

Unveiling Market Insights Analysing Spending Behaviour and Identifying Opportunities for Growth

1.Introdution:

1.1. Overview:

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 to drive revenue growth

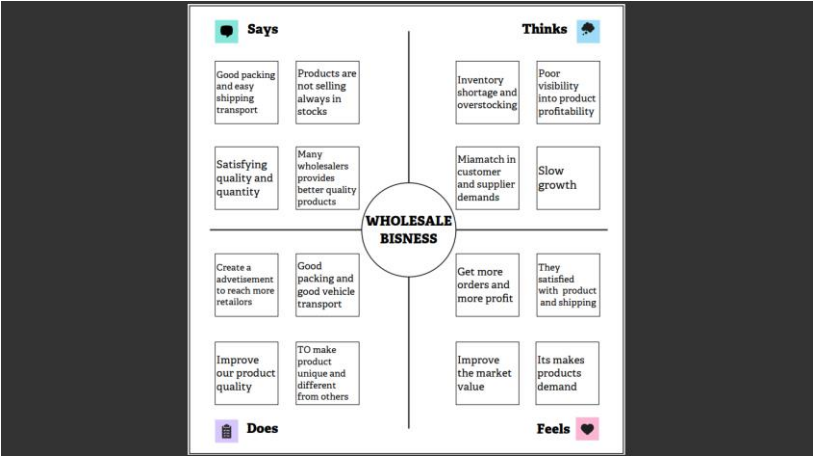
1.2.Purpose:

Wholesalers are not manufacturers. Their business is distributing the end products. They purchase goods from manufacturers in bulk at a discount and sell them to retailers. Wholesalers also provide cost savings to retailers when retailers buy in bulk from the wholesaler.

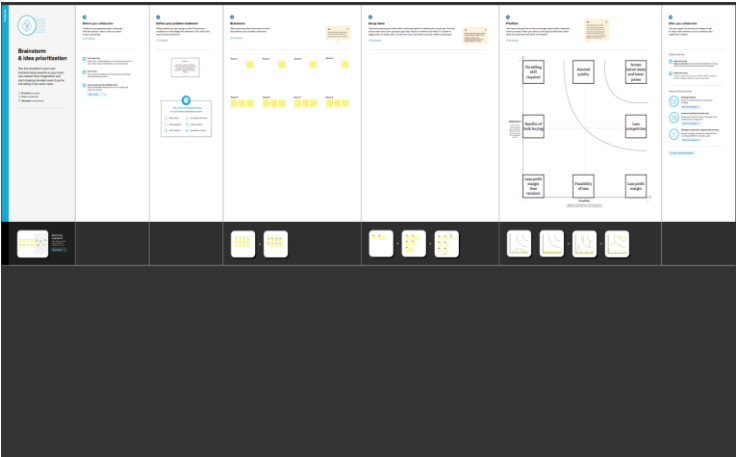
2.Problem Statement and Design Thinking:

To analyze customer spending behavior and identity opportunities for growth by leveraging data analytics and data-driven decision making.

2.1.Empathy Map:

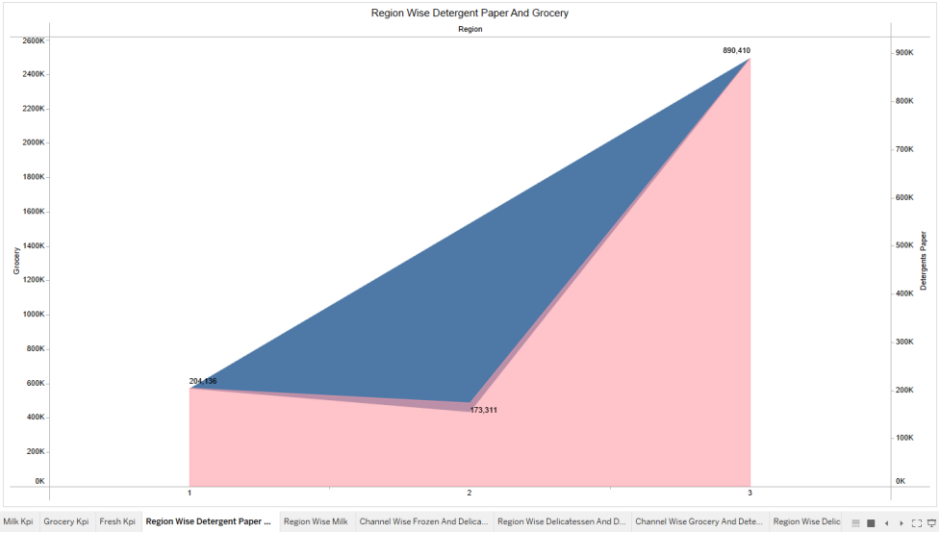
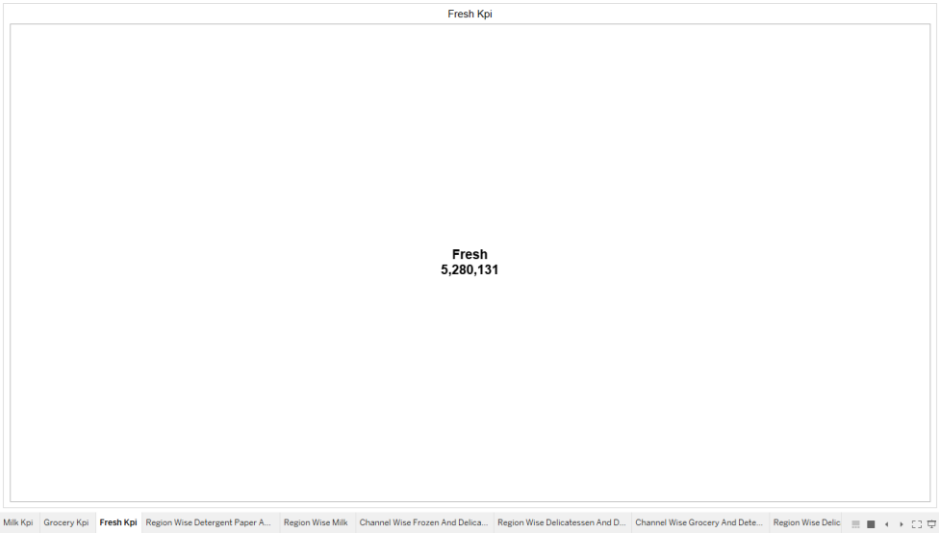


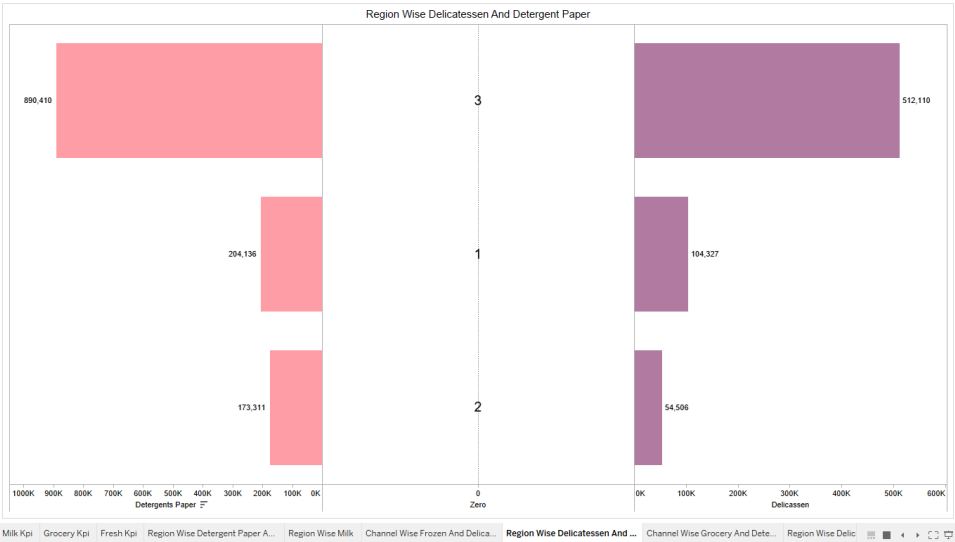
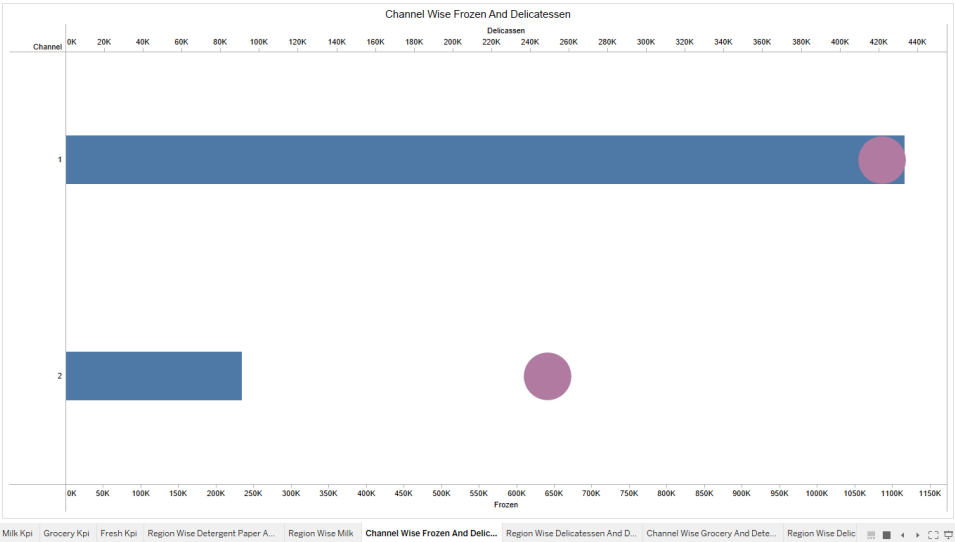
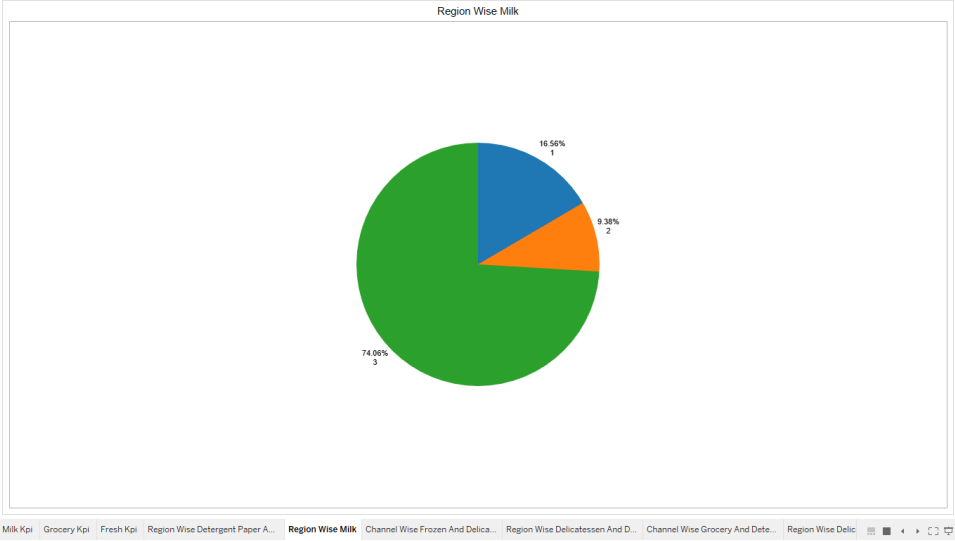
2.2.Ideation and Brainstorming Map:

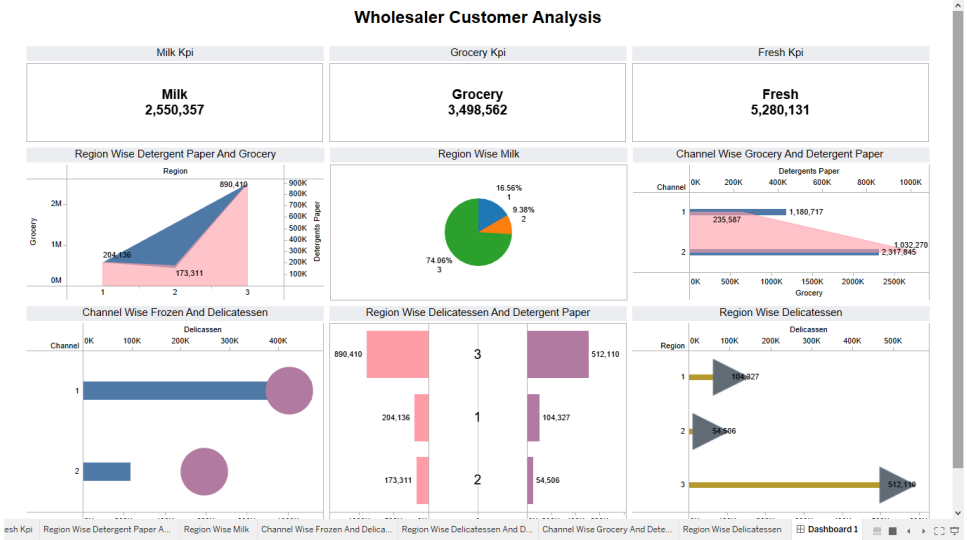
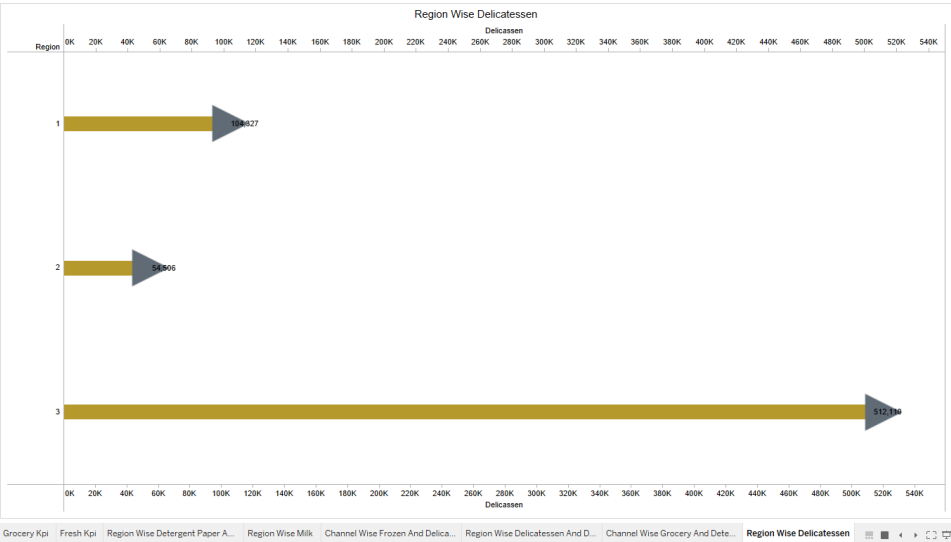
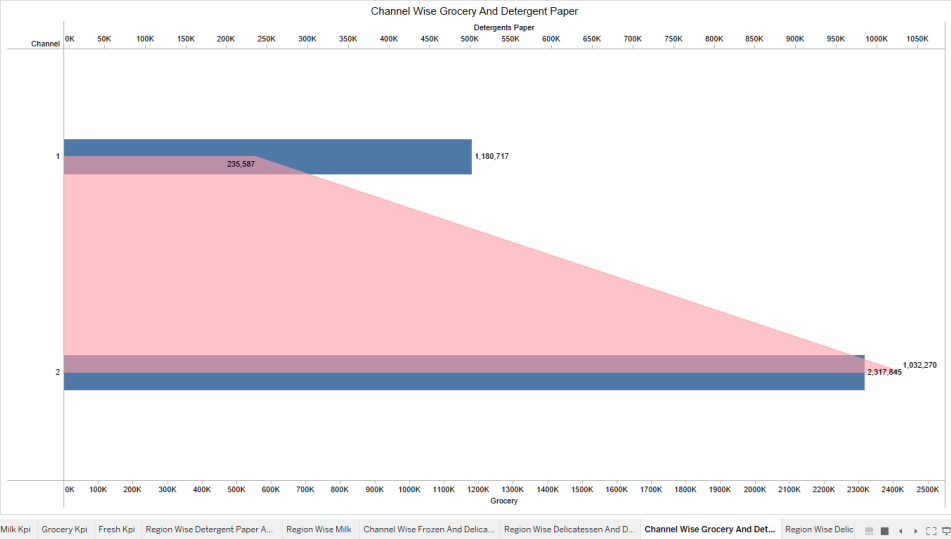


3.Result:





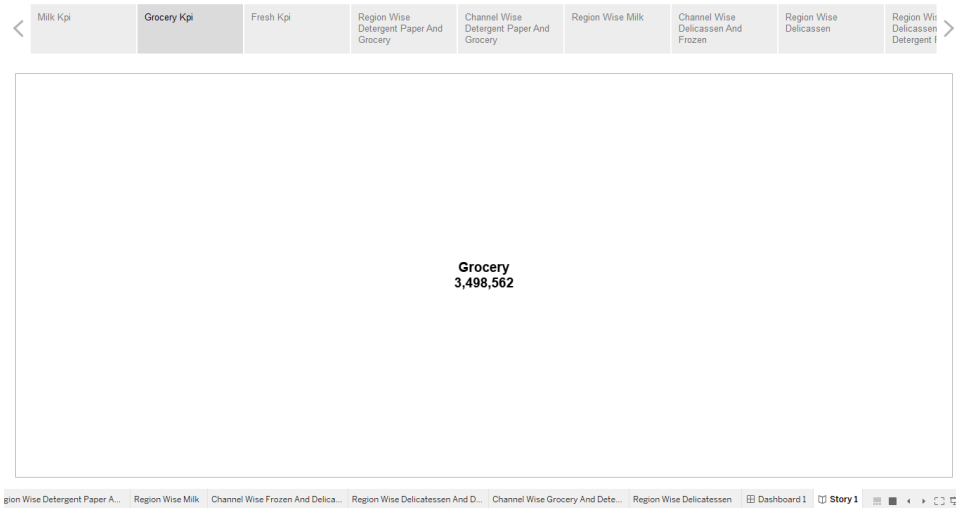




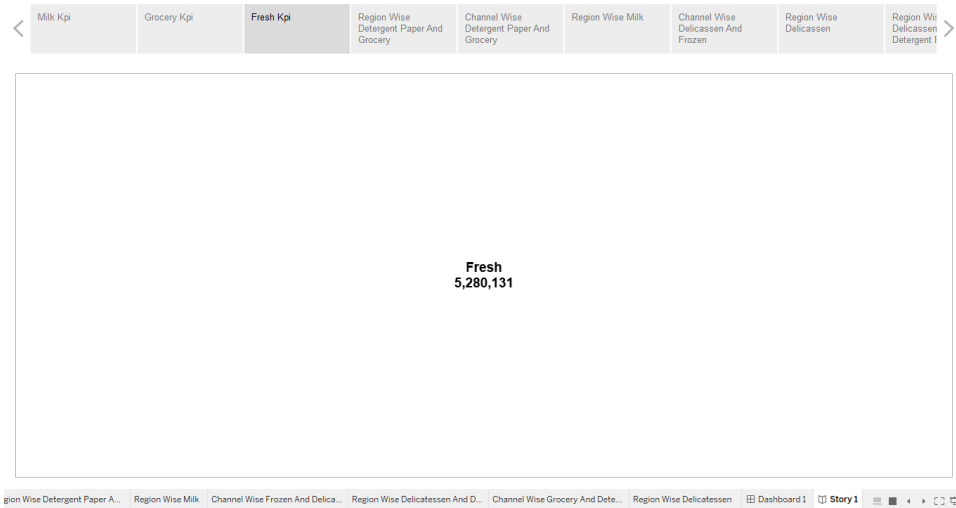
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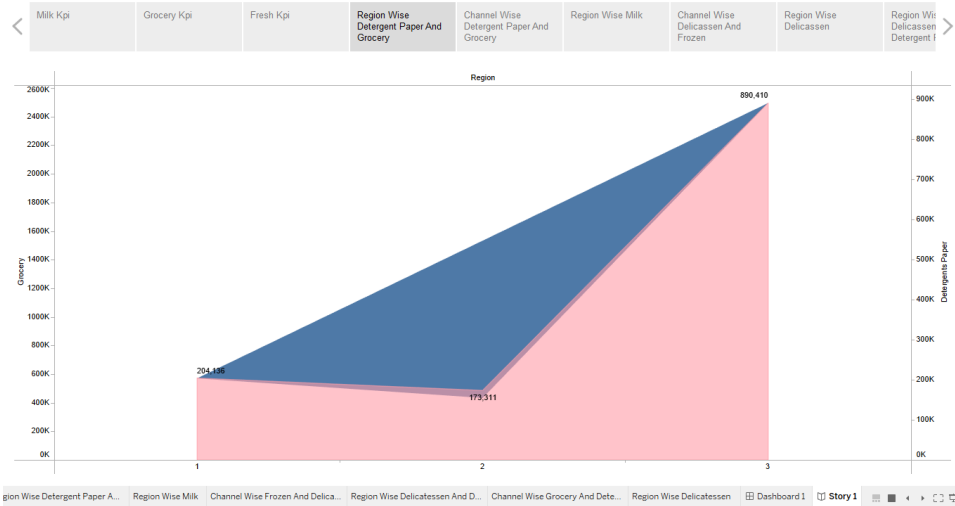
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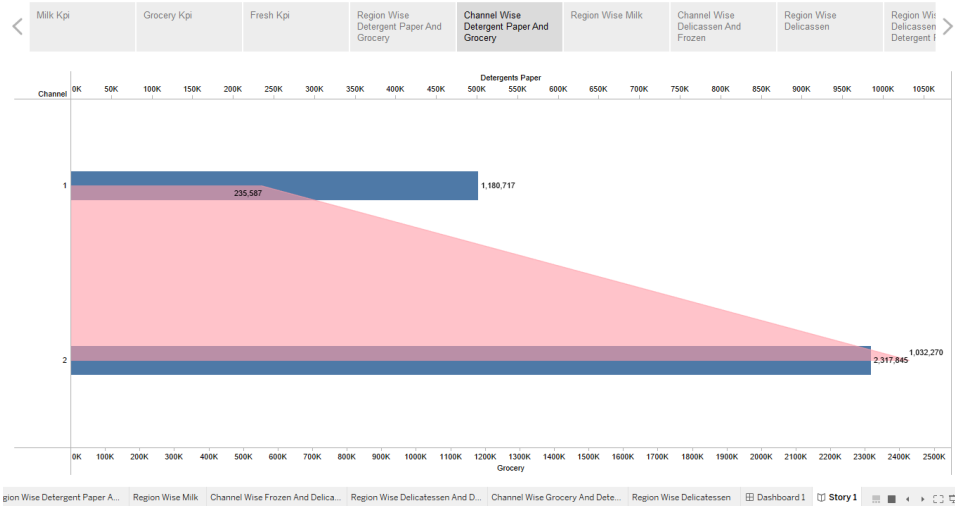
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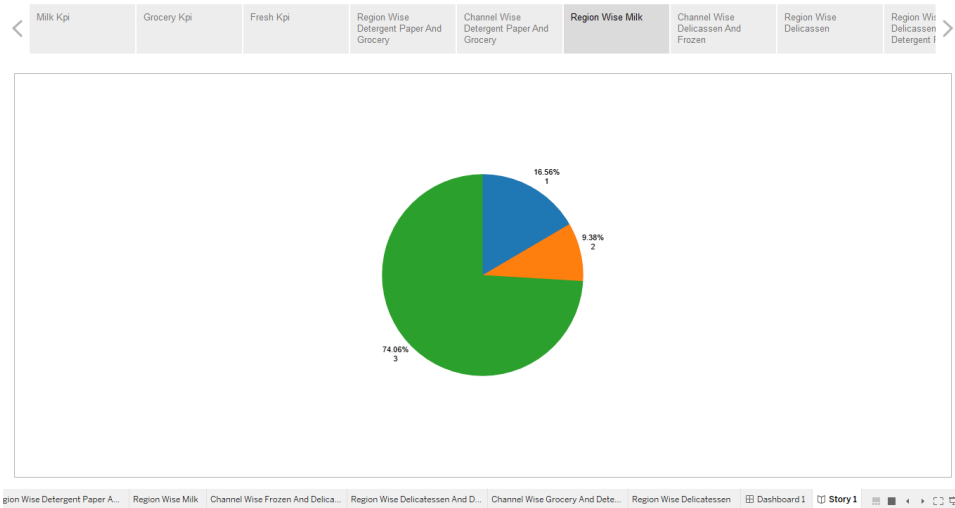
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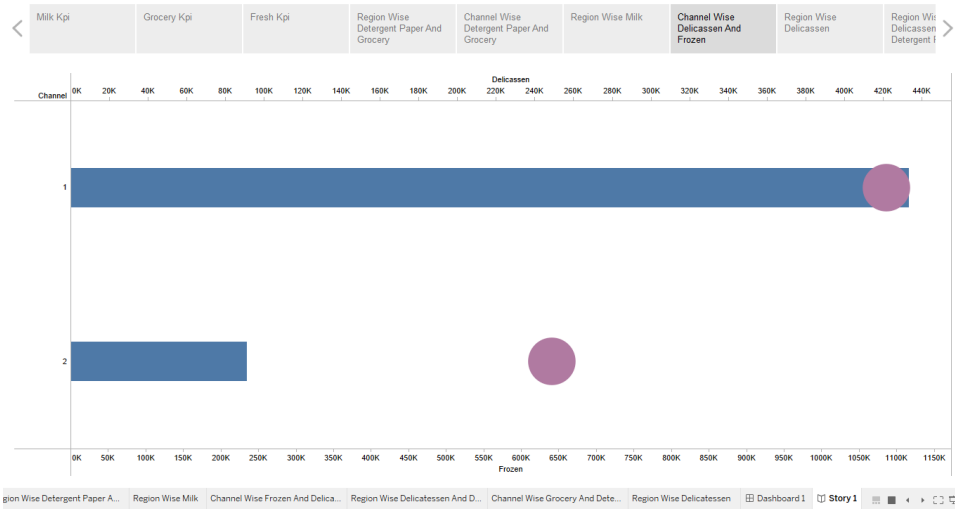
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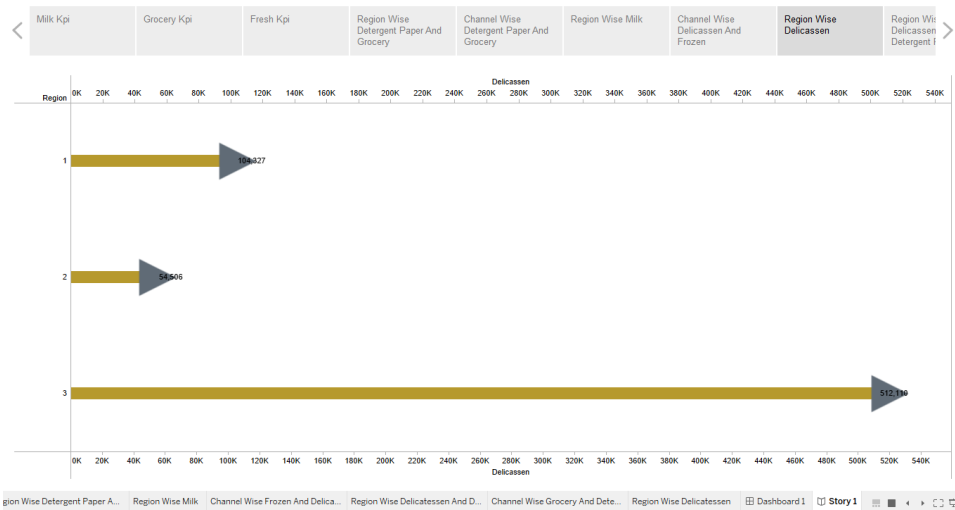
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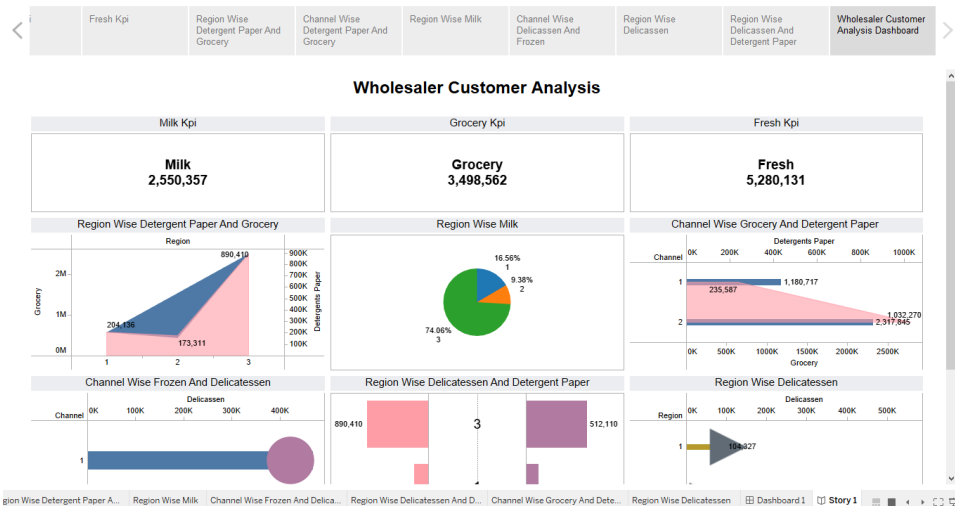
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4. Advantages and Disadvantages:

Advantages:

- Increasing sales without increasing the marketing budget
- Building Brand Value by Boosting Customers' Lifetime Value
- It Boosts Your Credibility
- Reduce Your Store's Total Operating Cost

Disadvantages:

- limited quantity
- production consistency

5. Application:

The application of wholesale business are wholesalers play vital roles in the flow of goods from manufacturer to consumer. They act as key intermediaries in the supply chain for most industry sectors, buying goods from manufacturers and reselling them in bulk to retailers and other organizations.

6. conclusion:

So, in this project, we have seen the details of a wholesale business and the wholesalers business knowledge to improve our customers growth in future. Then wholesale trade is beneficial for the economy of a country. Wholesale trades are necessary because wholesalers sell items at a much cheaper rate, and they buy a large number of products from the producer and then supply it to another consumer or a buyer which ultimately benefits the country.

7.Future Scope:

It can be used in improve our customers and then increase our income.Improve our products quality and quantity to improve cutomers range.Finally the business was more than effective income then the other business.