UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

1.INTRODUCTION:

1.1 Overview

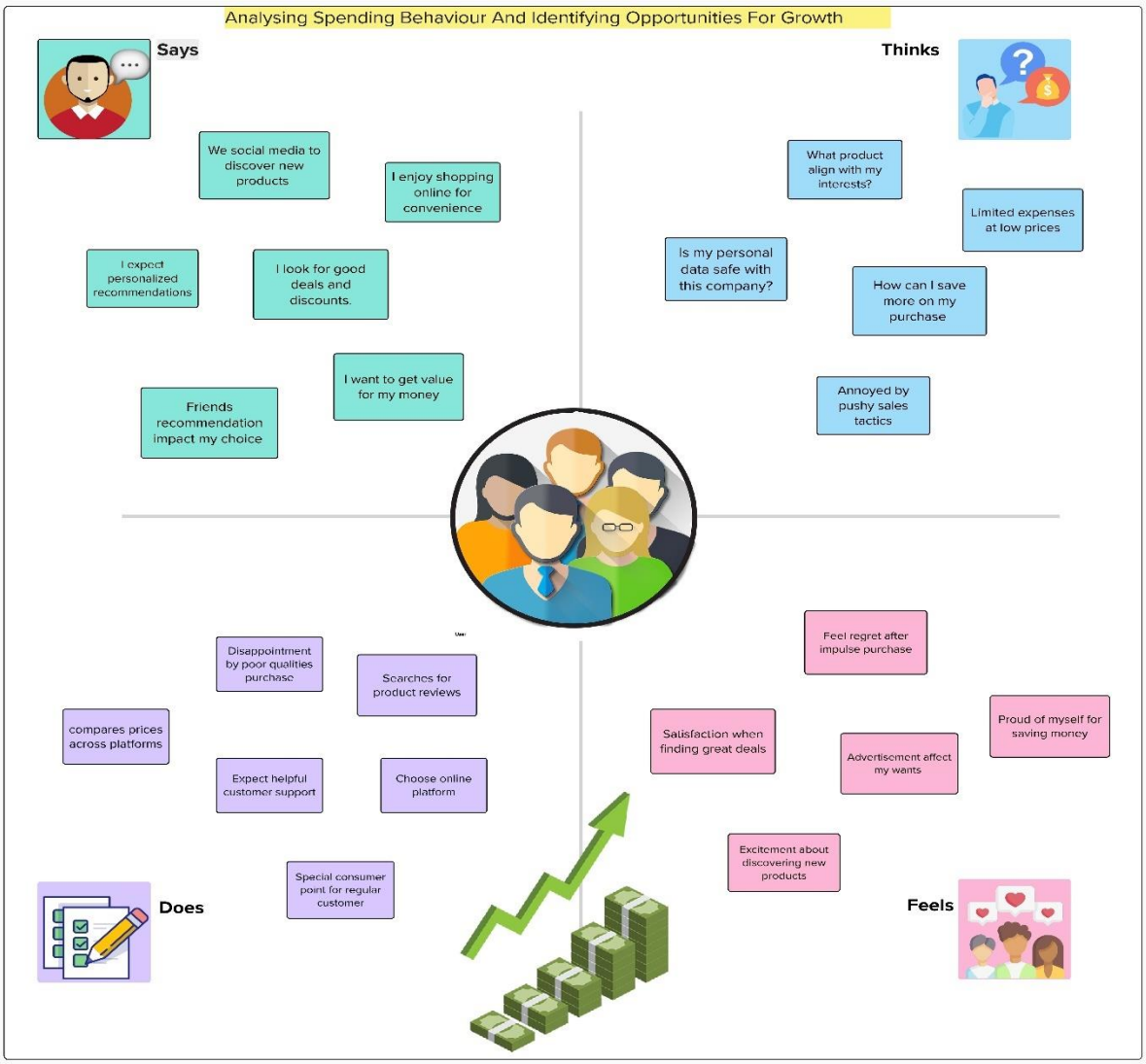
This project refers the most consumed products in both online and offline by the people

1.2 Purpose

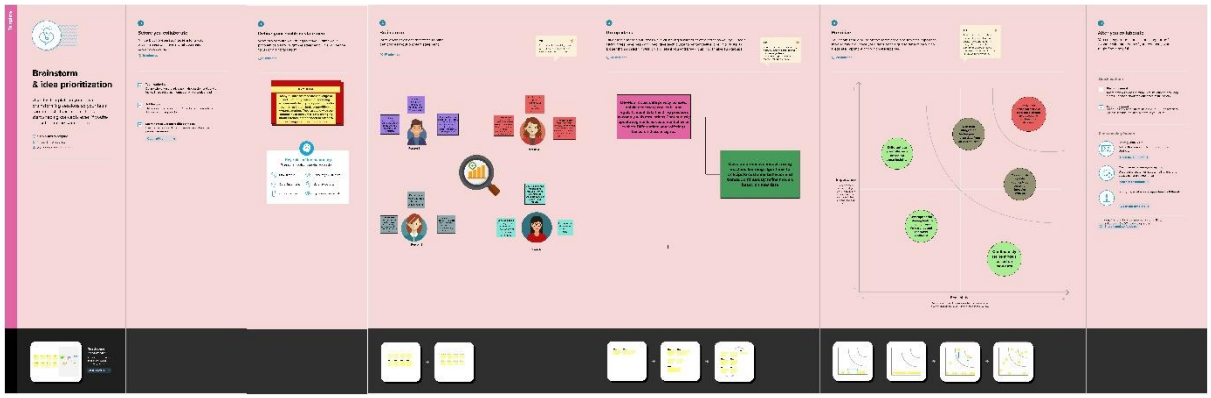
To identify the frequenty bought products in both online mode and offline mode

2.PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy Map



2.2 Idea & Brainstorming Map



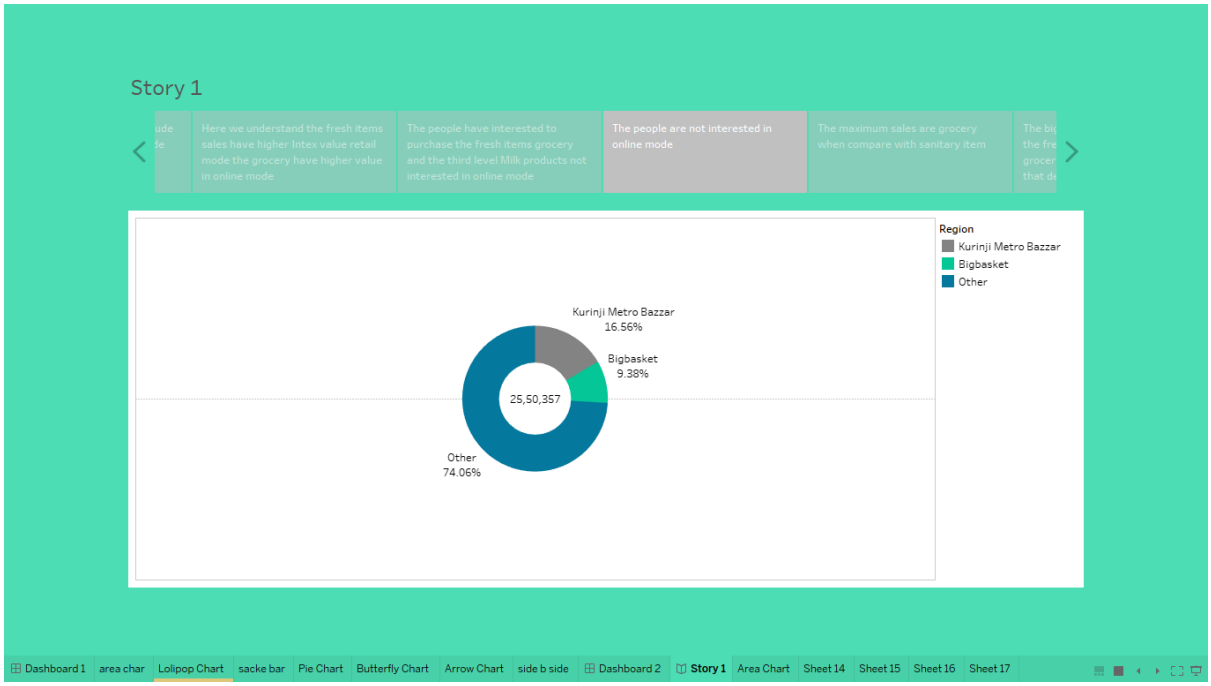
3.RESULT:

Story 1:

Story 2:

Story 3:

Story 4:



Story 5:

Story 6:

4.ADVANTAGES & DISADVANTAGES:

Advantages

- This Analysis will help the traders to sale the people's most demandable products
- From this visualize consumer can identify the worthable product available region

Disadvantages

- The numerical where insufficient, due to this we can't interpret collabiratively

5.APPLICATION:

- Analysis of spenders on the site
- Through these maps one can know the demand and fulfillment of people's goods

6.CONCLUSION:

- From this visualization we conclude maximum sales are in retail mode when compared to the online
- Here we understand the fresh items sales have higher Intex value retail mode the grocery have higher value in online mode
- The people have interested to purchase the fresh items
- The maximum sales are grocery when compare with sanitary item
- The big basket took the lead to sell the fresh product
- The people are not interested in online mode

7.FUTURE SCOPE:

- Among these data, there are few online spenders, which may increase online purchases in the future