

# **DATA ANALYTICS POWERED BY TABLEAU**

## **PROJECT TITLE:**

UNVEILING MARKET INSIGHTS- ANALYSING SPENDING  
BEHAVIOUR AND IDENTIFYING OPPURTUNITIES FOR  
GROWTH

## **TEAM ID:**

**NM2023TMID07598**

**TEAM LEADER: P. V. SHALEY**

**TEAM MEMBERS: S. ATHINISHA**

**J. L. VAISHNAVI**

**R. JAINA MOL**

# PROJECT REPORT

## SYNOPSIS:

### **1. INTRODUCTION**

**1.1. Overview**

**1.2. Purpose**

### **2. PROBLEM DEFINING & DESIGN THINKING**

**2.1. Empathy map**

**2.2. Ideation & Brainstorming map**

### **3. RESULT**

### **4. ADVANTAGES & DISADVANTAGES**

### **5. APPLICATIONS**

### **6. CONCLUSION**

### **7. FUTURE SCOPE**

### **8. PERFORMANCE TESTING**

# UNVEILING MARKET INSIGHTS-ANALYSING SPENDING BEHAVIOR AND IDENTIFYING OPPURTUNITIESFOR GROWTH



## INTRODUCTION

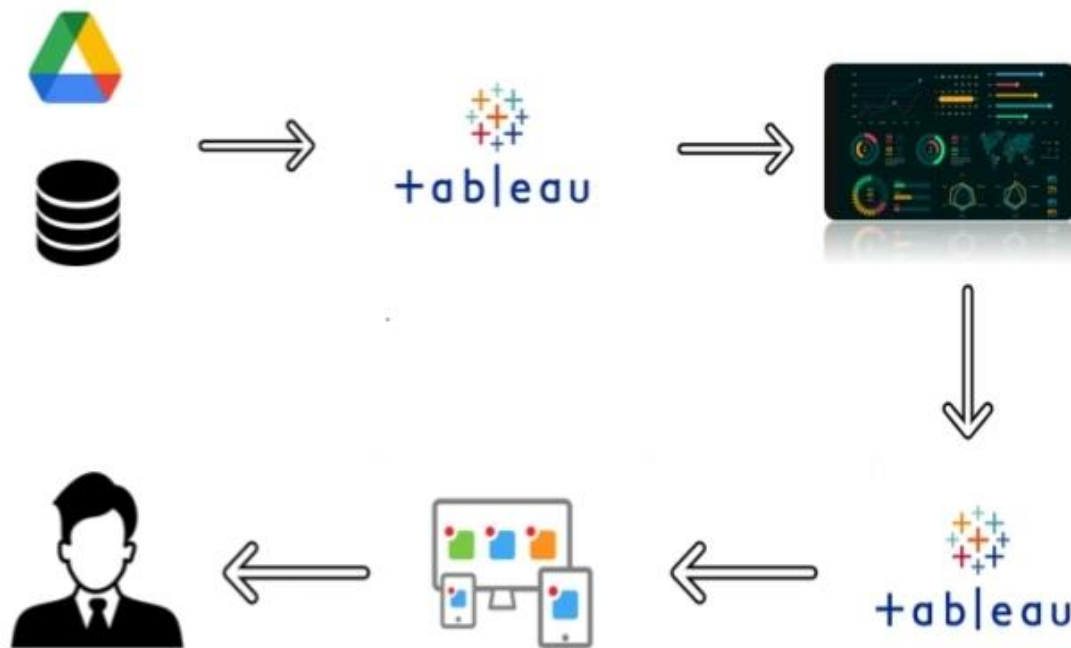
### 1.1. PROJECT DESCRIPTION

Wholesaling or distributing is the sale of goods to retailer to industrial or other professional businessman to other wholesalers (wholesale business) 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. In today's highly competitive business landscape, gaining deep market insights is essential for business to thrive and grow. This project aims to analyse customer spending behaviour 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 to drive revenue growth.

### TECHNICAL ARCHITECTURE:



## 1.2. PURPOSE:

- **INNOVATIONS FOCUS ON TOMORROW-MAKING THEM UNKNOWN, UNPROVEN AND UNCERTAIN**

Market insights value stems from the power of not fact, but perception. Based on what people want now and in the future. Insights allow you to perceive needs that aren't even known yet by the buyer themselves. As they're not raw data, insights can't predict the future- but they can enable trend detection by revealing a more complete picture of your market in real time.

- **MARKET INSIGHTS REVEAL YOUR INNOVATIONS TRUE TARGET MARKET-OR LACK THEREOF**

Key market insights can cause your B2B innovations to take a new, completely unforeseen route. Maybe your investment is a great idea – maybe it's not. Or, maybe it's a great idea for a different industry.

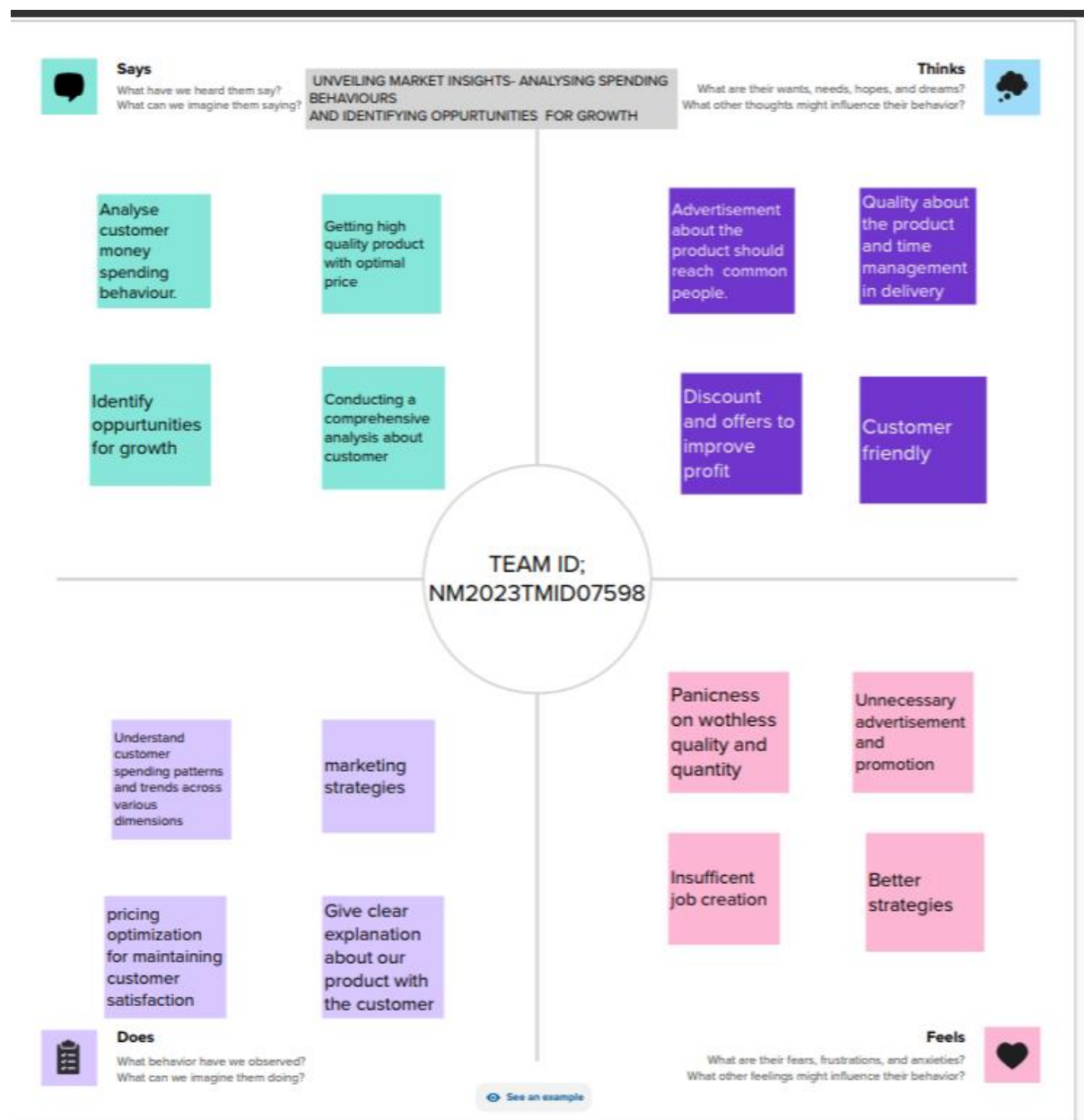
- **INSIGHTS NO LONGER TAKE MONTHS TO PRODUCE**

When it comes to the constantly advancing world of B2B innovations, you're going to be quick. The production cycle is short-speed and time to wait for months for traditional market insights. If you've got a great idea, you need to know as soon as possible; if you've got a flop, you need to know before wasting more time and money. The availability of digital automated market research yields quality, global market insights in as little as three weeks.

# PROBLEM DEFINING & DESIGN THINKING

No clear strategy and tactics to improve marketing. Smart insights tells us about 50% of companies using digital marketing have no plan and no alignment with customers. When it comes to marketing, business often think that they need a complex strategy in order to be successful. It could be so in many cases. However, sometimes the simplest approach is actually the best strategy of all. By not having a marketing strategy, businesses can save time and money that would otherwise be spent on planning and execution. Additionally, without a set plan, businesses are more flexible and change their approach as needed.

## 2.1 EMPATHY MAP



## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start mapping concepts even if you're not sitting in the same room.

- Brainstorm in person
- Brainstorm online
- Brainstorm on mobile

### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to be in top form.

[Learn more](#)

### Define your problem statement

Your problem is the starting point for every idea you come up with. It's the problem you're trying to solve. It's the problem you're trying to solve. It's the problem you're trying to solve.

[Learn more](#)

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

[Learn more](#)

### Group ideas

Take some time to group your ideas into clusters. This is a chance to see if your ideas are related or if they're completely different.

[Learn more](#)

### Prioritize

Now it's time to rank your ideas. This is a chance to see if your ideas are really worth pursuing or if they're just a passing thought.

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# Result: -

## Dashboard:







# Story:

Story

MILK KPI	GROCERY KPI	FRESH KPI	REGION WISE DETERGENT PAPER AND GROCERY	CHANNEL WISE GROCERY AND DETERGENT PAPER	REGION WISE MILK	CHANNEL WISE FROZEN AN..
----------	-------------	-----------	---	--	------------------	--------------------------------

Milk  
25,50,357

Story

MILK KPI	GROCERY KPI	FRESH KPI	REGION WISE DETERGENT PAPER AND GROCERY	CHANNEL WISE GROCERY AND DETERGENT PAPER	REGION WISE MILK	CHANNEL WISE FROZEN AN...
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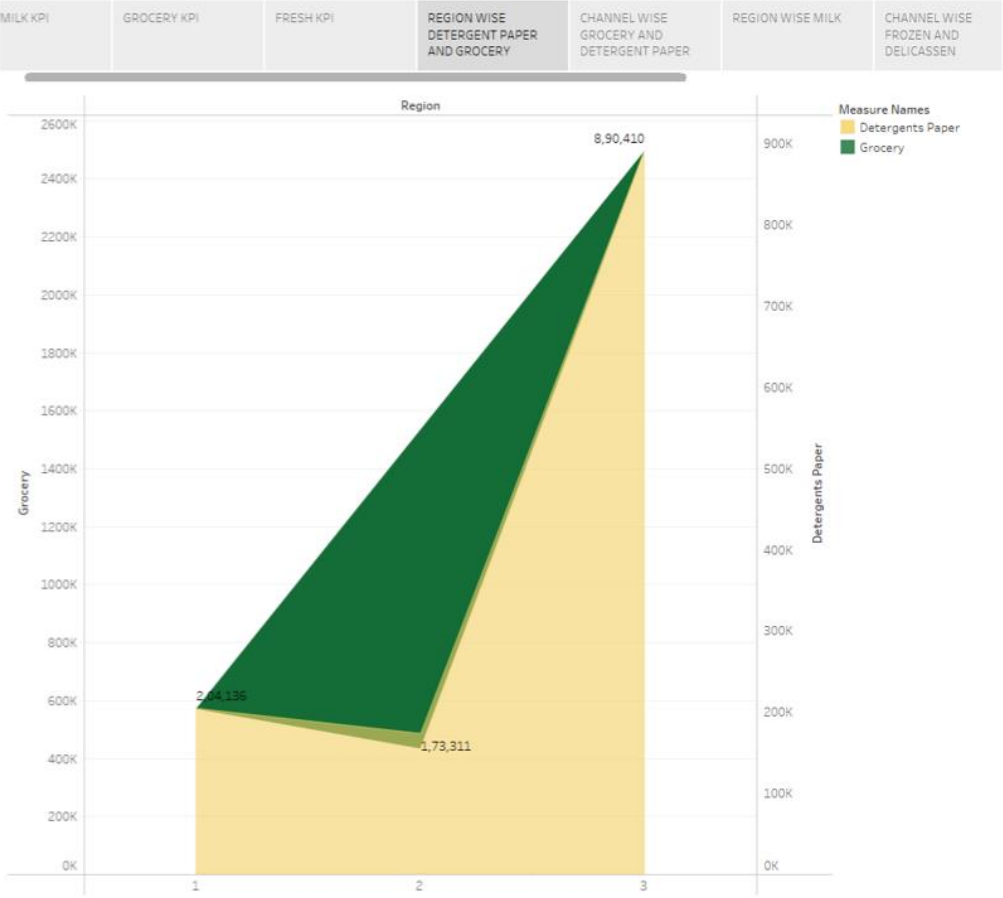
Grocery  
34,98,562

Story

MILK KPI	GROCERY KPI	FRESH KPI	REGION WISE DETERGENT PAPER AND GROCERY	CHANNEL WISE GROCERY AND DETERGENT PAPER	REGION WISE MILK	CHANNEL WISE FROZEN AN...
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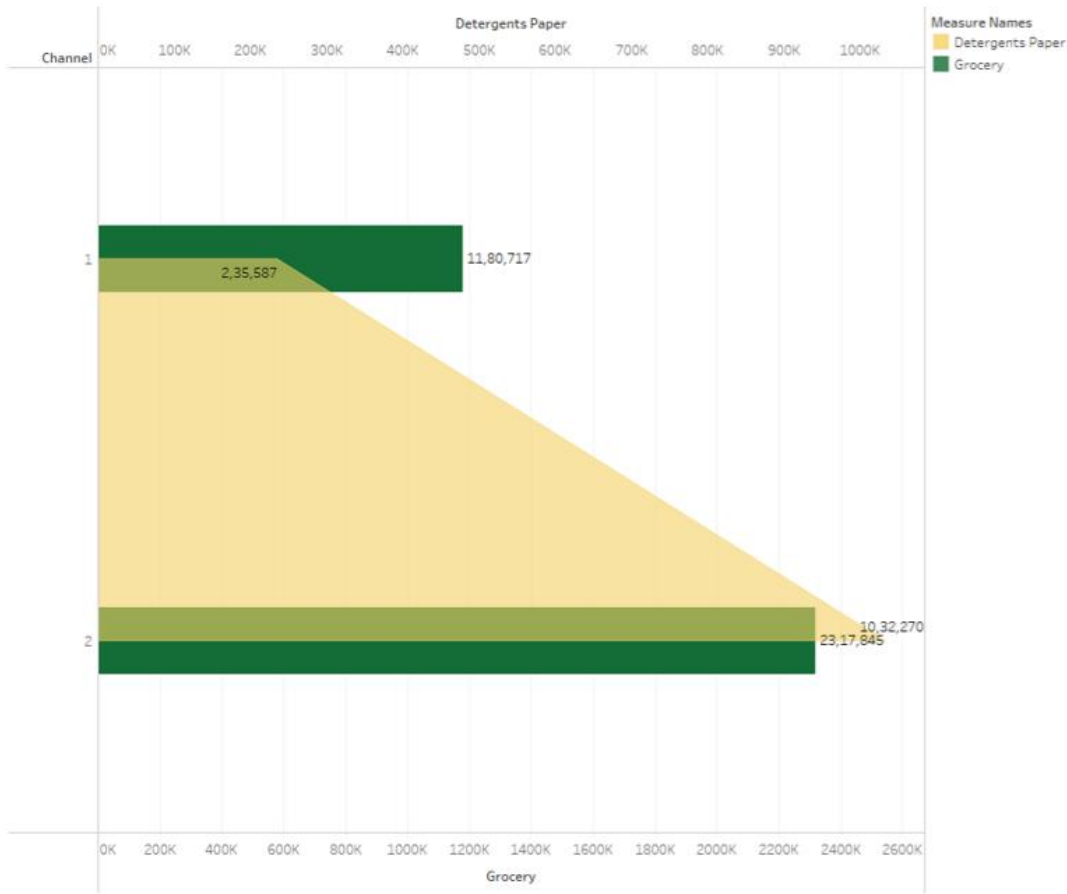
Fresh  
52,80,131

Story



Story

GROCERY KPI	FRESH KPI	REGION WISE DETERGENT PAPER AND GROCERY	CHANNEL WISE GROCERY AND DETERGENT PAPER	REGION WISE MILK	CHANNEL WISE FROZEN AND DELICASSEN	REGION WISE DELICASSEN AND DETERGENT PAPER
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## Story

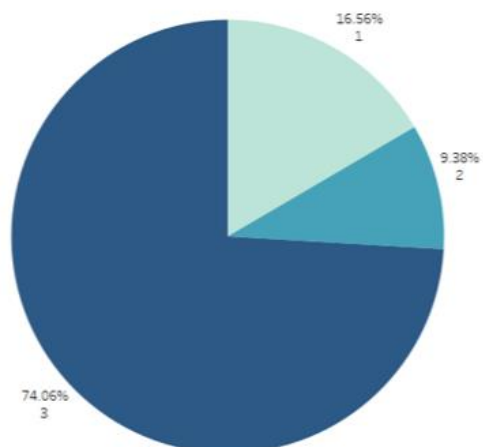
FRESH KPI	REGION WISE DETERGENT PAPER AND GROCERY	CHANNEL WISE GROCERY AND DETERGENT PAPER	REGION WISE MILK	CHANNEL WISE FROZEN AND DELICASSEN	REGION WISE DELICASSEN AND DETERGENT PAPER	REGION WISE DELICASSEN
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Region

- 1
- 2
- 3

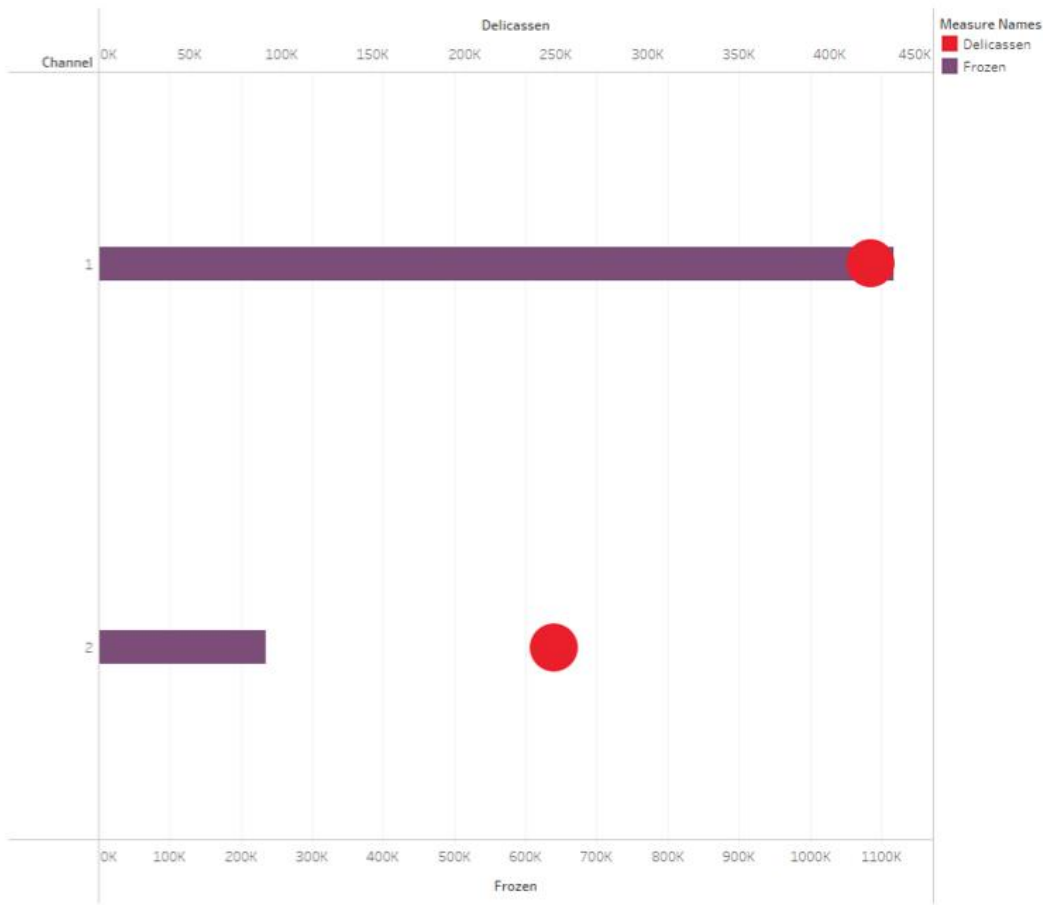
Milk

25,50,357



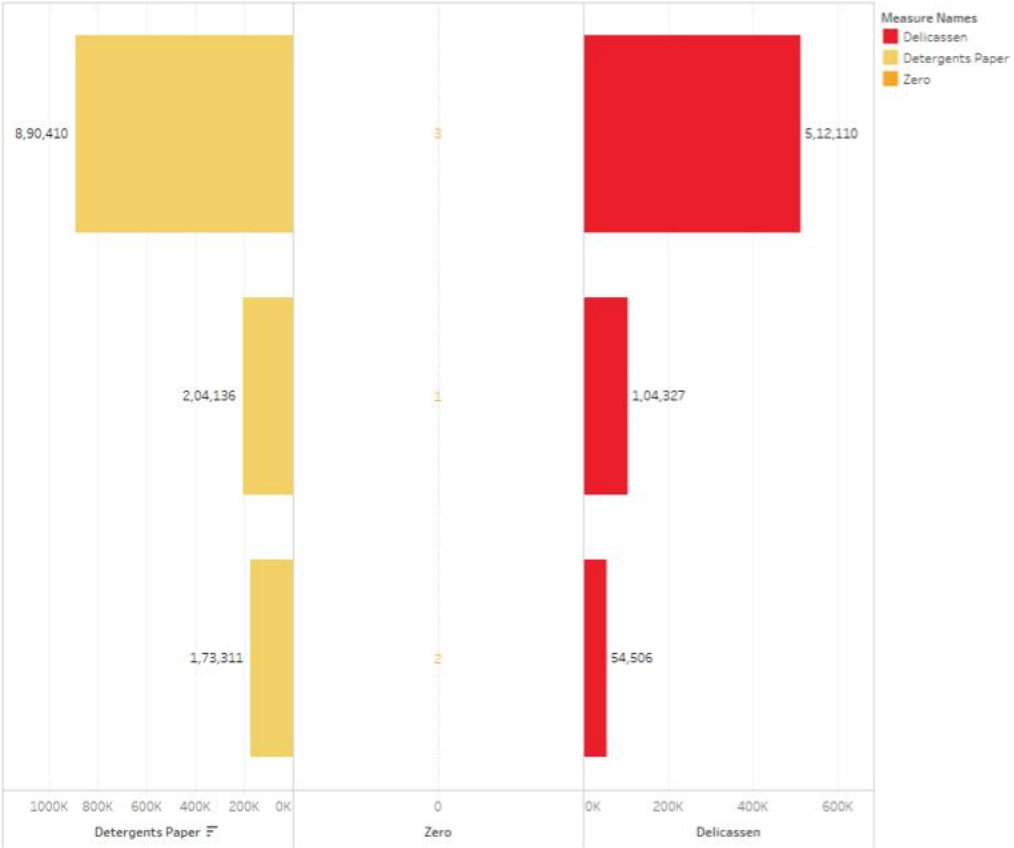
Story

REGION WISE DETERGENT PAPER AND GRO...	CHANNEL WISE GROCERY AND DETERGENT PAPER	REGION WISE MILK	CHANNEL WISE FROZEN AND DELICASSEN	REGION WISE DELICASSEN AND DETERGENT PAPER	REGION WISE DELICASSEN	WHOLESALE CUSTOMER ANALYSIS DASHBO...
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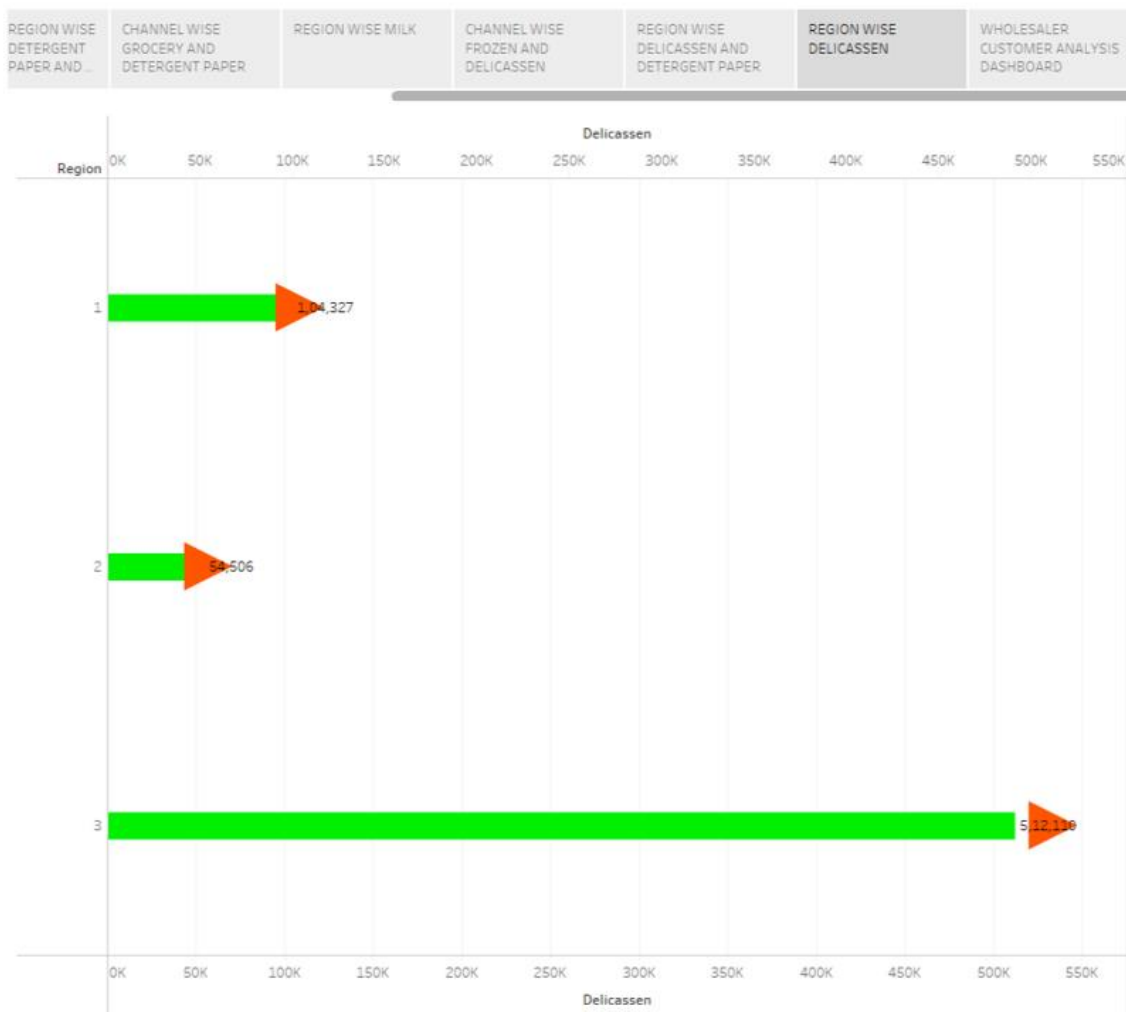
Story

REGION WISE DETERGENT PAPER AND ...	CHANNEL WISE GROCERY AND DETERGENT PAPER	REGION WISE MILK	CHANNEL WISE FROZEN AND DELICASSEN	REGION WISE DELICASSEN AND DETERGENT PAPER	REGION WISE DELICASSEN	WHOLESALE CUSTOMER ANALYSIS DASHBOARD
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## Story



## Advantages & disadvantages: -

### Advantages:

- **Increased Product Awareness:** Effective product marketing helps create awareness about your product among your target audience. By highlighting its unique features, benefits, and value proposition, you can attract potential customers and generate interest.
- **Customer Engagement:** Product marketing aims to engage customers by effectively communicating the value of your product and how it can solve their problems or meet their needs. Engaged customers are more likely to make a purchase and become brand advocates.
- **Competitive advantage:** Through product marketing, you can differentiate your product from competitors. By showcasing its unique selling points, you can position it as superior and gain a competitive edge in the market.
- **Improved Sales:** When customers understand the value and benefits of your product, it becomes easier to convert leads into sales. Effective product marketing enables sales teams to have meaningful conversations address customer pain points, and demonstrate how your product can fulfil their requirements.

- **Customer Loyalty and Retention:** By effectively marketing your product, you can foster customer loyalty. Satisfied customers are more likely to repurchase, refer others to your product, and become loyal brand advocates, leading to increased customer retention and long-term success.

## **Disadvantages:-**

- **Managing risks:** The first major advantage of conducting market research is improving your risk management strategy. Doing research helps you understand patterns of consumer behaviour so you can calculate the likelihood of your products and services succeeding with your target market.
- **Increasing sales:** Good market research is often the foundation for increasing your business sales. Market research helps you to gain insight into your target customer's needs and preferences. The more you understand what your customers expect from an exceptional customer service experience, the better you can plan and implement services that meet those needs.
- **Improving Brand Recognition:** Another application of market research is to improve your brand's recognition. Researching your target market can improve your marketing and advertising strategy. Knowing what channels your targets customers interact with most often can help you develop advertising strategies that connect with your key market.
- **Measuring Brand Reputation:** Finally, conducting market research can help you gain insight into your brand's public reputation. Having a positive reputation can help you retain customer loyalty and gain new customers.
- **Can be expensive:** Implementing a market research strategy can be expensive, especially for smaller businesses. Since there are many stages to the process, it can cost a lot of resources for businesses to hire an external company to conduct research on their behalf. Although market research can cost businesses money upfront, it provides a significant value for increasing sales and generating profit.

## **Applications:-**

### **Pricing research:**

Price research can delve into questions such as appropriate pricing levels from the customers point of view, or the dealer's point of view.

### **Copy testing:**

Copy testing includes research into all aspects of advertising brand awareness, brand recall, copy recall.

### **Distribution research:**

Marketing research may be applied to different areas of the marketing mix. The broad areas of applications of marketing research are product distribution, pricing advertising, and promotion, sales, and market, etc.

### **Marketing strategy:**

Equipped with valuable information about its target market, a company can develop products and create marketing campaigns that directly to consumers.

## **New product development:**

Developing products calls for market research first to ensure the concept has value and then to refine the product overtime

## **Conclusion: -**

**Market research** reports focus non a specific market segment, product, service or topic. They show information such as customer needs, preferences behaviours, etc., and market size, growth, share, segmentation, opportunities, threats, etc. they help businesses and organizations find their target market, evaluate their market position, develop their marketing strategies, and measure their market performance.

**Industry analysis** focuses on a broader industry sector or category. It shows information such as industry overview, structure, trends, drives, challenges, outlook, etc., and competitive landscape, key players, market share, strategies, strengths, weaknesses, etc. it helps businesses and organizations understand their industry environment, benchmark their industry performance, and identify their industry opportunities and threats.

## **Future scope: -**

### **Future and scope in market scope:**

Market research plays a critical role in providing insights and data to businesses and organizations that help them make informed decisions/ as the global market continues to evolve and new technologies emerge, the future and scope of market researchers constantly changing. Some potential trends and opportunities for the future of market research are **Artificial Intelligence (AI), Mobile Research, Social Media Listening, Big Data, Focus on Customer experience.**

## **Performance testing: -**

## Amount of Data Rendered to Tableau:

File Data Server Window Help

Wholesale customers data

Connection: ☒ Live ☐ Extract Filters: 0 | [Add](#)

Connections: [Add](#)

Wholesale customers data  
Text file

Files

☐ Use Data Interpreter  
Data Interpreter might be able to clean your Text file workbook.

Wholesale cu...ers data.csv

New Union

New Table Extension

Wholesale customers data...

Need more data?  
Drag tables here to relate them. [Learn more](#)

Wholesale customers data... 9 fields 440 rows 100 rows

Name	Channel	Region	Fresh	Milk
Wholesale customers data...	2	3	12.669	9.656
Wholesale customers data...	2	3	7.057	9.810
Wholesale customers data...	2	3	6.353	8.808
Wholesale customers data...	1	3	13.265	1.196
Wholesale customers data...	2	3	22.615	5.410

Wholesale customers data.csv

Type	Field Name	Physical Table	Rem...
#	Channel	Wholesale custom...	Channel

Data Source KPI's 5 KPI's 6 KPI's 8 KPI's 7 Region Wise Detergent paper an... Region Wise Milk Channel wise frozen and delicas... Region wise delicassen and dete... Channel wise grocery and deter...

## Utilization of Data Filters:

File Data Worksheet Dashboard Story Analytics Map Format Server Window Help

Wholesale customers data...

Tables

- Channel
- Region
- Measure Names
- Delicassen
- Detergents Paper
- Fresh
- Frozen
- Grocery
- Milk
- Wholesale customers data...
- Measure Values

Filters

Region

Sum of Total Milk

Table Calculation

Sum of Total Milk

Calculation Type

Percent of Total

Compute Using

Table (across)

Table (down)

Table

Cell

Specific Dimensions

Region

Sum of Total Milk

25.50 367

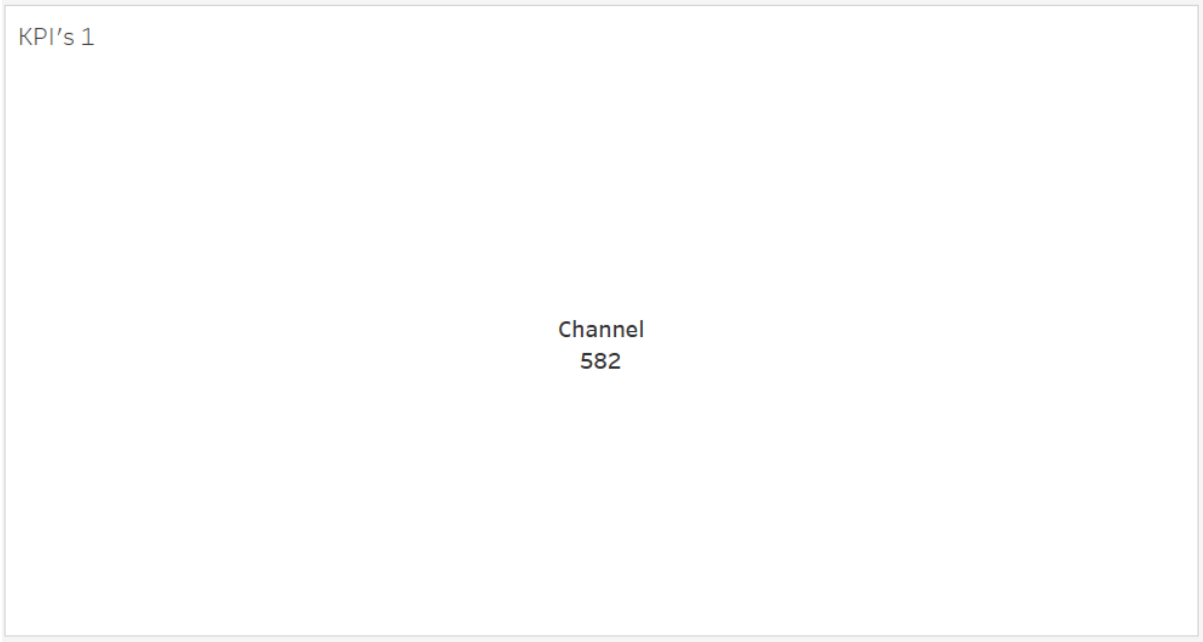
No of Calculations Fields:

Tables

Abc	Measure Names
#	Channel
#	Delicassen
#	Detergents Paper
#	Fresh
#	Frozen
#	Grocery
#	Milk
#	Region
-#	Zero
#	Wholesale customers dat...
#	Measure Values

No of Visualizations/Graphs:

1. KPI



KPI's 2

Region  
1,119

KPI's3

Fresh  
52,80,131

KPI's 4

Milk  
25,50,357

KPI's 5

Grocery  
34,98,562

KPI' 6

Frozen  
13,51,650

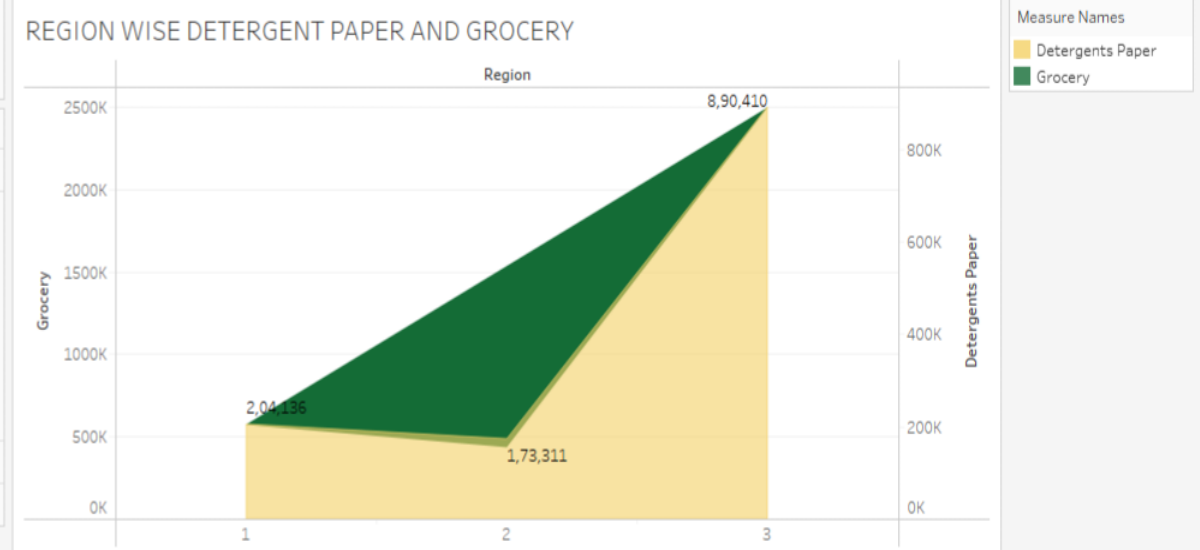
KPI's 7

Delicassen  
6,70,943

KPI's 8

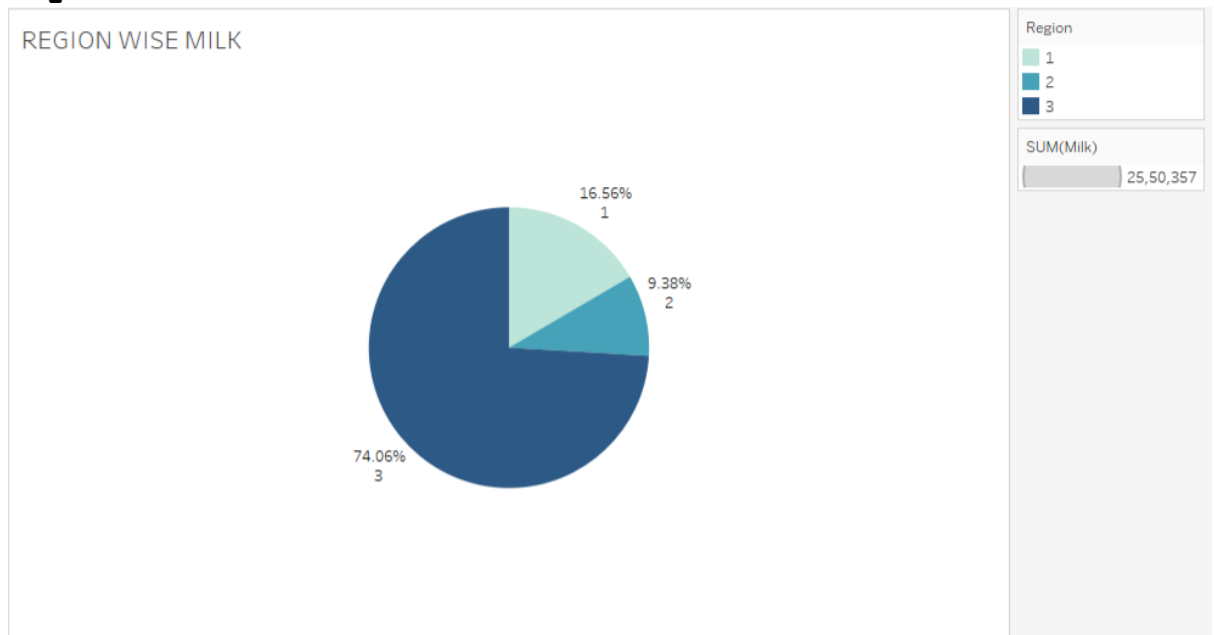
Detergents Paper  
12,67,857

2. Region Wise Detergent paper and grocery.

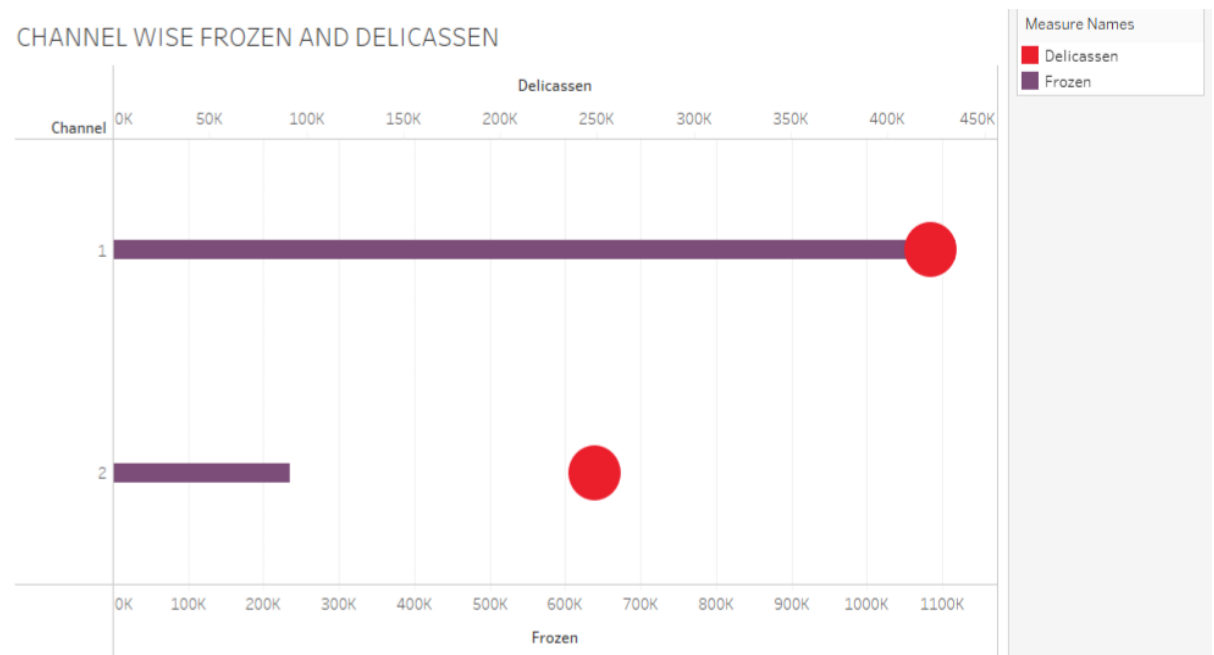




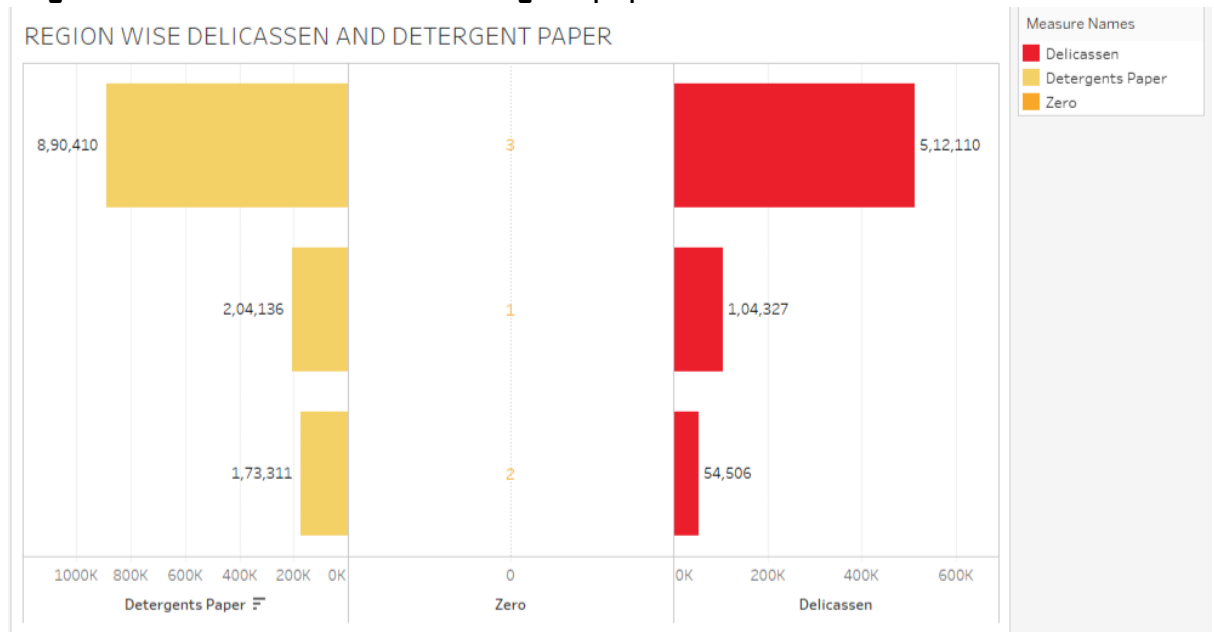
### 3. Region wise Milk:



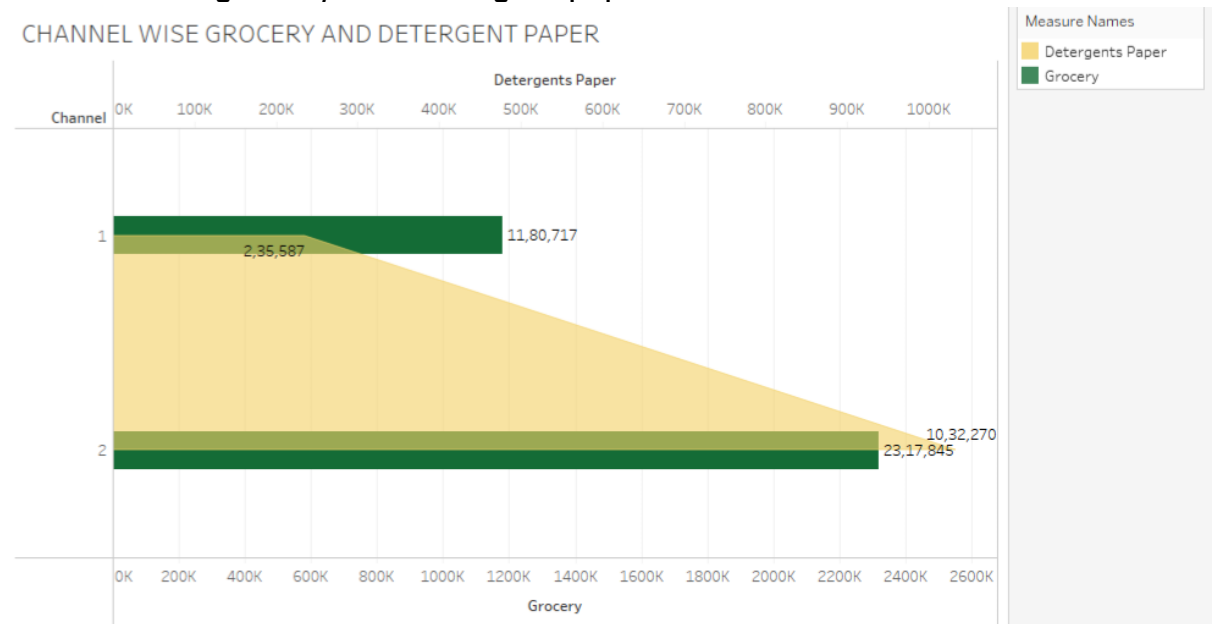
### 4. Channel wise frozen and Delicassen:



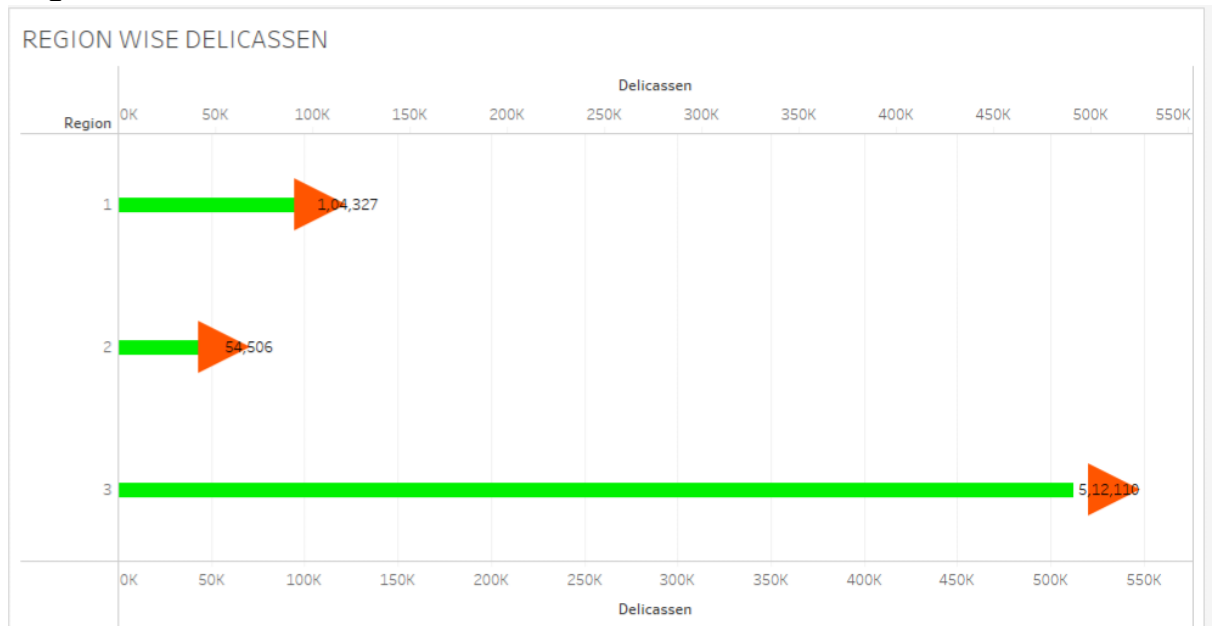
## 5. Region wise Delicassen and Detergent paper:



## 6. Channel wise grocery and Detergent paper:



## 7. Region wise Delicassen:



## Published link:

Dashboard:

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

Story:

[https://public.tableau.com/views/Wholesalercustomeranalysisstory/Story?:language=en-US&publish=yes&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/Wholesalercustomeranalysisstory/Story?:language=en-US&publish=yes&display_count=n&origin=viz_share_link)