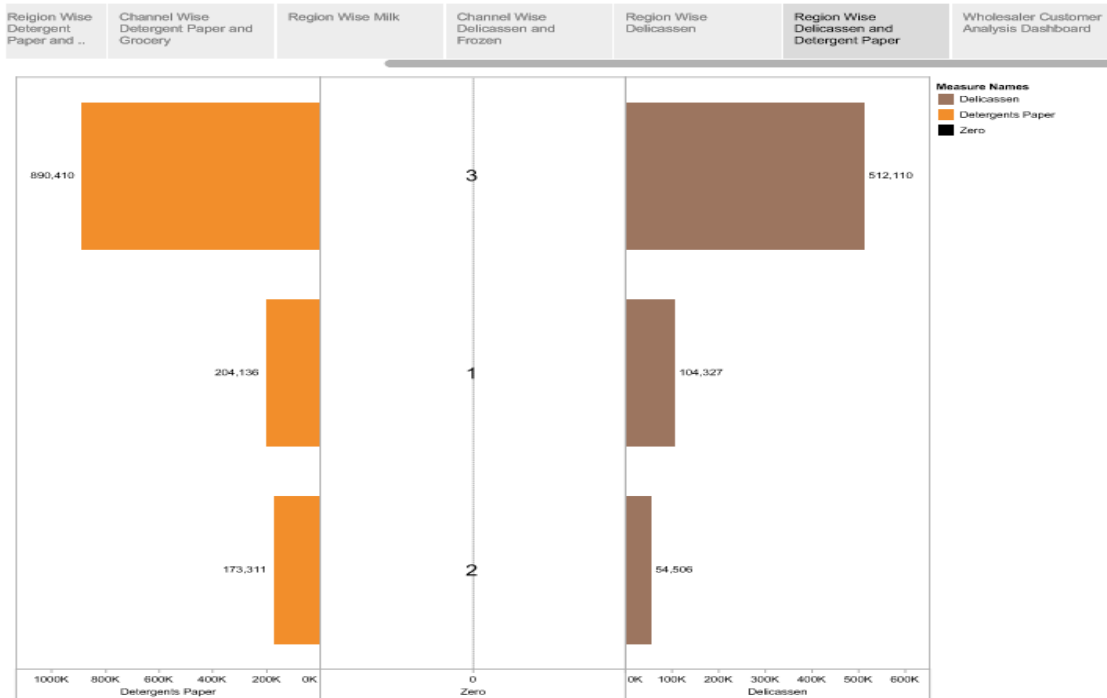
Story 1



Story 1



## Story 1



## 5. APPLICATIONS

Market insights enable businesses to identify customer preferences, industry trends, and competitor strategies.

## 6. CONCLUSION

Through the data set is complex or the data set is very big in tableau. We can create dashboard very easily and within less time.

## **7. FUTURE SCOPE**

The future of market research is brimming with potential and opportunity. With the proper market research trends, we can best determine how to reach our target audience and make informed decisions to drive business success.

## **8. APPENDIX**

Alias, data, ICAO, Callsign.