

# 1 INTRODUCTION

## 1.1 Overview

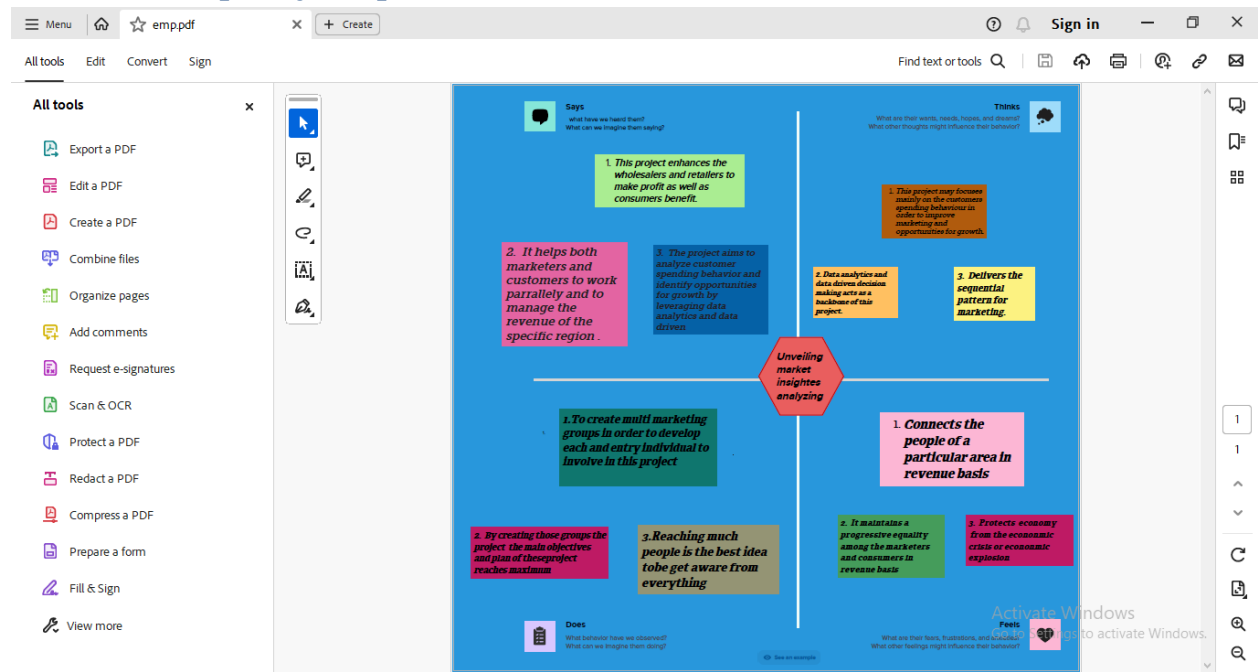
This Project aims to analyse customer spending behaviour and identify opportunities for growth by leveraging data analytics and data \_ driven decision making.

## 1.2 Purpose

Use of the Project is finding how the customer spending and identifying the growth.

# 2 PROBLEM DEFINITION & DESIGN THINKING

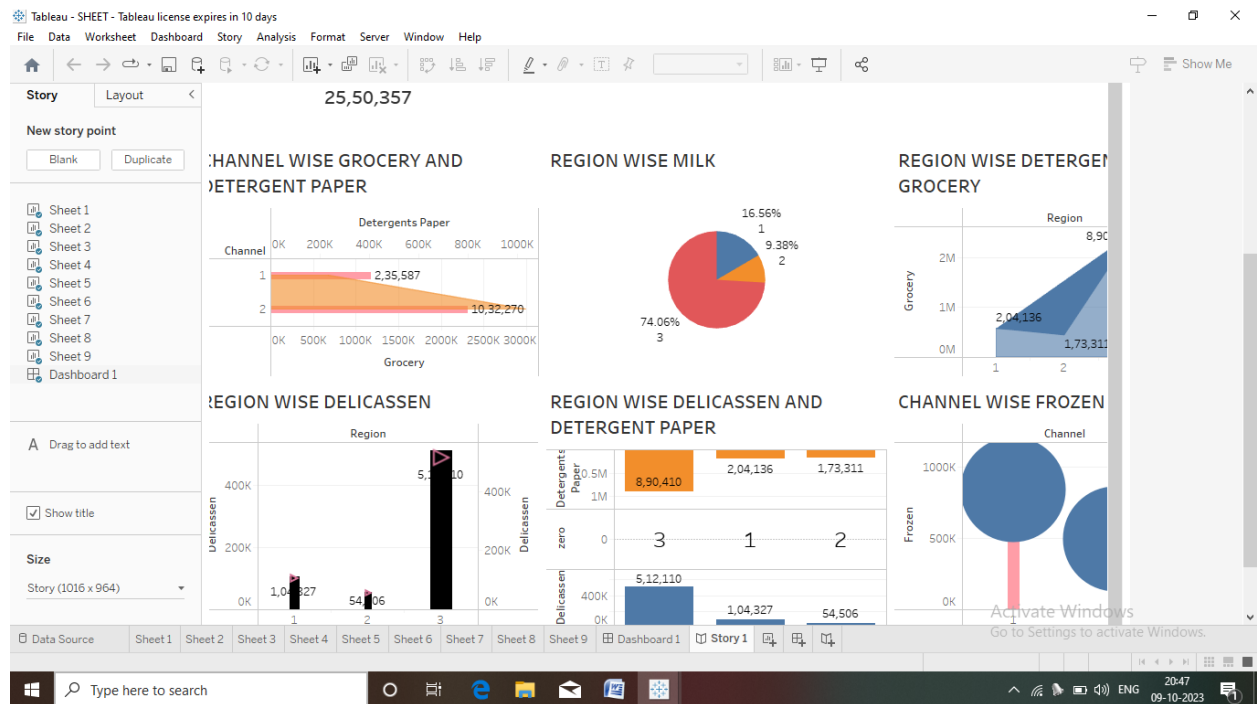
## 2.1 Empathy Map



## 2.2 Ideation & Braimstorming Map

The screenshot displays a web-based PDF editor interface. At the top, there's a header bar with a menu icon, the text 'emp.pdf', a star icon, 'brpdf', a close button, and a '+ Create' button. Below this is a navigation bar with 'All tools', 'Edit', 'Convert', and 'Sign'. A search bar on the right says 'Find text or tools' with a magnifying glass icon. On the left, a sidebar titled 'All tools' lists various functions: Export a PDF, Edit a PDF, Create a PDF, Combine files, Organize pages, Add comments, Request e-signatures, Scan & OCR, Protect a PDF, Redact a PDF, Compress a PDF, and Prepare a form. Below these is a button for 'Free 7-day trial'. The main workspace shows a document with a brainstorming map. The map consists of several interconnected boxes and diagrams. One box on the left is titled 'Brainstorming & idea prioritization'. Another box in the center contains a flowchart with red and purple nodes. A third box on the right shows a diagram of a computer monitor with various icons. The bottom of the interface features a Windows taskbar with the Start button, a search bar, and several application icons. The system tray on the right shows the date and time as '20:36 09-10-2023'.

### 3 RESULT



### 4 ADVANTAGES

By Extracting Valuable insights from data, business can develop effective strategies refine their products are services and ultimately drive growth.

### DISADVANTAGES

Time Consuming and expensive compared to secondary requires resources for survey design, data collection, and analysis. A limited sample size may not represent the entire target market.

### 5 APPLICATIONS

Dashboard and Story are the two applications where the solution can be find.

### 6 CONCLUSION

Conclusion of the project is gathering and collecting the information from the consumer plays major role in the project.

## **7 FUTURE SCOPE**

From this project we can collect the information very fast and very easy to get the information in the same place. And also can save the time.

## **8 APPENDIX**

### **A. Source code**

Dash board and Story.