

# **UNVEILING MARKETING INSIGHT ANALYSIS SPENDING BEHAVIOUR**

**Project work submitted by**

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# 1. INTRODUCTION

## 1.1 OVERVIEW

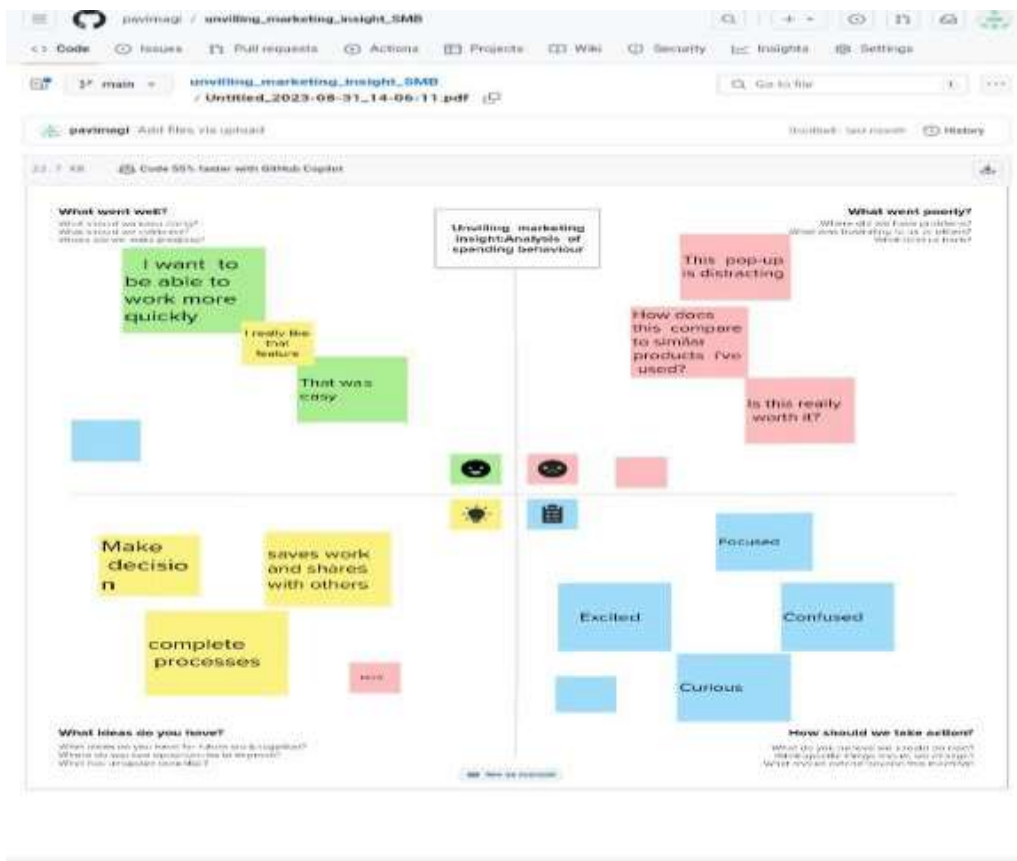
In this project shows the process of wholesale marketing data.

## 1.2 PURPOSE

Though this project we can understand the purpose of marketing.

# 2. PROBLEM DEFINITION & DESIGN THINKING

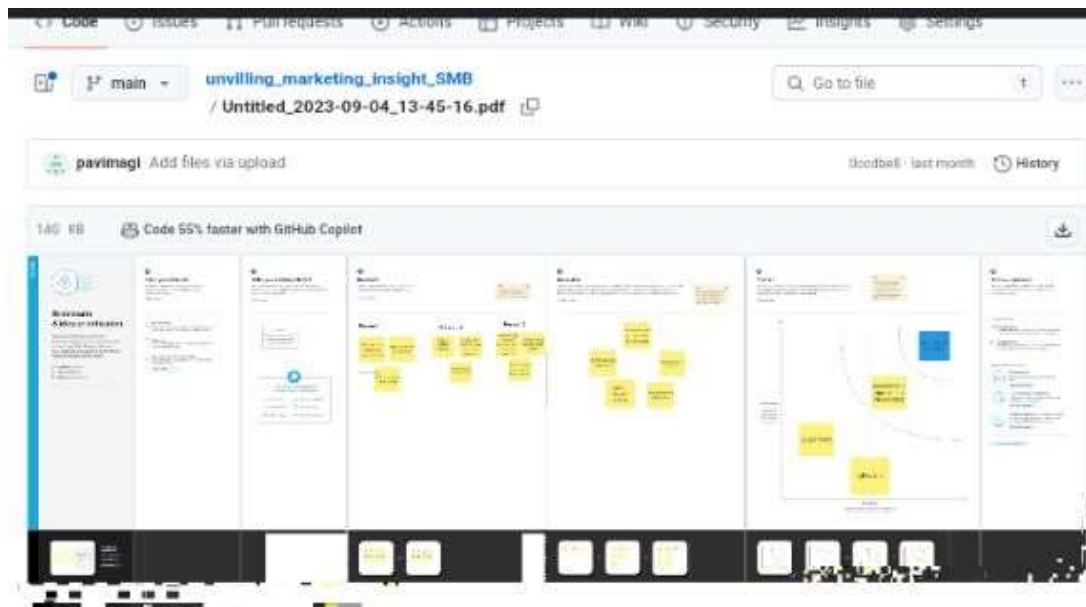
## 2.1 Empathy map



## Discussion

When applied to unveiling marketing insight analysis spending behavior, it can help for marketing rate, sales for large product.

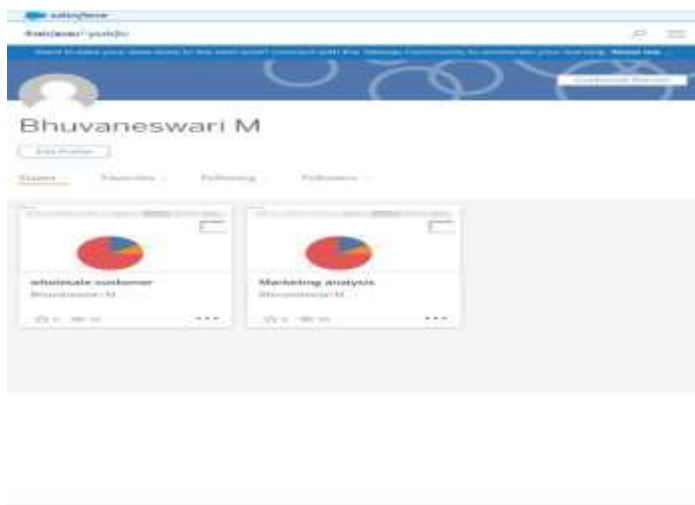
## 2.2 Ideation & Brainstorming map



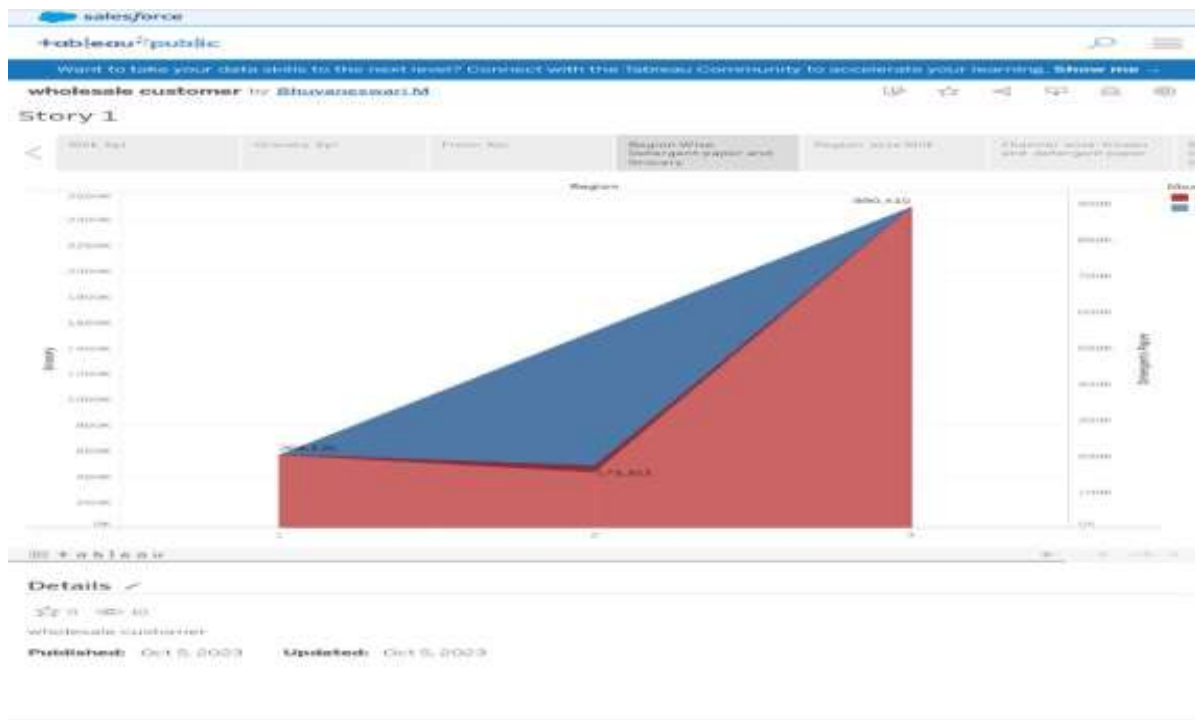
## Discussion

Creating a brainstorm map for unveiling marketing insight analysis spending behavior using tableau involves identifying seilling, buying , rate and quantity.

## 3.STATISTICAL ANALYSIS



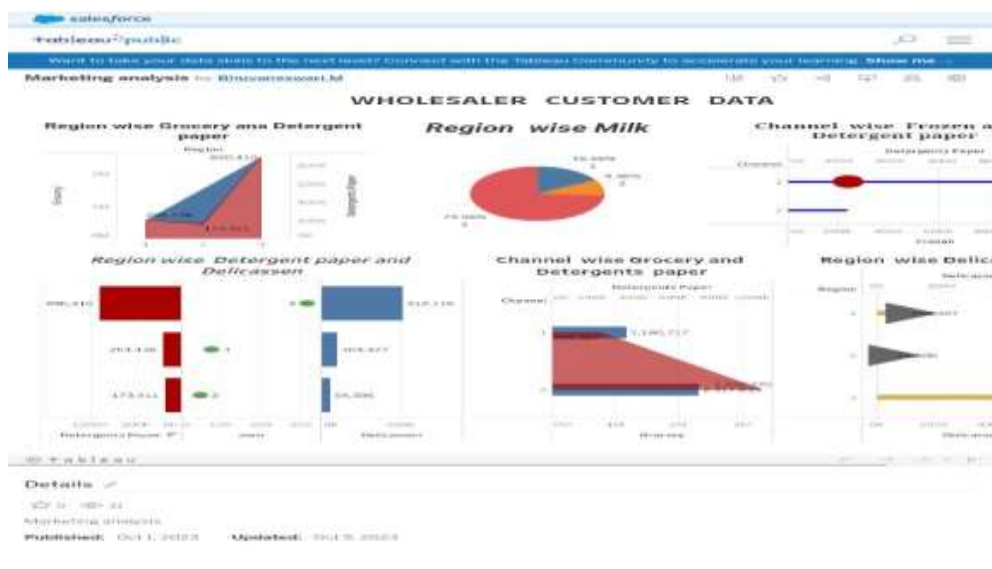
### 3.1 STORY



### Discussion

It can help for level of marketing, it is good result.

### 3.2 DASHBOARD



## Discussion

- ❖ A visual tool that displays and target for a business in a easy to -see way
- ❖ Allow you to set matrices that matter most to your business ,project or department and to see visual representation of complied data and trends in an easy to understand way

## 4. ADVANTAGE & DISADVANTAGE

- ❖ Less Competition
- ❖ More Discount And Allowance
- ❖ Less Marketing And Advertisement
- ❖ Needs More Space
- ❖ .Less Profit Margin
- ❖ No Direct Interaction With Customers

## 5 APPLICATIONS

- ❖ Develop a social media preence
- ❖ Set up a website
- ❖ Offer periodic time
- ❖ Enter international market

## 6. CONCLUSION

For my idea wholesale marketing sale .This project we are observing from market analysis .

## **7. FUTURE SCOPE**

I want to say the final words of this project that is this knowledge is about our Indian marketing so this knowledge is for all people of our country so spread this information to all and make sure marketing method is strong