

## analysing spending behaviour and identifying opportunities for growth...

- **unveiling market insights:** Market research analysis is the use of the data analysis technique to gather, process and interpret Market data



understanding what features are most important to customers, a business can prioritize product development designs and features.

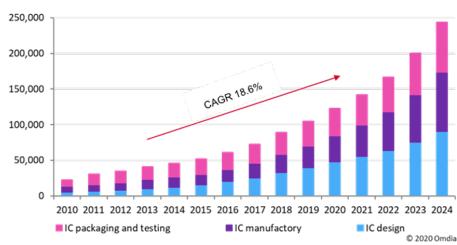
- **expression: consumer behaviour, market trends, demands, crucial tools, informed decisions about product development.**

market research behaviour and preference that can be used to campaigns.

## unveining market insights

- **market trend analysis:** market research analysis allows business to analyse market trends and customer behaviour to identify opportunities for growth and innovation

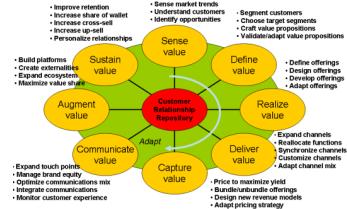
market research analysis enables business to segment their customer base into different groups

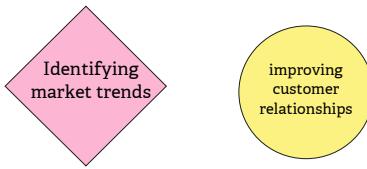


this information can be used to create targeted marketing campaign and to design products and services that better meet the needs of specific customer segment

it is based on demographic, psychographic, and behaviour characteristics.

### Insight Driven Marketing



<p><b>1 Define your problem statement</b></p> <p><b>HOW TO CREATE OPPORTUNITIES FOR GROWTH IN MARKET INSIGHTS</b></p> <p><b>Market research analysis is the uses of data analysis technique to gather, process, and interpret market data to gain a better understanding for customers.</b></p> <p><b>Market insight</b> Business change</p> 	<p><b>2 Brainstorm</b></p> <ul style="list-style-type: none"> <li>market trends</li> <li>consumer behaviour</li> <li>pricing</li> <li>sales strategies</li> <li>informed decisions</li> </ul>    	<p><b>3 Group ideas</b></p> <p><b>GROUP 1</b> the insights gained from this data can help business identify what their customers want and tailors their products and marketing strategies accordingly.</p> <p><b>GROUP 2</b> <b>market research analysis provides valuable insights into customer behaviour and preferences that can be used to inform the planning and execution of marketing campaigns.</b></p> <p><b>GROUP 3</b> finally, market research analysis can also be used to improve customer relationship by understanding customer need and leading to increased customer satisfaction and loyalty.</p>	<p><b>4 Prioritize</b></p> <p><b>GROUP 1</b> Market research analysis can be used to measure customer satisfaction with a company products, services, or overall customer experience. this information can then be used to identify areas for improvement and needs .</p> <p><b>GROUP 2</b> the role of market identifying market trends by analysing market data, business can gain a deeper understanding of the current market landscape, including the size and growth rate of the market, and any emerging trends or informed decisions about product,</p> <p><b>GROUP 3</b> market research analysis enables business to segment their customer base into different groups based on demographic, psychographic, and behavioural characteristics. services that better meet the needs of specific customer segments.</p>
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2	3	7579	4956	9426	1669	3321	2566
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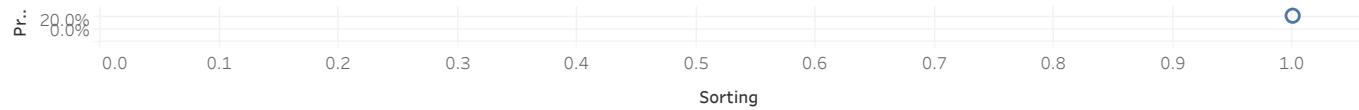
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Sheet 15



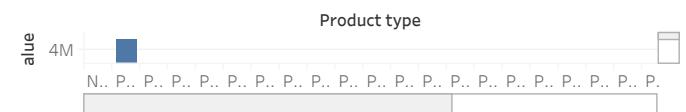
Sheet 17



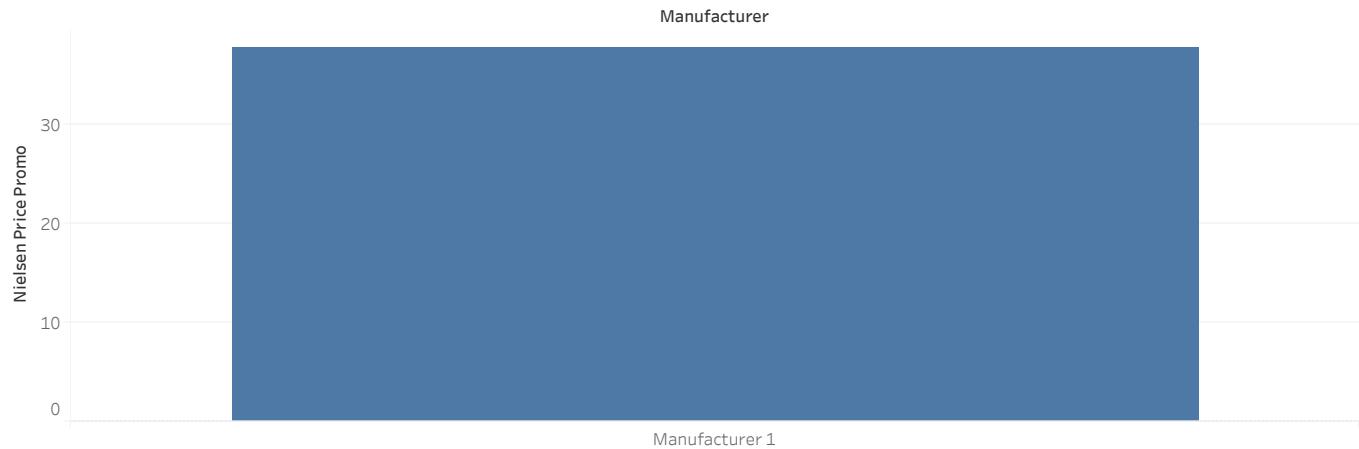
Sheet 16



Sheet 18

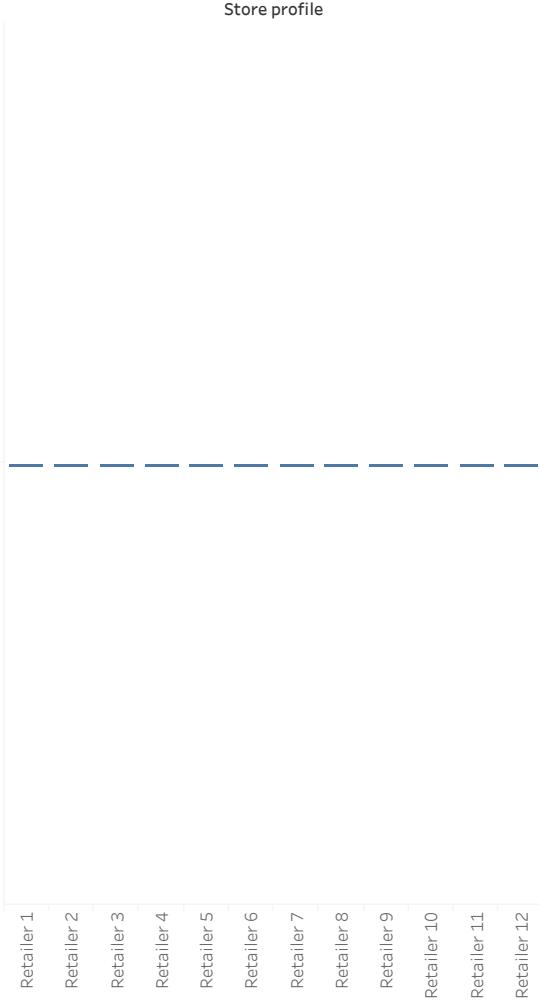


Sheet 14

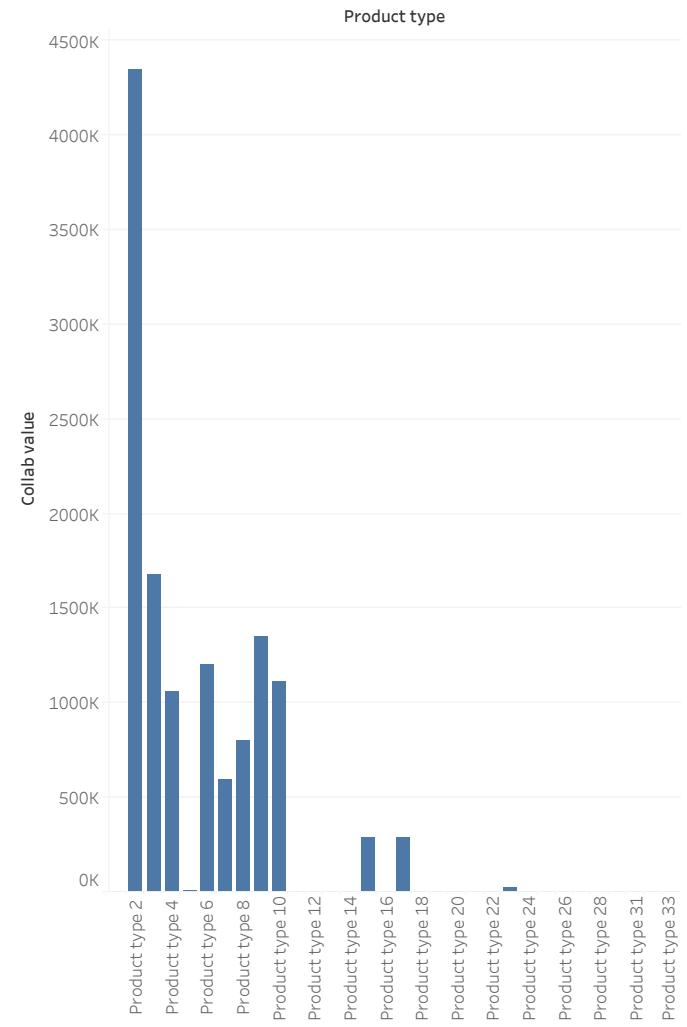


Sheet 19

cutoff date



Sheet 18



## Story 1

## UNVEILING MARKET INSIDES ANALYSIS SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

Sheet 15



Sheet 17

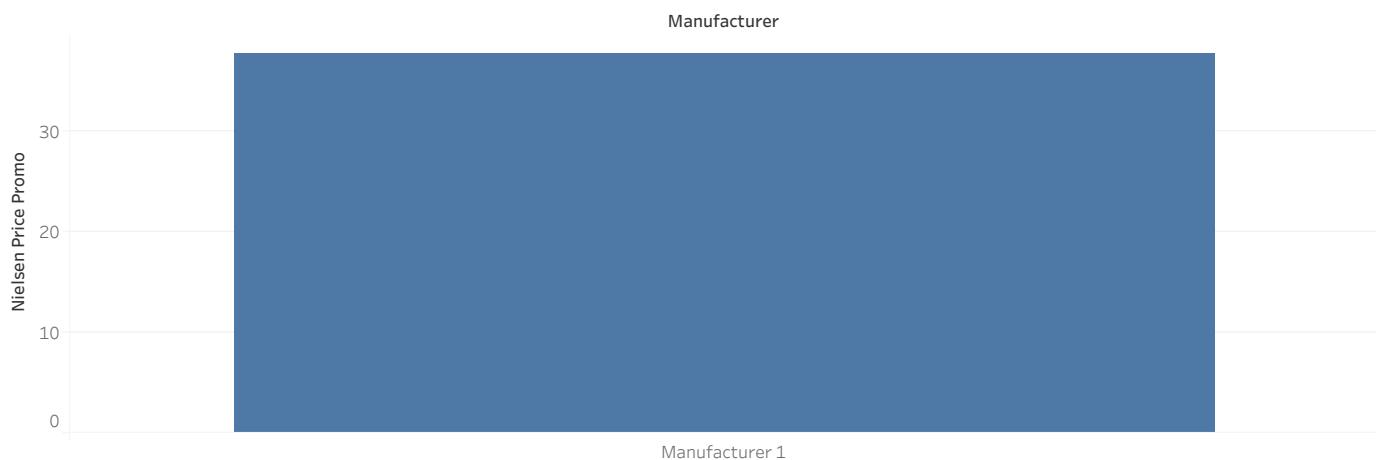


Sheet 16



Sheet 18

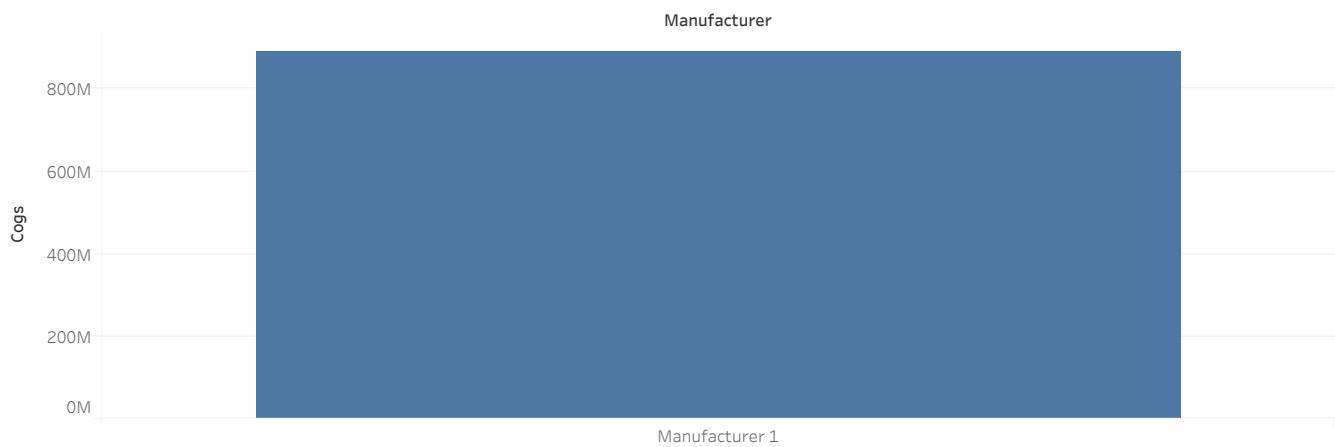
Sheet 14



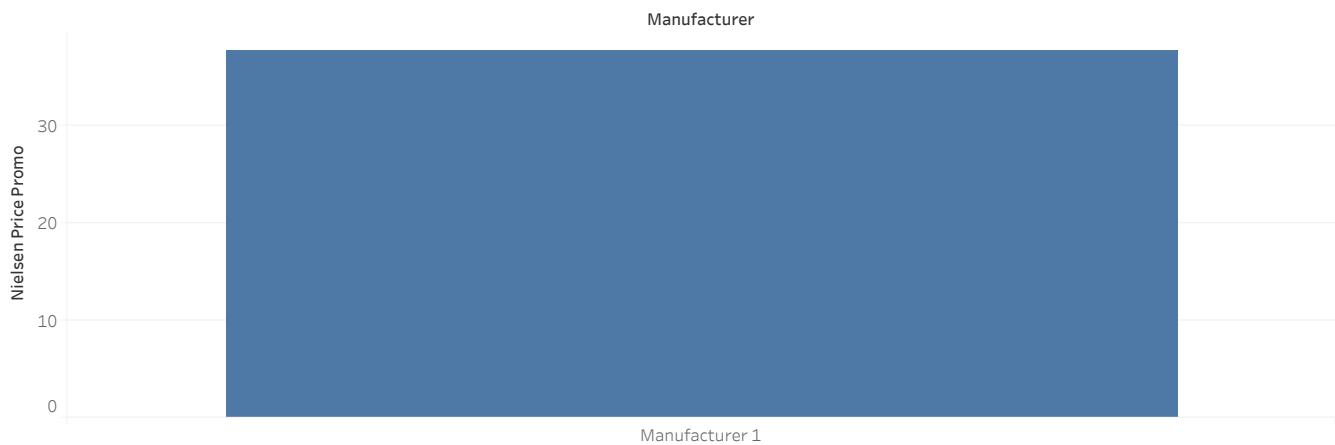
## Story 2

unveiling market insights

### Sheet 20



### Sheet 14



## **TABLEAU PROJECT PUBLISH LINK:**

### **Dash board**

[https://public.tableau.com/views/naveentableau/Dashboard2  
?:language=enUS&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/naveentableau/Dashboard2?:language=enUS&:display_count=n&:origin=viz_share_link)

### **Dash board 2:**

[https://public.tableau.com/views/naveentableau2/Dashboard  
3?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/naveentableau2/Dashboard3?:language=en-US&:display_count=n&:origin=viz_share_link)

# PROJECT REPORT

## INTRODUCTION:

In this introduction to market research, we're treating this topic a bit like solving a mystery. you're working to understand the mysteries of your target market and competitors (think of these as the characters in your story). you want to understand what motivates, encourages, and frustrates your consumers. in the case on your competitors, you want to anticipate their game plan to stay a step ahead in your market .

Market research is an ongoing challenge to learn more about your business, your audience, and your industry. when carried out successfully, it can help you see the big picture, as well as where you fit in that picture. because it relies heavily on data and analysis, you can uncover the right clues to solve the mysteries of your market.

Untitled mural • Data analysis

analysing spending behaviour and identifying opportunities for growth...

The diagram consists of a central pink circle labeled "unveiling market insights". Surrounding it are six rectangular boxes, each containing text and small images:

- Top Left:** "unveiling market insights: market research analysis is the key to effective analytical techniques to address process and interpret market data." Includes a small bar chart.
- Top Right:** "expanding consumer behaviour, market trends, demands, crucial tools informed decisions about product development." Includes a small image of two people.
- Bottom Left:** "understanding what features are most important to customers, a business can prioritize product development designs and features." Includes a small image of a globe.
- Bottom Right:** "market research analysis enables business to segment their customer base into different groups." Includes a small image of a person's face.
- Right Side:** "market research behavior and preference that can be used to create products." Includes a small image of a person's head.
- Bottom Center:** "this information can be used to create targeted marketing campaign and to develop products and services that better meet the needs of specific customer segments." Includes a small image of a person's head.

Insight Driven Marketing

Windows Taskbar:

- Type here to search
- File Explorer
- OneDrive
- Mail
- Edge
- Google Chrome
- File Explorer
- File Explorer

System tray:

- 9:50 PM
- 10/5/2023

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app.mural.co/t/dataanalysis9031/m/dataanalysis9031/1693399736576/54c5e0f27d0404006fee3483679cf954ff4b2?sender=ud53051ef3101521373b69...

Untitled mural

Define your problem statement

How to create opportunities for revenue in market insights

Market research analysis is the use of data analysis techniques to gather process and interpret market data to gain a better understanding for customers.

Market insight Business change

Market insight Business change

Brainstorm

- market trends
- customer behaviour
- pricing
- sales strategies
- informed decisions

understanding consumer needs and preferences

product development

marketing campaign planning

market trend analysis

Identifying market trends

improving customer relationships

Group ideas

GROUP 1

the insights gained from this data can help business identify what their customers want and tailors their products and marketing strategies accordingly.

GROUP 2

market research analysis provides valuable insights into customer behaviour and preferences that can be used to inform the planning and execution of marketing campaigns.

GROUP 3

finally, market research analysis can also be used to improve customer relationship by understanding customer need and leading to increased customer satisfaction and loyalty.

Prioritize

GROUP 1

Market research analysis can be used to measure customer satisfaction with a company's products, services, or overall customer experience. This information can then be used to identify areas for improvement and needs.

GROUP 2

The role of market identifying market trends by analyzing market data, business can gain a deeper understanding of the current market landscape, including the size and growth rate of the market, and any emerging trends or informed decisions about product.

GROUP 3

market research analysis helps businesses to segment their base into different groups based on demographic, psychographic, behavioural characteristics that better meet the needs of customer segments.

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10/5/2023

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File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout < Story 1

New story point

Blank Duplicate

Profit Pool Sheet 14 Sheet 15 Sheet 16 Sheet 17 Sheet 18 Dashboard 2 Sheet 19 Sheet 20 Dashboard 3

Drag to add text

Show title

Size Story (1016 x 964)

UNVEILING MARKET INSIDES ANALYSIS SPENDING BEHAVIOR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

Sheet 15

10.0% 0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0 Sorting

Sheet 17

Joint Product sub class

Product sub class	Value
Iso.	2M
Iso.	2M
Iso.	2M
Lar.	2M
M-	2M
Me.	2M
Mi.	2M
S-	2M
Ski	2M
Sm.	2M

Sheet 16

Product type

Value 58 8 nulls

Sheet 18

Product type

Value 4M

Sheet 14

Manufacturer

Data Source Profit Pool Sheet 14 Sheet 15 Sheet 16 Sheet 17 Sheet 18 Dashboard 2 Story 1 Sheet 19 Sheet 20 Dashboard 3 Story 2

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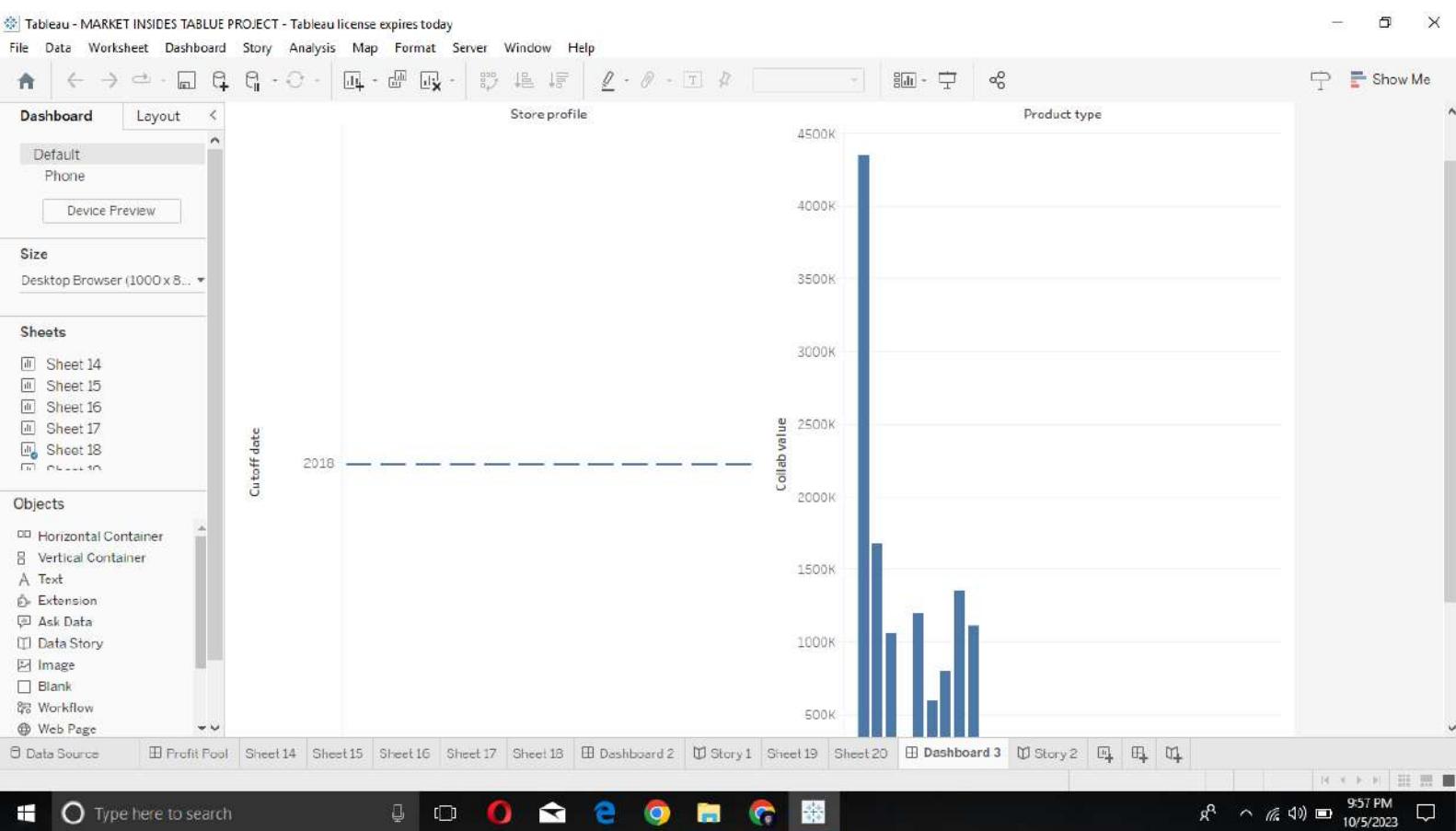


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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Dashboard Layout Sheet 15

Product sub class

2M

Product type

8 nulls

Product type

30

20

Price Promo

Manufacturer

58

3M

Sheets

- Sheet 14
- Sheet 15
- Sheet 16
- Sheet 17
- Sheet 18
- Sheet 19

Objects

- Horizontal Container
- Vertical Container
- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

Profit Pool

Sheet 14

Sheet 15

Sheet 16

Sheet 17

Sheet 18

Dashboard 2

Story 1

Sheet 19

Sheet 20

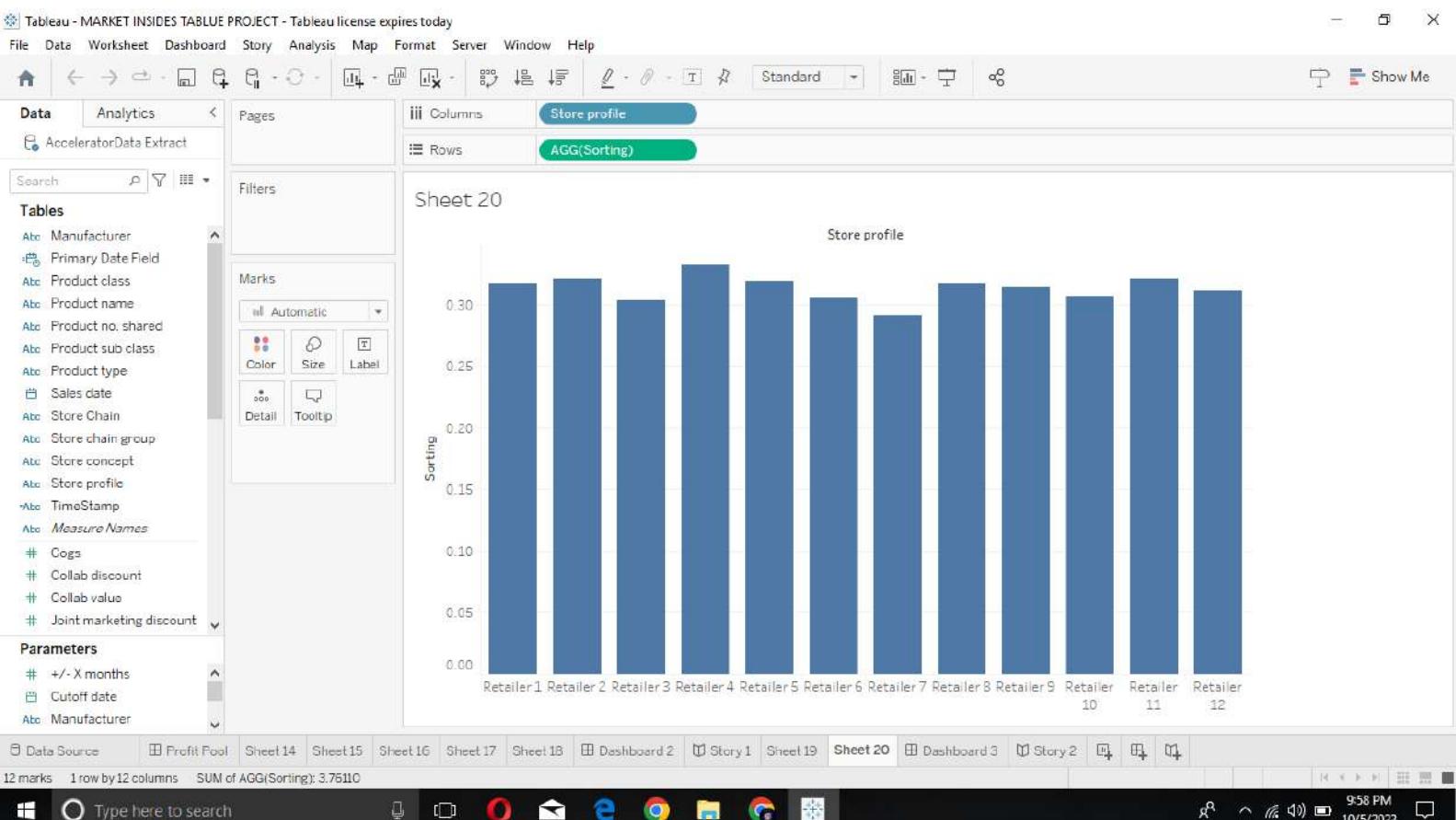
Dashboard 3

Story 2

Type here to search

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10/5/2023

The screenshot shows the Tableau desktop interface with several sheets and dashboards open. On the left, there's a sidebar with 'Sheets' and 'Objects' sections. The main area displays four charts: a horizontal bar chart for 'Product sub class' with values ranging from 0.0 to 1.0; a horizontal bar chart for 'Product type' with values ranging from 0 to 58; a horizontal bar chart for 'Product type' with values ranging from 0 to 3M; and a vertical bar chart for 'Price Promo' with values ranging from 0 to 30. The bottom navigation bar includes tabs for Profit Pool, Sheet 14, Sheet 15, Sheet 16, Sheet 17, Sheet 18, Dashboard 2, Story 1, Sheet 19, Sheet 20, Dashboard 3, Story 2, and various icons.



## **ADVANTAGES:**

**Market research is necessary for the development of any business: new or existing. this path is chosen by those companies that are interested in identifying the needs of the market and customers in general, increasing sales, and reducing costs and resources. since every start-up entrepreneur wants to invest his money in the most profitable way and get the maximum profit before launching a new profit before launching a new product, such a tool would be the best option to achieve such goals.**

## **DISADVANTAGES:**

**Market research can be costly depending on the methods chosen by the company. hiring a company to conduct the market research is one of the more costly methods, but using existing employees is also costly as research, questionnaires, interviews and examinations of the results must be scheduled and accounted for during working hours. asking a few individuals is not enough to get reliable and credible information and figures for the market research.**

## APPLICATIONS:

Market research is the process of collecting data regarding the market a business operates in and its customers. very often, market research is conducted to determine the feasibility of a new product or service. but it is nor uncommon to use research to re-evaluate current business strategies or before making pivotal changes, like rebranding.

Market research is a process no business should overlook-no matter how big or small, new or established. the market constantly evolves, with new products supercharging competition and consumers becoming all the more knowledgeable and demanding. market research is the best way to stay on top of market trends and make wise strategic decisions.

## **CONCLUSION:**

### **SOCIAL IMPACT:**

**Market research analysis can be used to analyse customer behaviour and market trends to inform sales forecasting this includes identifying which products or services are likely to sell well in the future, and estimating sales revenue and volume for these products or services.**

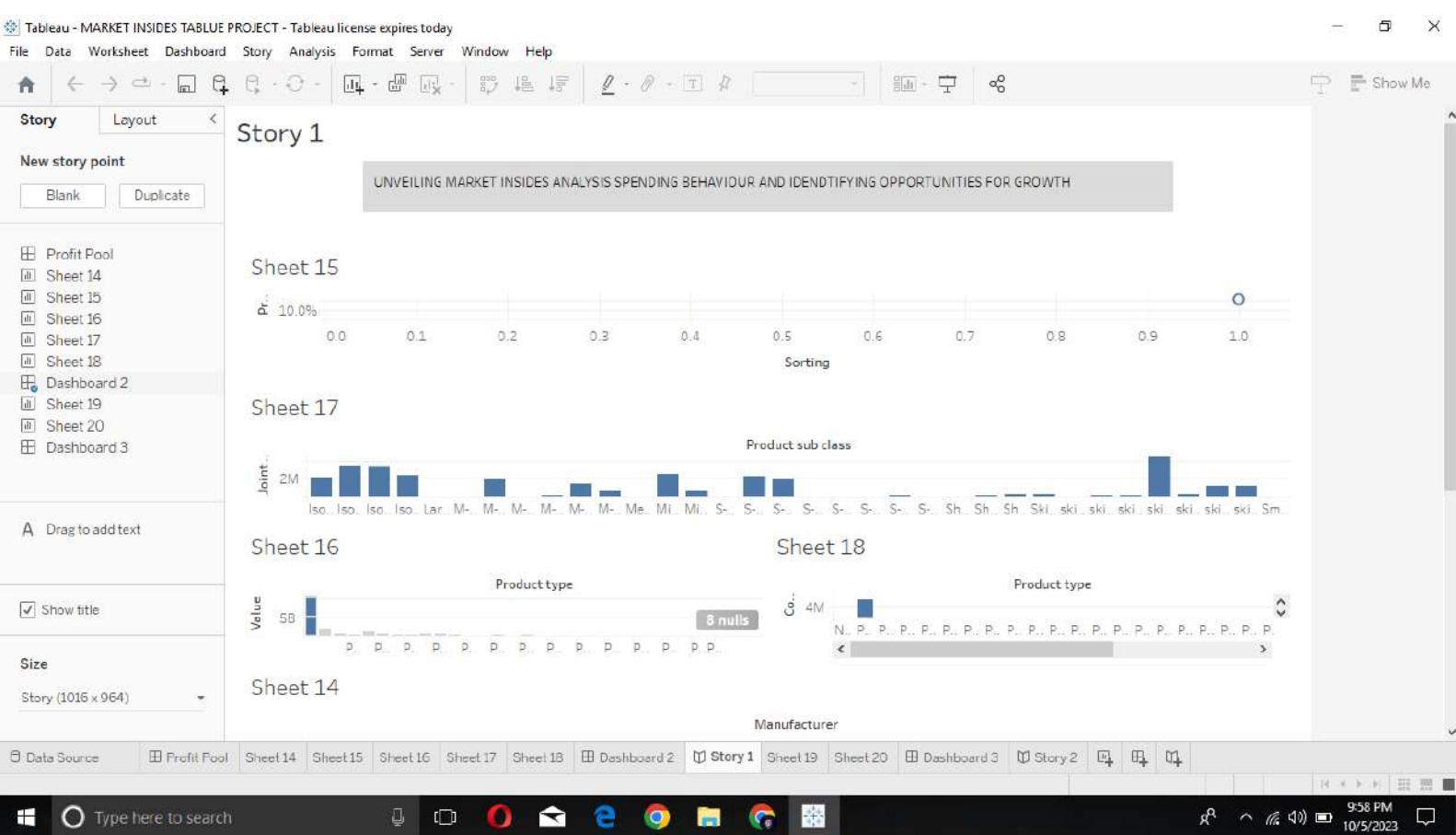
### **CUSTOMER DEMAND:**

**Market research analysis can also be used to forecast market demand, allowing business to make informed decisions about future product development, pricing and marketing strategies. by analysis historical data, market trends, and customer behaviour, business can make accurate predictions about future market demand and adjust their strategies accordingly. for example, if a business forecasts a decline in demand for a particular product, it can reduce production and marketing efforts for the product, or shift its focus to other products with higher potential for growth.**

## FUTURE SCOPE:

That's where the project scope statement comes into play. a project scope statement provides a detailed description of the work that must be done to deliver the output of a project on time and within the allotted budget. the document also places the objectives of the project and its output which could be product that a company is releasing to the marketplace or analysis that leadership will use to make an informed business decision wiithin the larger context of the organizations goals and objectives.

Developing a project scope statement is so important for the rest of the project plan,"says jacques alexis, assistant professor in the project management graduate program at northeastern university's collegeof professional studies. "you need to understand the structure in which the project will be carried out and consider internal and external factors".



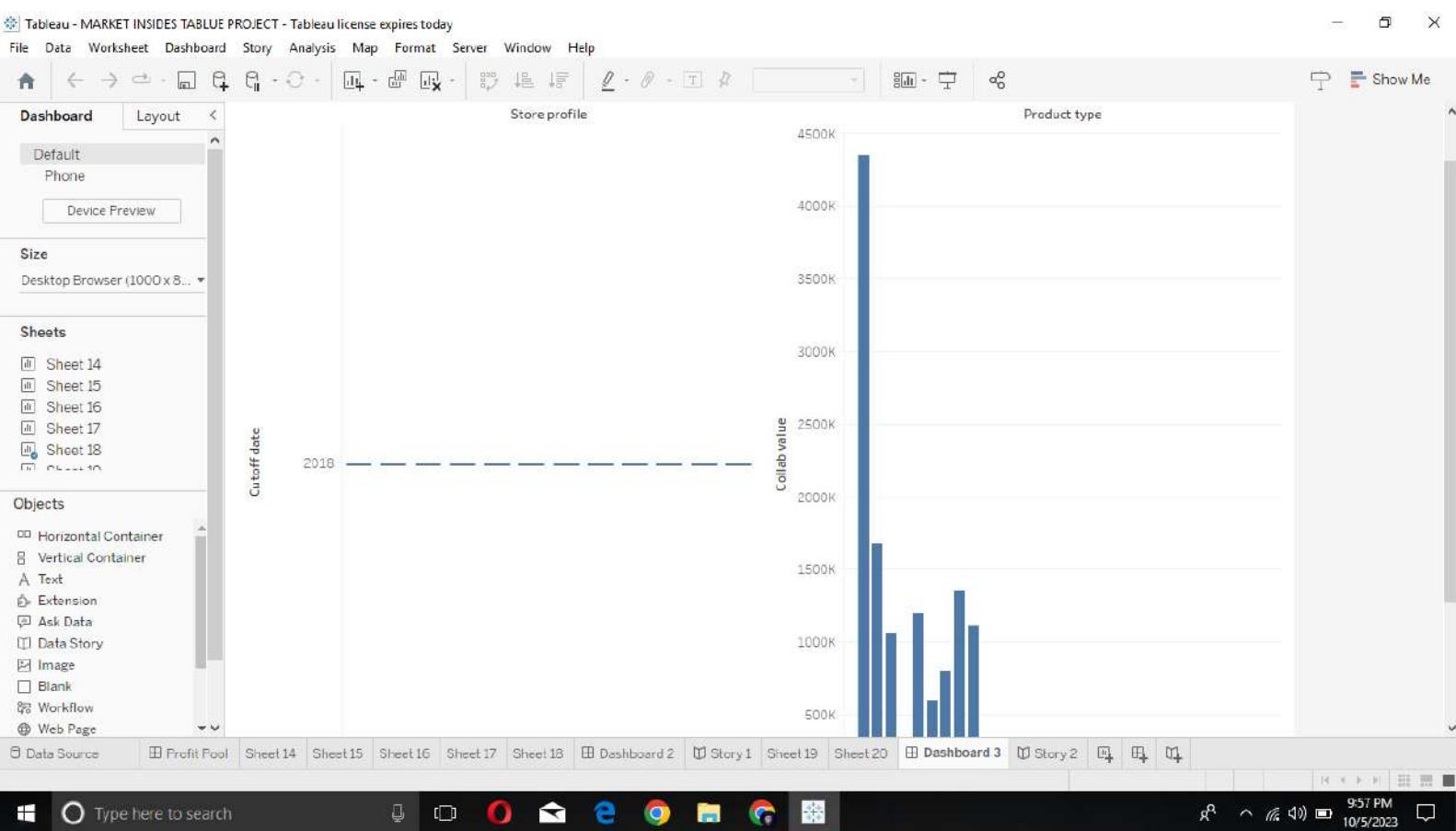


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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Dashboard Layout Sheet 15

Product sub class

2M

Product type

8 nulls

Product type

30

20

Price Promo

Manufacturer

58

3M

Sheet 17

Sheet 16

Sheet 18

Sheet 14

Horizontal Container

Vertical Container

Text

Extension

Ask Data

Data Story

Image

Blank

Workflow

Web Page

Profit Pool

Sheet 14

Sheet 15

Sheet 16

Sheet 17

Sheet 18

Dashboard 2

Story 1

Sheet 19

Sheet 20

Dashboard 3

Story 2

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