

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

INTRODUCTION:

Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.

The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas. In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow. This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement.

When we say "marketing insight," we mean the process of gaining a comprehensive understanding of consumers, customers, competitors, and the entire industry.

There are many definitions for marketing insights, but they all relate to exploring an important, actionable, and previously unrealized truth about a target market. Marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting.

This is especially true when marketing a previously unused or unknown innovation. In other words, the best market insights help those selling the invention and the companies needing it. They offer value for money.

Marketing insight integrates personal and professional experiences with precisely gathered and analyzed data. You can't accomplish anything worthwhile if you don't know what you should do with the data you already have.

It is essential to monitor the effectiveness of a marketing campaign at every stage of its development. By doing this, you'll be able to create better campaigns in the future based on what you see, and you'll be able to track the success of these campaigns through insights.



Says

What have we heard them say?
What can we imagine them saying?

what do your
personas say about
their spending
behaviour?
Quotes, phrases, or
statements they
might make.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



what goes on in
their minds related
to spending? Their
thoughts
concerns, or
aspirations



what actions or
behaviour are
associated with their
spending habits?
what steps do they
take?



Does

What behavior have we observed?
What can we imagine them doing?

understand their
emotional state
while
spending. are they
happy, anxious, or
indifferent?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?





Brainstorm & idea prioritization

1. Brainstorm ideas
2. Sort ideas into groups
3. Prioritize ideas
4. Implement ideas
5. Review ideas

Before you collaborate

- Identify the problem you are trying to solve
- Define the problem clearly
- Set the goal

- Brainstorming: Generate ideas
- Grouping: Sort ideas into groups
- Prioritizing: Sort ideas into priority
- Implementing: Implement ideas

Define your problem statement

- What is the problem you are trying to solve?
- What is the goal of the problem?
- What are the constraints of the problem?

Problem statement: A clear, concise statement of the problem you are trying to solve. It should include the goal of the problem, the constraints of the problem, and the scope of the problem.

- Problem statement: A clear, concise statement of the problem you are trying to solve.
- Goal: The objective of the problem.
- Constraints: The limitations of the problem.
- Scope: The range of the problem.

Brainstorm

- Brainstorming: Generate ideas
- Grouping: Sort ideas into groups
- Prioritizing: Sort ideas into priority
- Implementing: Implement ideas



Group ideas

- Grouping: Sort ideas into groups
- Prioritizing: Sort ideas into priority
- Implementing: Implement ideas



Prioritize

- Prioritizing: Sort ideas into priority
- Implementing: Implement ideas



After you collaborate

- Review ideas
- Implement ideas
- Review ideas

- Review ideas: Review the ideas generated during the brainstorming session.
- Implement ideas: Implement the ideas that were prioritized.
- Review ideas: Review the results of the implementation.

- Review ideas: Review the results of the implementation.
- Implement ideas: Implement the ideas that were prioritized.
- Review ideas: Review the results of the implementation.

- Review ideas: Review the results of the implementation.

RESULT:

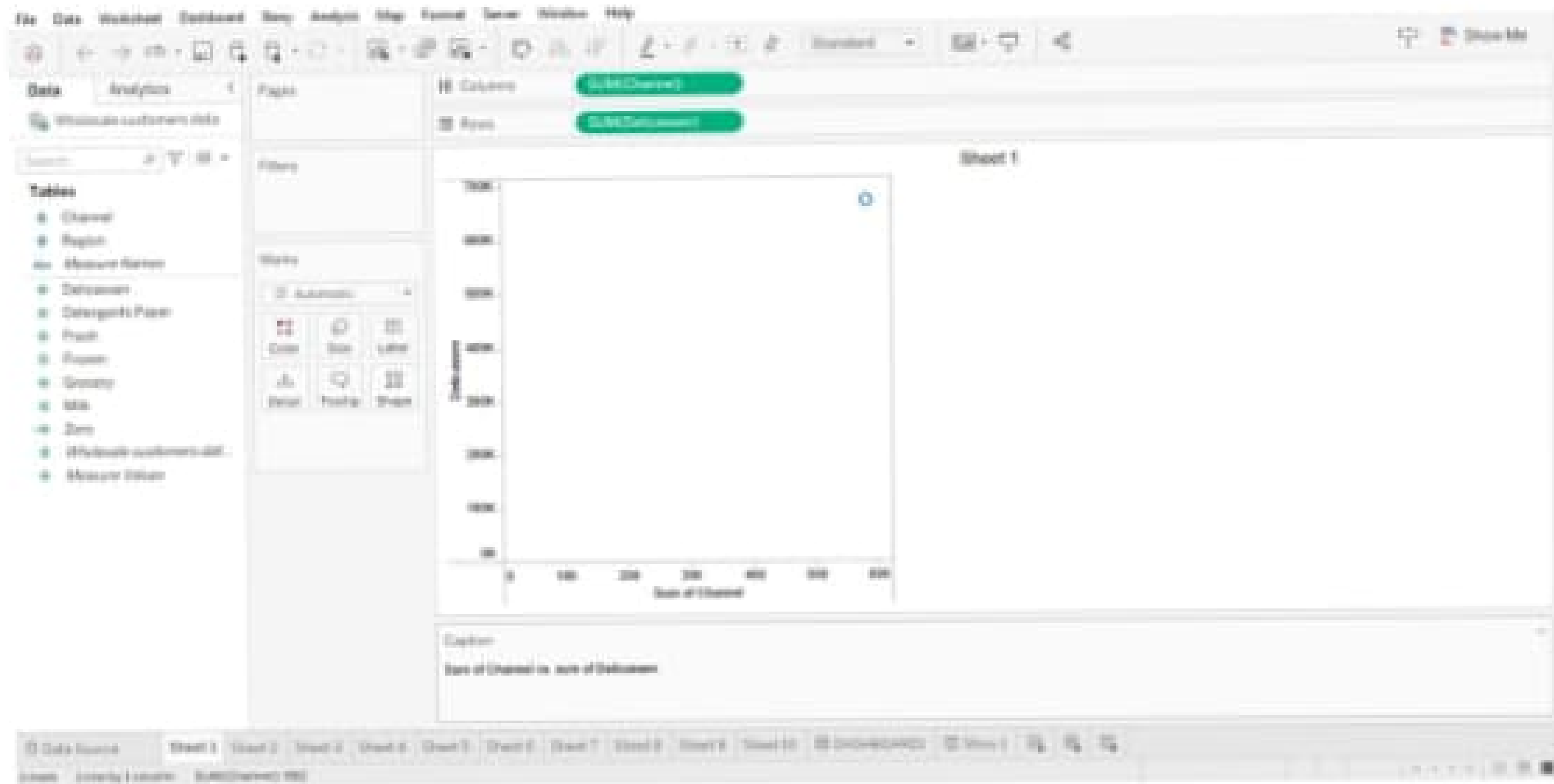


Tableau interface showing a worksheet named "Sheet 1" with a single data point displayed: "Milk" with a value of "25,50,357".

The interface includes a sidebar with "Data" and "Analytics" tabs, a search bar, and a list of tables including "Channel", "Region", "Measure Names", "Delicassen", "Detergents Paper", "Fresh", "Frozen", "Grocery", "Milk", "DOC-20231018-WA0000..cs...", and "Measure Values".

The "Marks" card shows the mark type set to "Automatic" and the measure "SUM(Milk)".

The bottom status bar indicates "1 mark 1 row by 1 column SUM(Milk): 2,550,357".

On the right side, there is a "Show Me" panel with a grid of visualization options. The first row includes a bar chart, a line chart, and a pie chart. The second row includes a map, a bar chart, and a line chart. The third row includes a bar chart, a line chart, and a pie chart. The fourth row includes a bar chart, a line chart, and a pie chart. The fifth row includes a bar chart, a line chart, and a pie chart. The sixth row includes a bar chart, a line chart, and a pie chart. The seventh row includes a bar chart, a line chart, and a pie chart. The eighth row includes a bar chart, a line chart, and a pie chart. The ninth row includes a bar chart, a line chart, and a pie chart. The tenth row includes a bar chart, a line chart, and a pie chart. The eleventh row includes a bar chart, a line chart, and a pie chart. The twelfth row includes a bar chart, a line chart, and a pie chart. The thirteenth row includes a bar chart, a line chart, and a pie chart. The fourteenth row includes a bar chart, a line chart, and a pie chart. The fifteenth row includes a bar chart, a line chart, and a pie chart. The sixteenth row includes a bar chart, a line chart, and a pie chart. The seventeenth row includes a bar chart, a line chart, and a pie chart. The eighteenth row includes a bar chart, a line chart, and a pie chart. The nineteenth row includes a bar chart, a line chart, and a pie chart. The twentieth row includes a bar chart, a line chart, and a pie chart. The twenty-first row includes a bar chart, a line chart, and a pie chart. The twenty-second row includes a bar chart, a line chart, and a pie chart. The twenty-third row includes a bar chart, a line chart, and a pie chart. The twenty-fourth row includes a bar chart, a line chart, and a pie chart. The twenty-fifth row includes a bar chart, a line chart, and a pie chart. The twenty-sixth row includes a bar chart, a line chart, and a pie chart. The twenty-seventh row includes a bar chart, a line chart, and a pie chart. The twenty-eighth row includes a bar chart, a line chart, and a pie chart. The twenty-ninth row includes a bar chart, a line chart, and a pie chart. The thirtieth row includes a bar chart, a line chart, and a pie chart. The thirty-first row includes a bar chart, a line chart, and a pie chart. The thirty-second row includes a bar chart, a line chart, and a pie chart. The thirty-third row includes a bar chart, a line chart, and a pie chart. The thirty-fourth row includes a bar chart, a line chart, and a pie chart. The thirty-fifth row includes a bar chart, a line chart, and a pie chart. The thirty-sixth row includes a bar chart, a line chart, and a pie chart. The thirty-seventh row includes a bar chart, a line chart, and a pie chart. The thirty-eighth row includes a bar chart, a line chart, and a pie chart. The thirty-ninth row includes a bar chart, a line chart, and a pie chart. The fortieth row includes a bar chart, a line chart, and a pie chart. The forty-first row includes a bar chart, a line chart, and a pie chart. The forty-second row includes a bar chart, a line chart, and a pie chart. The forty-third row includes a bar chart, a line chart, and a pie chart. The forty-fourth row includes a bar chart, a line chart, and a pie chart. The forty-fifth row includes a bar chart, a line chart, and a pie chart. The forty-sixth row includes a bar chart, a line chart, and a pie chart. The forty-seventh row includes a bar chart, a line chart, and a pie chart. The forty-eighth row includes a bar chart, a line chart, and a pie chart. The forty-ninth row includes a bar chart, a line chart, and a pie chart. The fiftieth row includes a bar chart, a line chart, and a pie chart. The fifty-first row includes a bar chart, a line chart, and a pie chart. The fifty-second row includes a bar chart, a line chart, and a pie chart. The fifty-third row includes a bar chart, a line chart, and a pie chart. The fifty-fourth row includes a bar chart, a line chart, and a pie chart. The fifty-fifth row includes a bar chart, a line chart, and a pie chart. The fifty-sixth row includes a bar chart, a line chart, and a pie chart. The fifty-seventh row includes a bar chart, a line chart, and a pie chart. The fifty-eighth row includes a bar chart, a line chart, and a pie chart. The fifty-ninth row includes a bar chart, a line chart, and a pie chart. The sixtieth row includes a bar chart, a line chart, and a pie chart. The sixty-first row includes a bar chart, a line chart, and a pie chart. The sixty-second row includes a bar chart, a line chart, and a pie chart. The sixty-third row includes a bar chart, a line chart, and a pie chart. The sixty-fourth row includes a bar chart, a line chart, and a pie chart. The sixty-fifth row includes a bar chart, a line chart, and a pie chart. The sixty-sixth row includes a bar chart, a line chart, and a pie chart. The sixty-seventh row includes a bar chart, a line chart, and a pie chart. The sixty-eighth row includes a bar chart, a line chart, and a pie chart. The sixty-ninth row includes a bar chart, a line chart, and a pie chart. The seventieth row includes a bar chart, a line chart, and a pie chart. The seventy-first row includes a bar chart, a line chart, and a pie chart. The seventy-second row includes a bar chart, a line chart, and a pie chart. The seventy-third row includes a bar chart, a line chart, and a pie chart. The seventy-fourth row includes a bar chart, a line chart, and a pie chart. The seventy-fifth row includes a bar chart, a line chart, and a pie chart. The seventy-sixth row includes a bar chart, a line chart, and a pie chart. The seventy-seventh row includes a bar chart, a line chart, and a pie chart. The seventy-eighth row includes a bar chart, a line chart, and a pie chart. The seventy-ninth row includes a bar chart, a line chart, and a pie chart. The eightieth row includes a bar chart, a line chart, and a pie chart. The eighty-first row includes a bar chart, a line chart, and a pie chart. The eighty-second row includes a bar chart, a line chart, and a pie chart. The eighty-third row includes a bar chart, a line chart, and a pie chart. The eighty-fourth row includes a bar chart, a line chart, and a pie chart. The eighty-fifth row includes a bar chart, a line chart, and a pie chart. The eighty-sixth row includes a bar chart, a line chart, and a pie chart. The eighty-seventh row includes a bar chart, a line chart, and a pie chart. The eighty-eighth row includes a bar chart, a line chart, and a pie chart. The eighty-ninth row includes a bar chart, a line chart, and a pie chart. The ninetieth row includes a bar chart, a line chart, and a pie chart. The ninety-first row includes a bar chart, a line chart, and a pie chart. The ninety-second row includes a bar chart, a line chart, and a pie chart. The ninety-third row includes a bar chart, a line chart, and a pie chart. The ninety-fourth row includes a bar chart, a line chart, and a pie chart. The ninety-fifth row includes a bar chart, a line chart, and a pie chart. The ninety-sixth row includes a bar chart, a line chart, and a pie chart. The ninety-seventh row includes a bar chart, a line chart, and a pie chart. The ninety-eighth row includes a bar chart, a line chart, and a pie chart. The ninety-ninth row includes a bar chart, a line chart, and a pie chart. The hundredth row includes a bar chart, a line chart, and a pie chart.

For horizontal bars try

- 0 or more Dimensions
- 1 or more Measures

Tableau interface showing a worksheet named "Sheet 2" with a single mark and row. The mark is a text mark representing the sum of the "Grocery" measure, with a value of 34,98,562.

The interface includes the following components:

- Data Source:** DOC-20231018-WA0000.
- Search:** Search bar with a magnifying glass icon.
- Tables:** List of tables including Channel, Region, Measure Names, Delicassen, Detergents Paper, Fresh, Frozen, Grocery, Milk, DOC-20231018-WA0000.cs..., and Measure Values.
- Columns:** Columns shelf.
- Rows:** Rows shelf.
- Marks:** Marks shelf with a green pill labeled "SUM(Gro..)".
- Filters:** Filters shelf.
- Pages:** Pages shelf.
- Format:** Format pane with a "Standard" dropdown.
- Sheet 2:** The main workspace showing the visualization.
- Visualization:** A single mark and row showing the text "Grocery 34,98,562".
- Help Panel:** A panel on the right side of the interface providing guidance on creating visualizations. It includes a grid of icons for various chart types and a section titled "For horizontal bars try" with buttons for "Dimensions" and "Measures".

1 mark 1 row by 1 column SUM(Grocery): 3,498,562

Tableau interface showing a worksheet named "Sheet 3" with a single mark card displaying the value "Fresh 52,80,131". The interface includes a sidebar with data sources and tables, a top toolbar with various visualization options, and a bottom status bar.

Data | Analytics

DOC-20231018-WA0000.

Search

Tables

- # Channel
- # Region
- Abc Measure Names
- # Delicassen
- # Detergents Paper
- # Fresh
- # Frozen
- # Grocery
- # Milk
- # DOC-20231018-WA0000..cs...
- # Measure Values

Marks

Automatic

Color Size Text

Detail Tooltip

SUM(Fresh)

Columns

Rows

Sheet 3

Fresh
52,80,131

For horizontal bars try

0 or more Dimensions

1 or more Measures

Data Source | Sheet 2 | **Sheet 3** | Sheet 4 | Sheet 5 | Sheet 6 | Sheet 7 | sheet 8 | Dashboard 1 | Dashboard 2 | story 1 | Sheet 1 | Story 2

1 mark | 1 row by 1 column | SUM(Fresh): 5.280.131

Rapini J

Data Analytics

DOC-20231018-WA0000.

Search

Tables

- # Channel
- # Region
- ABC Measure Names
- # Delicassen
- # Detergents Paper
- # Fresh
- # Frozen
- # Grocery
- # Milk
- # DOC-20231018-WA0000..cs...
- # Measure Values

Pages

Columns

Rows

Filters

Marks

All

SUM(Grocery)

Polygon

Color

Size

Label

Detail

Tooltip

Path

Measure Nam..

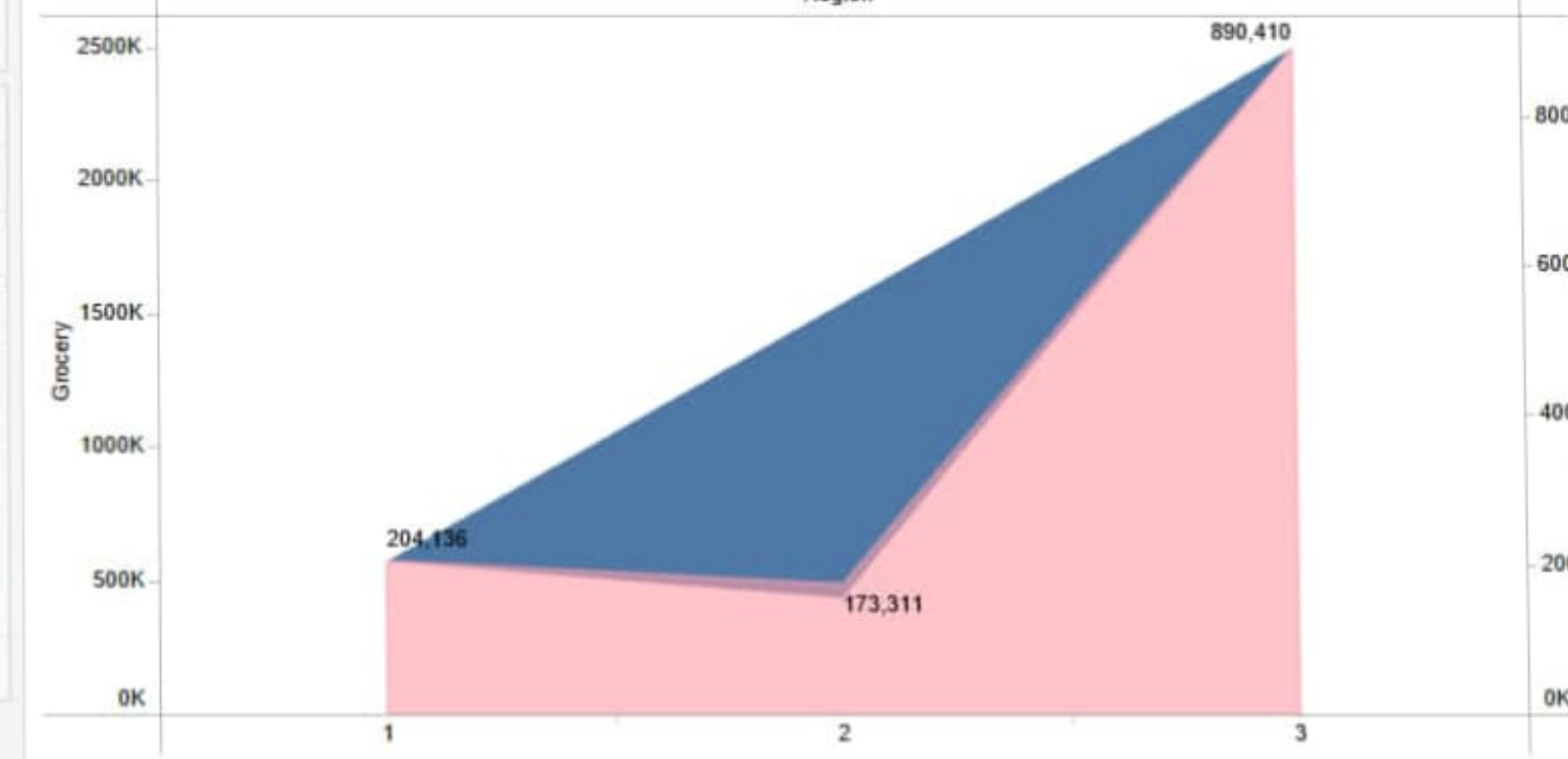
SUM(Detergent...

Region

SUM(Grocery) SUM(Detergents Pap..

Sheet 4

Region



Caption

Grocery and Detergents Paper for each Region. Color shows details about Grocery and Detergents Paper. For pane Sum of Detergents Paper: The marks labeled by Detergents Paper.

For scatter plots try

0 or more Dimensions

2 to 4 Measures

Data Analytics

DOC-20231018-WA0000.

Search

Tables

- # Channel
- # Region
- ABC Measure Names
- # Delicassen
- # Detergents Paper
- # Fresh
- # Frozen
- # Grocery
- # Milk
- # DOC-20231018-WA0000..cs...
- # Measure Values

Pages

Filters

Marks

All

SUM(Grocery)

SUM(Detergen...

Area

Color Size Label

Detail Tooltip

Measure Nam...

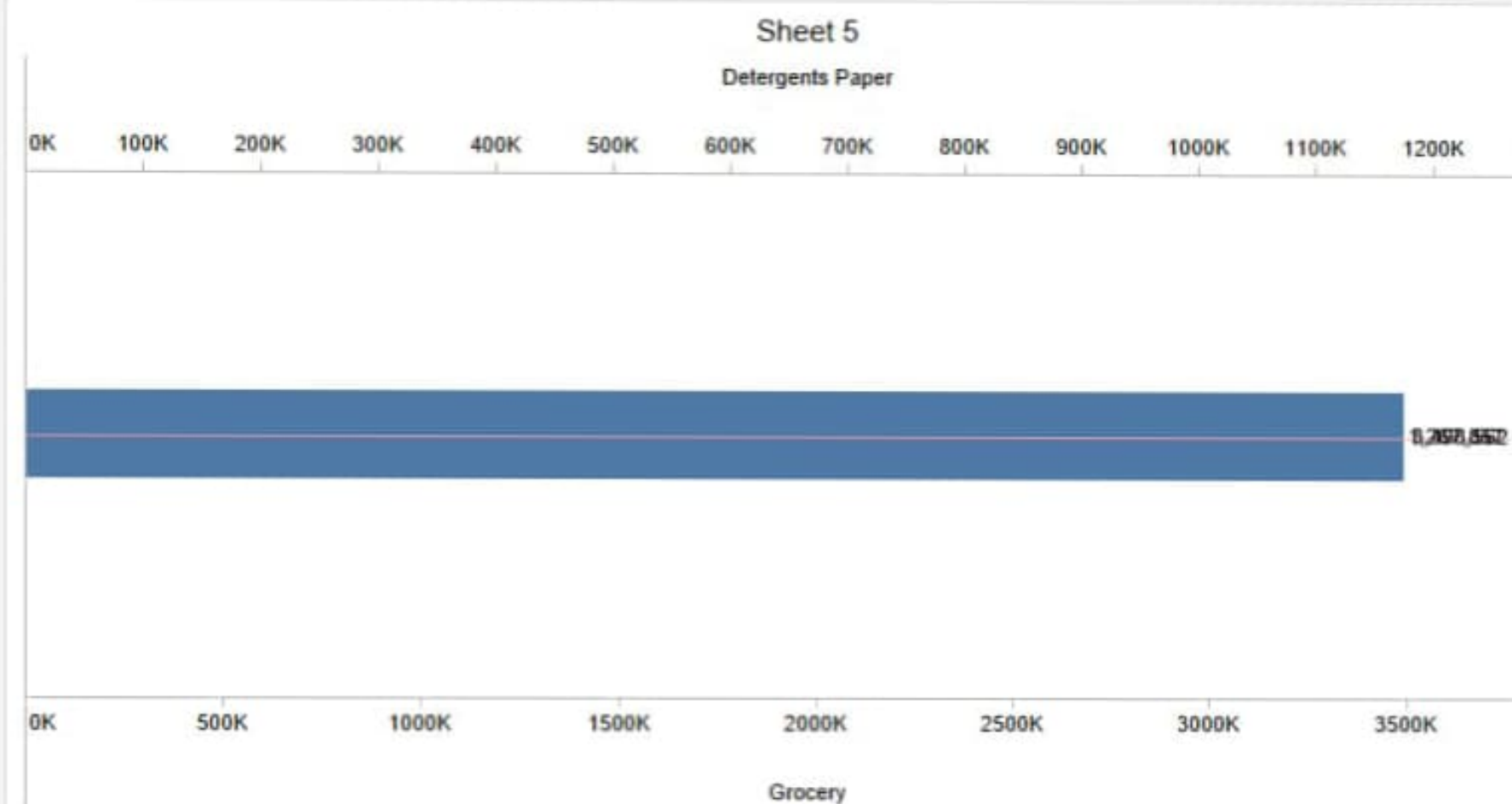
SUM(Detergen...

Columns

SUM(Grocery)

SUM(Detergents Pap..

Rows



Caption

Grocery and Detergents Paper. Color shows details about Grocery and Detergents Paper. For pane Sum of Grocery: The marks are labeled by Grocery. For pane Sum of Detergents Paper: The marks are labeled by Detergents Paper.



For scatter plots try

0 or more Dimensions

2 to 4 Measures

Data Analytics

DOC-20231018-WA0000

Search

Tables

- # Channel
- # Region
- Alt Measure Names
- # Delicassen
- # Detergents Paper
- # Fresh
- # Frozen
- # Grocery
- # Milk
- # DOC-20231018-WA0000_cs...
- # Measure Values

Pages

Columns

Rows

Filters

Marks

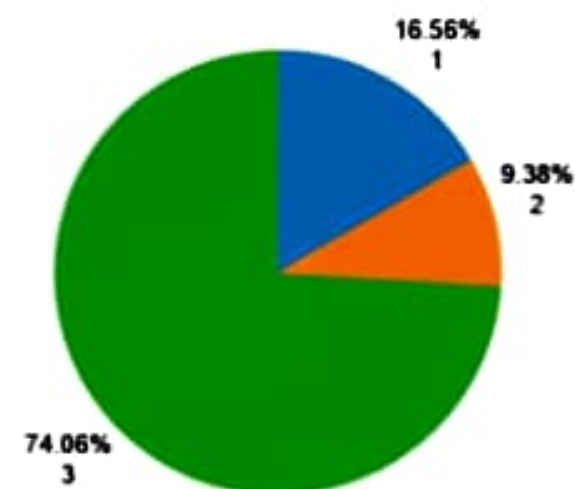
Pie

Color Size Label

Detail Tooltip Angle

Region
SUM(Milk)
SUM(Milk)
SUM(Milk)
Region

Sheet 6



Caption

% of Total Milk and Region. Color shows details about Region. Size shows sum of Milk. The marks are labeled by % of Total Milk and Region.

Show Me



For scatter plots try

0 or more Dimensions

2 to 4 Measures

Data Analytics

DOC-20231018-WA0000.

Search

- Tables**
- # Channel
 - # Region
 - ABC Measure Names
 - # Delicassen
 - # Detergents Paper
 - # Fresh
 - # Frozen
 - # Grocery
 - # Milk
 - # DOC-20231018-WA0000..cs...
 - # Measure Values

Pages

Filters

Marks

All

Multiple

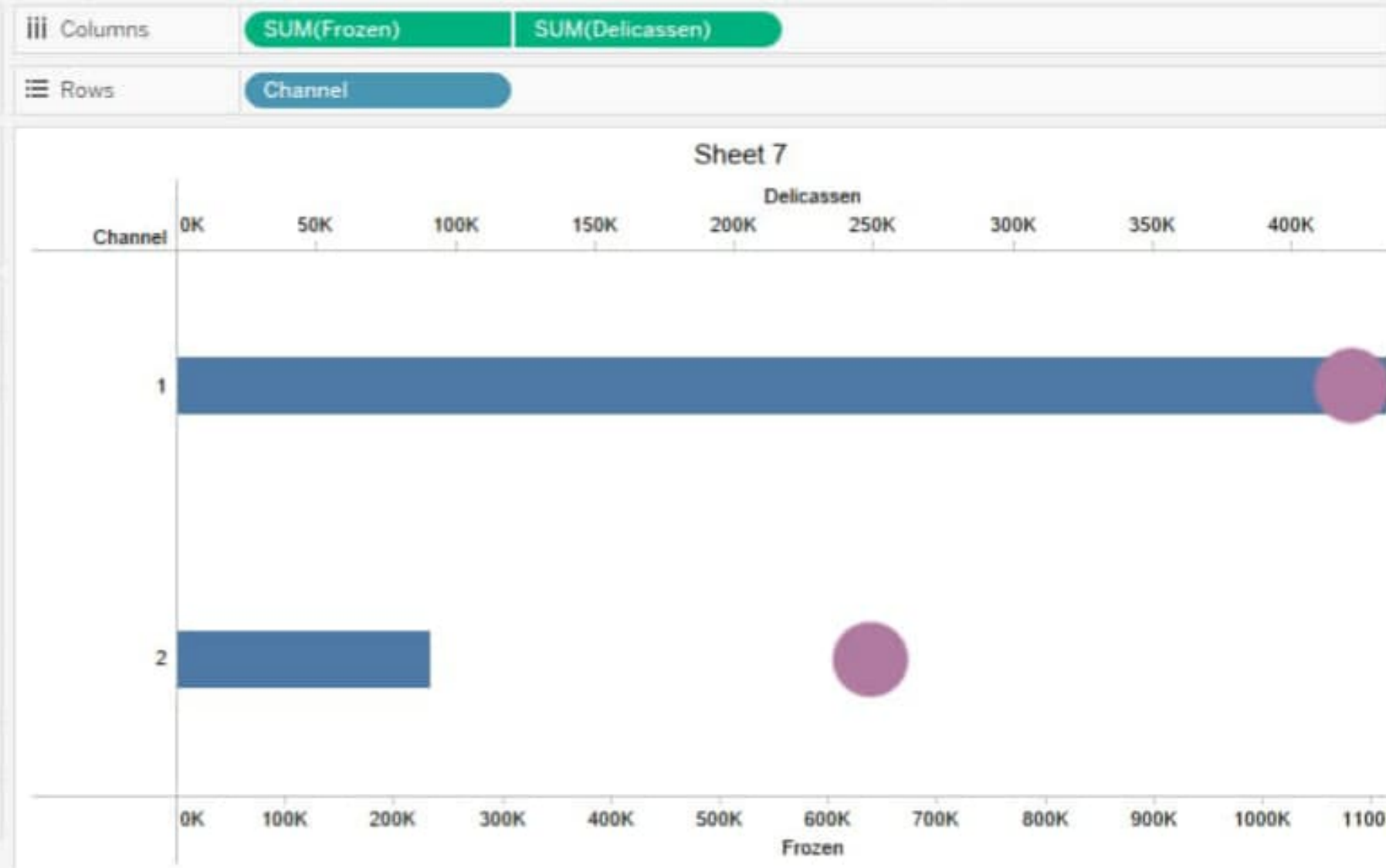
Color Size Label

Detail Tooltip

Measure Nam...

SUM(Frozen)

SUM(Delicassen)



Caption

Frozen and Delicassen for each Channel. Color shows details about Frozen and Delicassen.

Visualizations

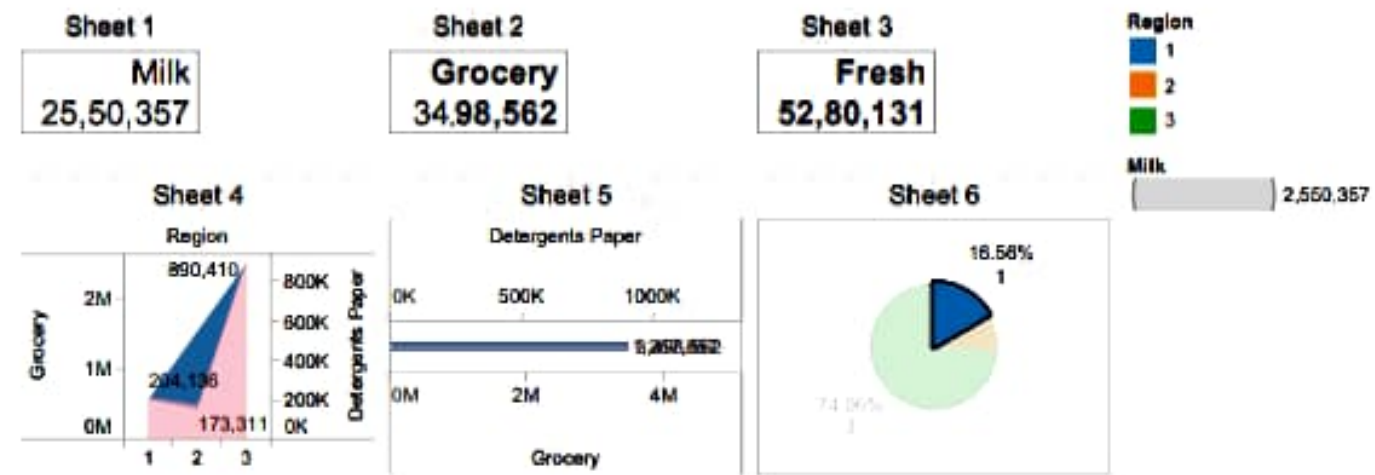
For scatter plots try

0 or more Dimensions

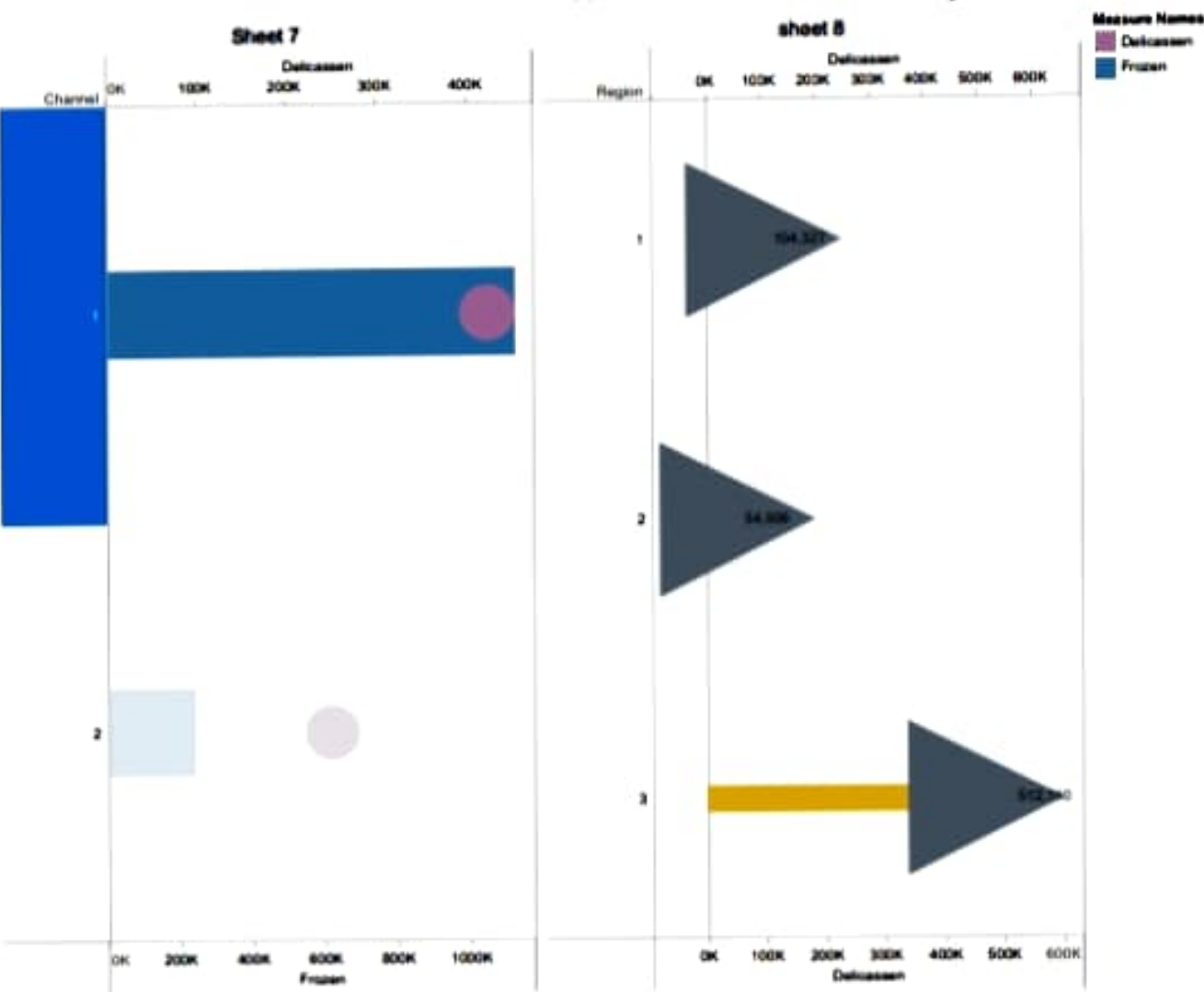
2 to 4 Measures



Wholesaler Customer Analysis



Wholesaler Customer Analysis



containing enough quantity for one or two washers. This finding LED companies to introduce the shampoos sachet, which become a good seller.

Marketing-mix decisions

Once unsatisfied needs and wants are identified, the marketer has to determine the right mix of product, price, distribution, and promotion.

Where too, consumer behavior study is very helpful in finding answers to too many perplexing questions. The factors of marketing mix decisions are:

i) product ii) price iii) promotion iv) distribution

Use in social and nonprofits marketing

Consumer behavior studies are useful to design marketing strategies by social, governmental, and not for profit organizations to make their programs more effective such as family planning, awareness about AIDS.

USES:

A company's ability to gain marketing insights is critical. The following are some of the most common essential marketing insights to increase customer involvement and profitability:

- In order to meet the needs of your target audience based on their purchasing habits and attitudes, marketing insights are essential. People who have purchased, engaged, or repurchased products or services in the past can provide these insights.

Companies can directly interact with their customers and find out what content, goods, or services they want, and they can meet those demands with marketing insight.

- Understanding the needs and wants of the target audience helps companies better understand their customers' preferences. This information gives them a much better chance of bringing in revenue. With the help of market insights, marketers can link insights from actual data to create predictive models for their advertising efforts.

For example, suppose a business discovers that its customers are more likely to purchase fruit flavors in the summer months. In that case, they can use this insight to develop a strong marketing campaign for their fruit flavors during the following summer.

- Utilizing market insights is crucial because it aids in predicting potential changes in the market or industry. Finding patterns in customer behavior, such as spending patterns or levels of content engagement, can be done very effectively by analyzing data.

Marketers can frequently spot marketing trends based on outside variables such as the season, weather, economy, or makeup of their rivals' markets. With the help of marketing insights, they can predict market changes and lessen their losses.

Identifying Opportunities for Growth

Analyzing consumer behavior data can also help businesses identify opportunities for growth. By identifying gaps in the market and understanding consumer needs and preferences, businesses can develop innovative products and services that meet the needs of their target audience. This can help businesses stay ahead of their competitors and increase their market share.

Importance of consumer behavior:

Consumer behavior is an important aspect of marketing that helps businesses understand their target customers. By studying consumer behavior, businesses can identify what motivates customers to buy their products or services, which can help them develop effective marketing strategies. There are several reasons why consumer behavior is important for businesses.

FUTURE SCOPE:

Augmented reality and virtual reality are tools of the future. Virtual environments or virtual reality as a research method could be the next progressive progression for the market research industry, owing to the increasing accessibility of such technologies in the research industry.

CONCLUSION:

In the above discussion, we have tried to give you the details about marketing insight and its importance. One of the most important benefits of marketing insights we learned is that it will strengthen the relationship between marketers and customers by providing the details needed to solve marketing problems and assist with marketing policy.

Understanding customer behavior and attitudes are essential to developing effective marketing strategies.

