

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

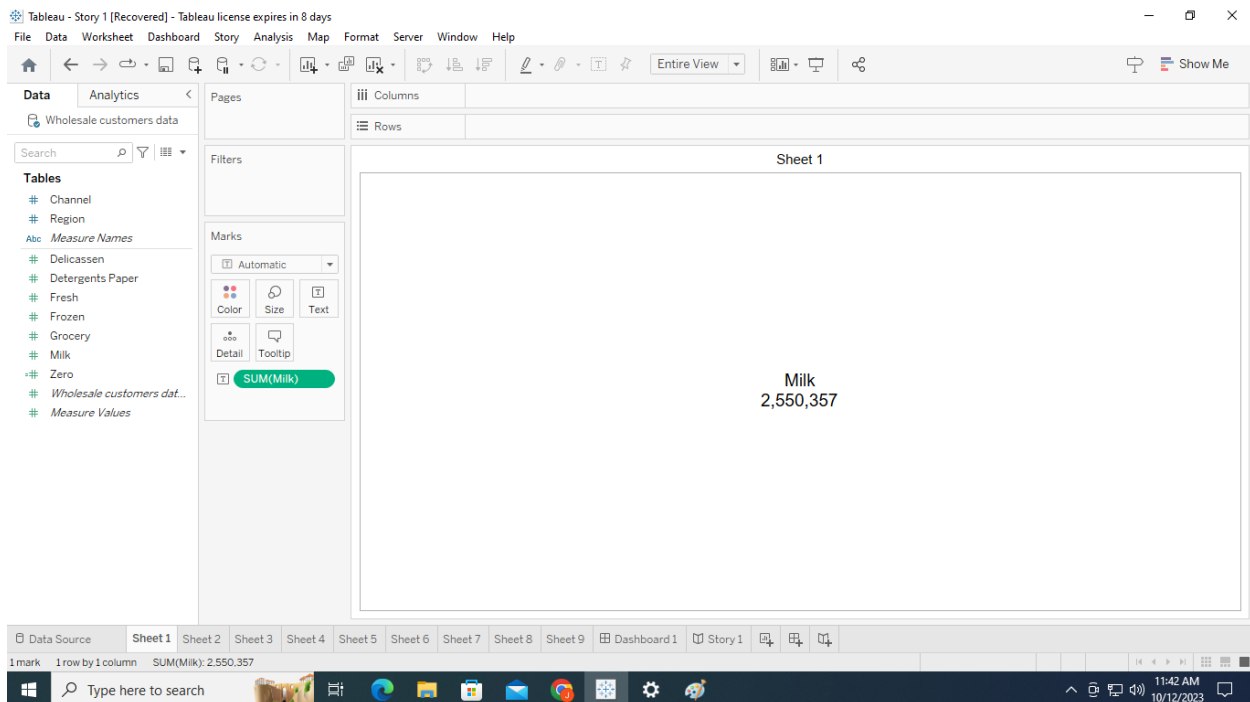
- ❖ A marketing strategy refers to a comprehensive plan of action developed by a company to achieve its marketing goals and objectives.
- ❖ Market research can help us to get accurate and specific information about our customers and competitors.



This project 's data named as “**Wholesale Customer Analysis**” .

In order to understand about market analysis, we have created almost 9 sheets in tableau desktop with the basic needs such as milk, grocery, fresh, detergent paper, delicassen etc... in region wise and channel wise respectively. Here I have attached the 9 sheets .

Sheet 1: Milk

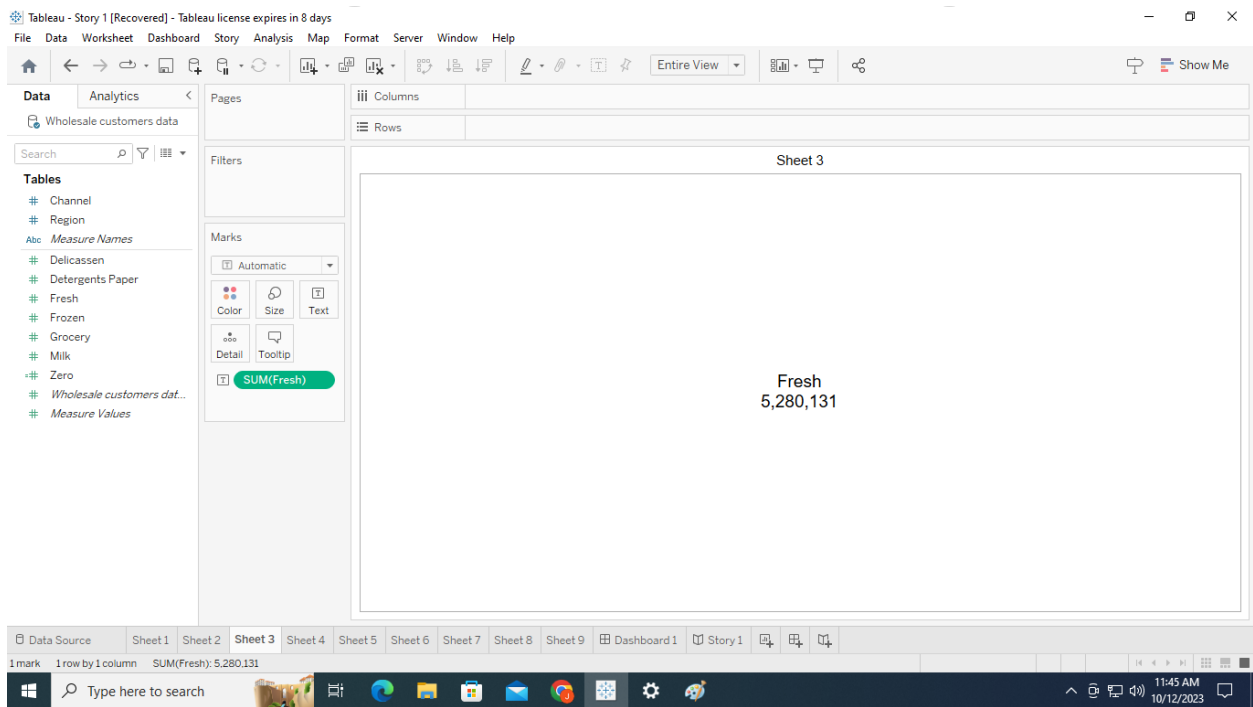


Sheet 2: Grocery

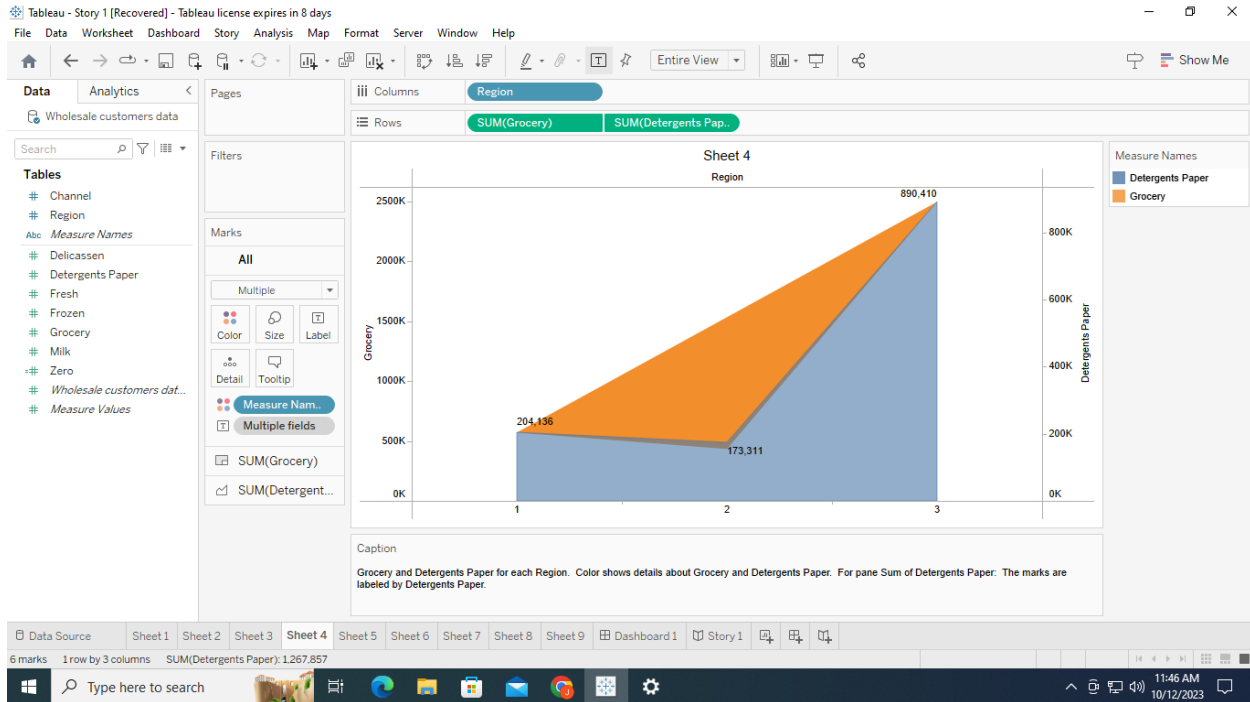
Sheet 2

Grocery
3,498,562

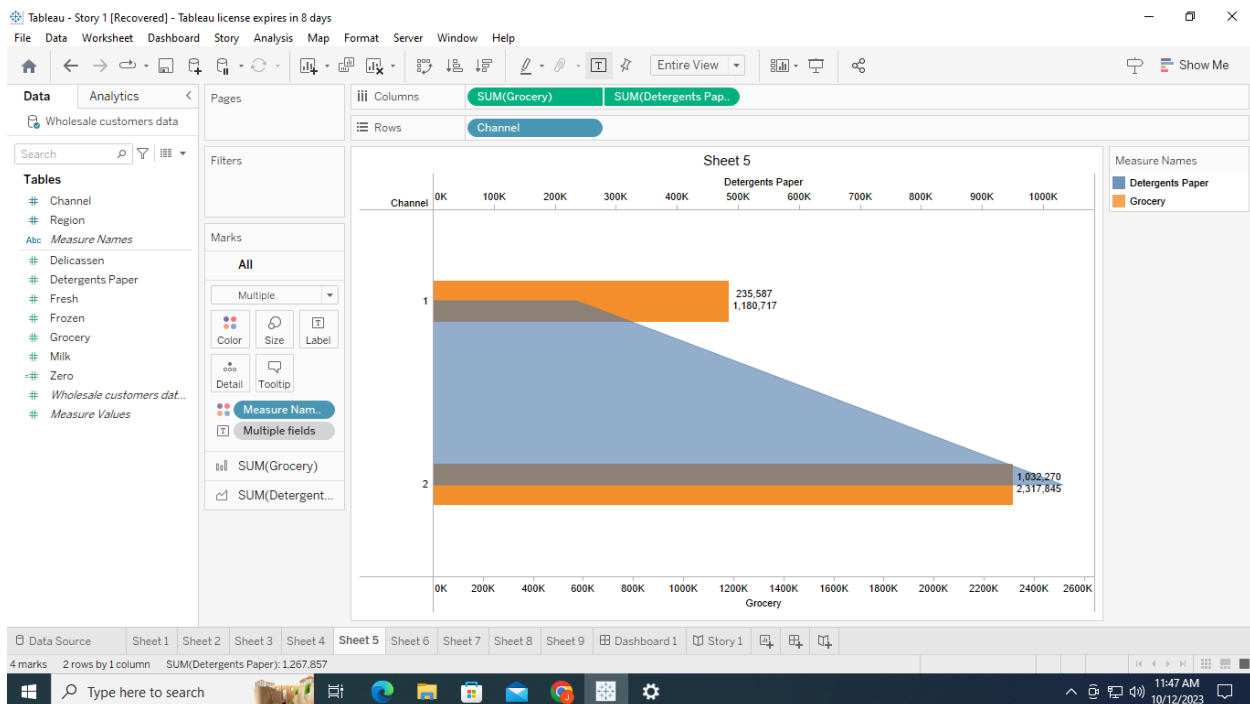
Sheet 3: Fresh



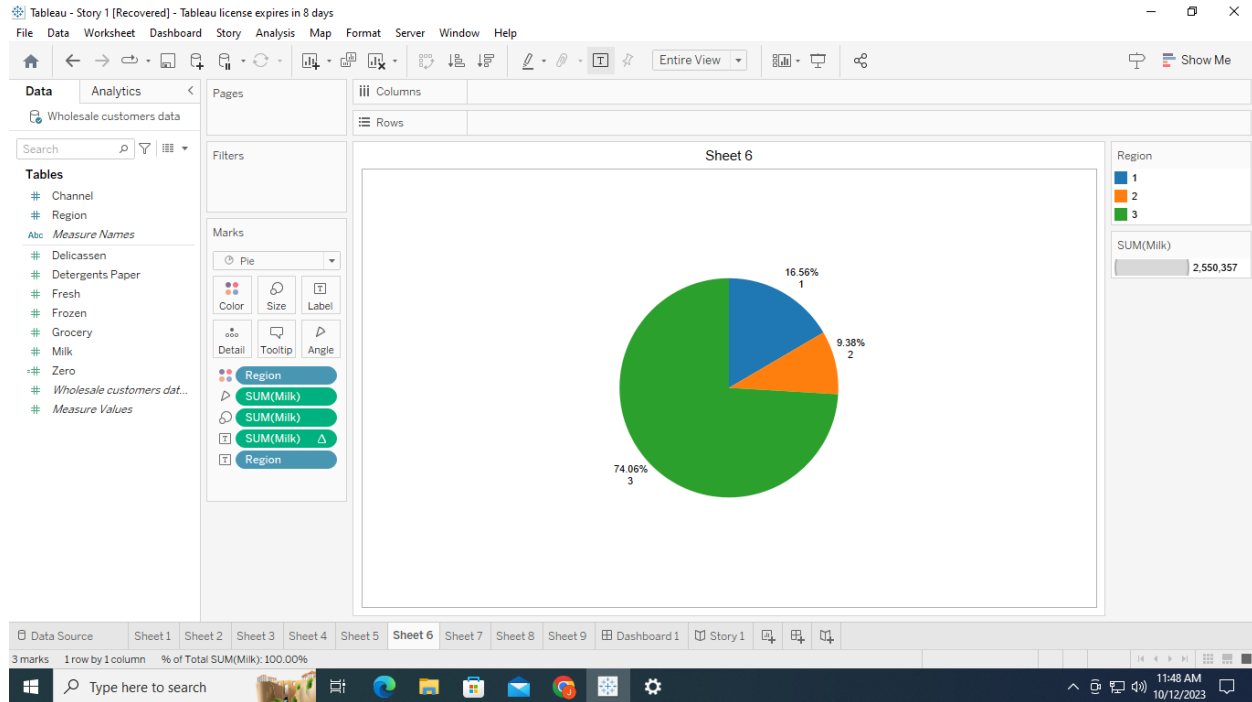
Sheet 4: Region Wise Grocery and Detergent Paper



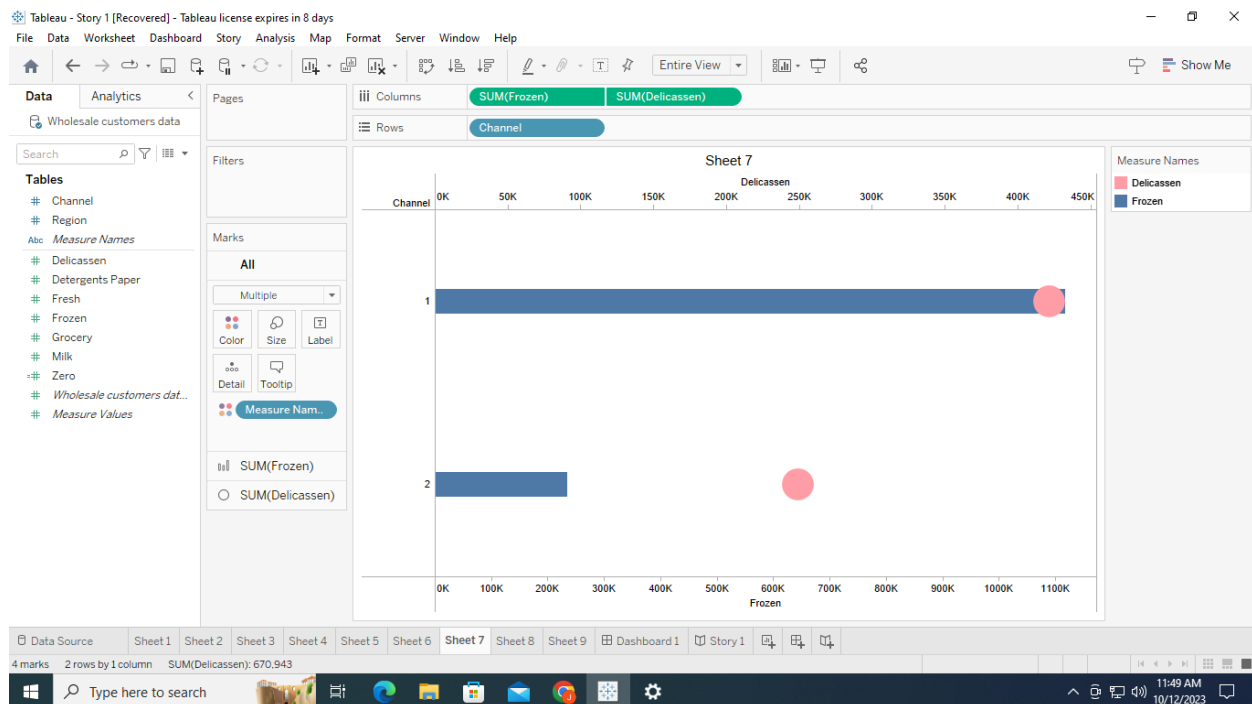
Sheet 5: Channel Wise Detergent Paper



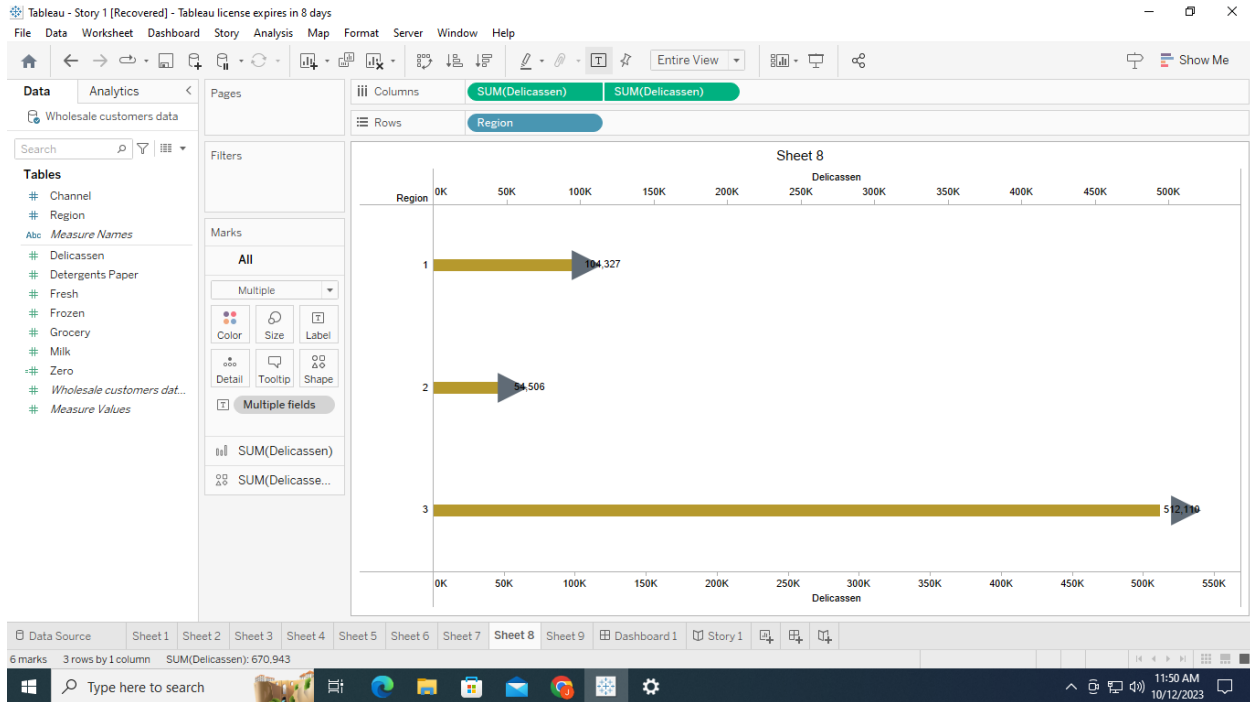
Sheet 6: Milk covered in three various regions



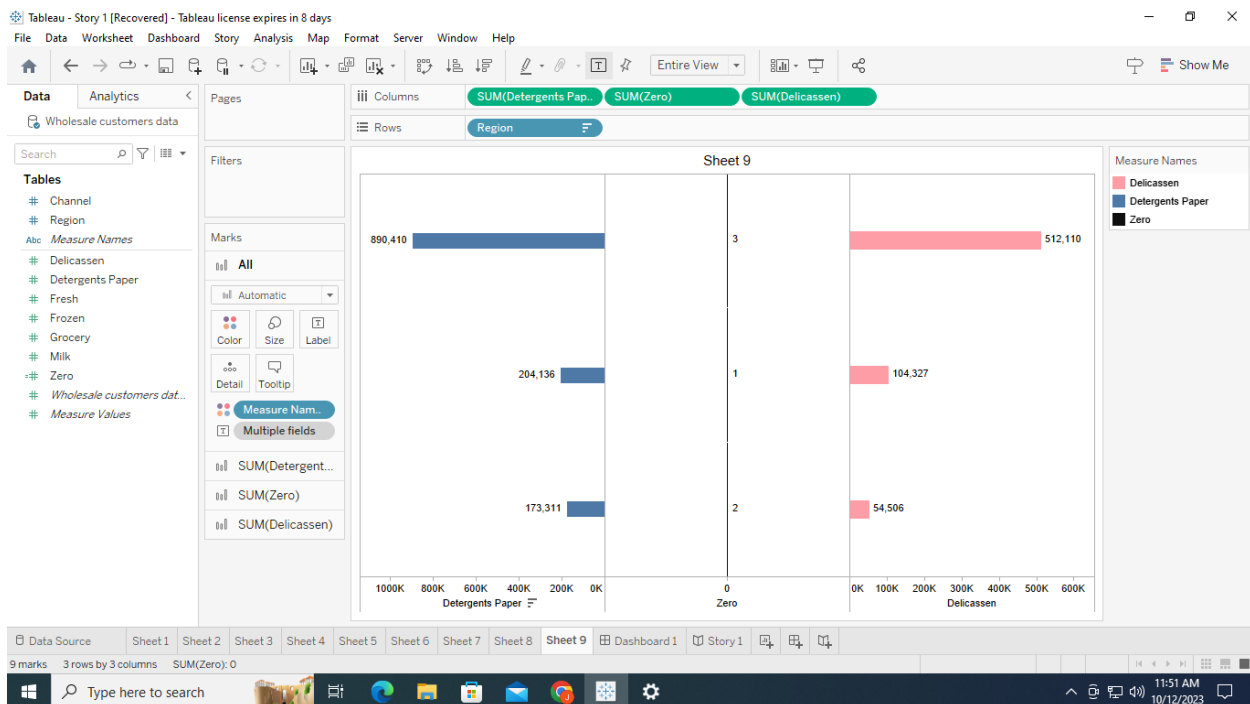
Sheet 7: Channel Wise Delicassen



Sheet 8: Region Wise Delicassen



Sheet 9: Detergent Paper and Delicassen



Moreover, we also created a story and dashboard and we published it into tableau public. I provide the link for our story and dashboard here for the reference.

Dashboard Link:

https://public.tableau.com/app/profile/thirisha.m2674/viz/WholesalerCustomerAnalysis_16970888611370/Dashboard1?publish=yes

Story Link:

https://public.tableau.com/app/profile/thirisha.m2674/viz/Story1_16970899536070/Story1?publish=yes

Problem Definition and Thinking:

A design thinking problem statement is a concise and actionable sentence question that defines our purpose and direction. Product teams using design thinking develop problem statements to simplify complex problems and identify the gap between what our product has and what our users need.

This task was accomplished by using empathy map and brainstorming map.

Some Tips to improve our marketing skills:

- + Maintain a Customer-Centric Approach.
- + Connect with your audience more effectively.
- + Identify opportunities for growth.
- + Reduce risks by testing concepts.
- + Make more informed decisions.
- + Compete more effectively.
- + Stay on top of trends.

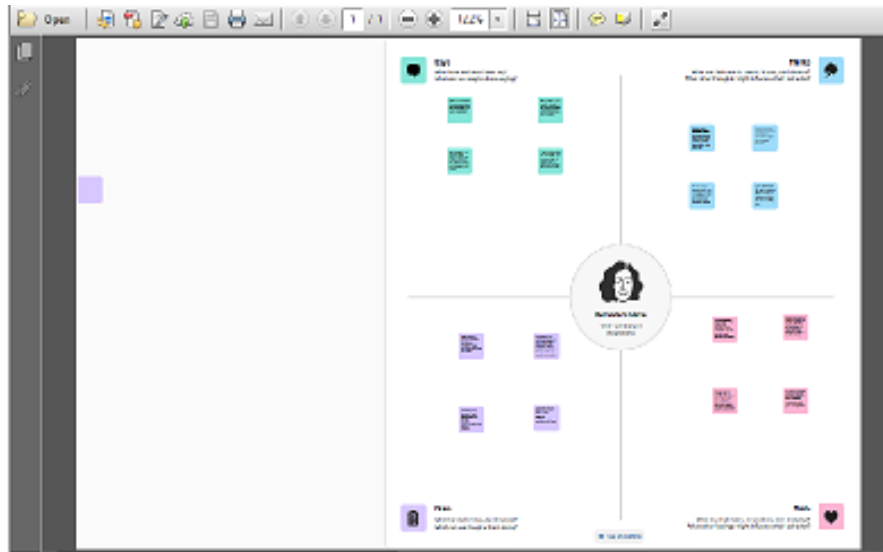
Challenges of marketing analysis:

One of the most common challenges in marketing analytics management is a lack of understanding of how to read and use marketing data to bring more growth to a business.

Advantages and Disadvantages of market analysis

- Marketing that is properly researched and targeted will bring new and returning customers.
- Opinions of current and former customers can identify areas for improvement.
- Raising brand awareness.
- Allows for a more personal relationship between the business and the customer.
- Increased market share.

Empathy Map



Brain Storming Map

