

UNVILLING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING

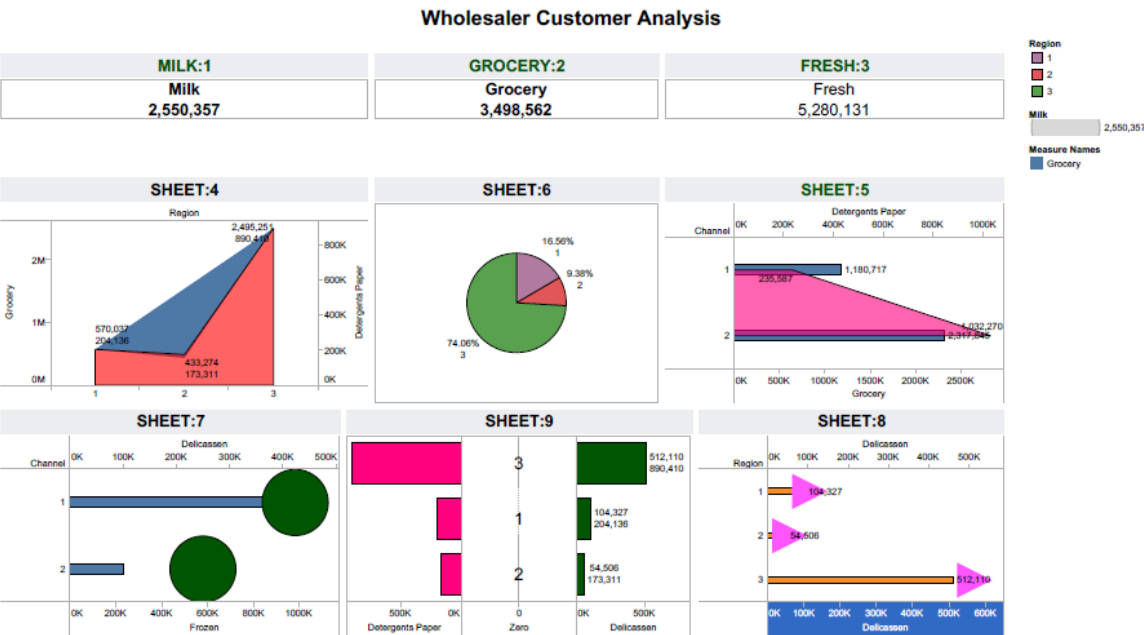
Introduction:

i) Overview : Wholesaling is bying goods in bulk quantity usually directly from the manufacture or source, at a discounted rate.

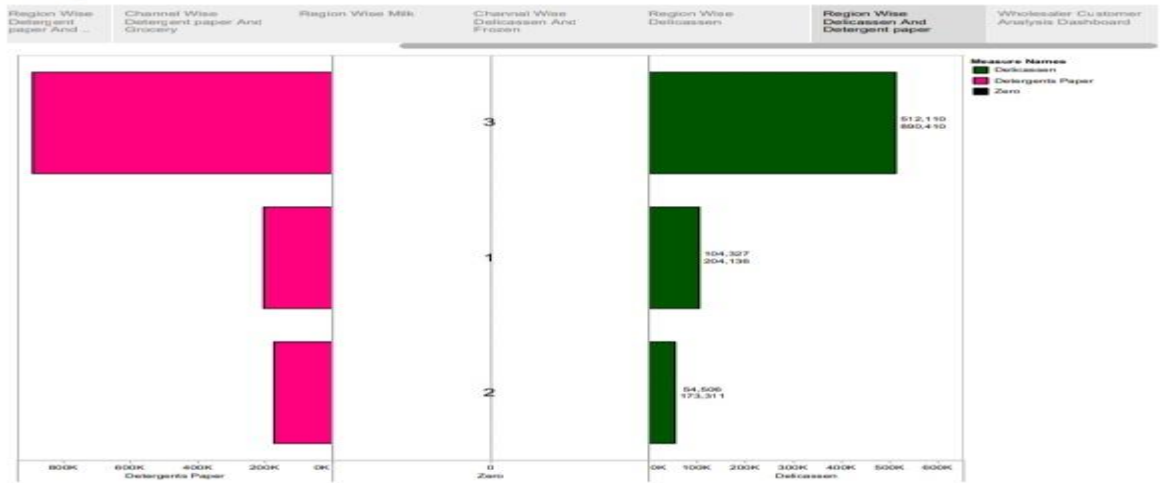
ii) Purpose:

- Creating brand awarness
- Retaining Exiting customers
- Developing new customers.

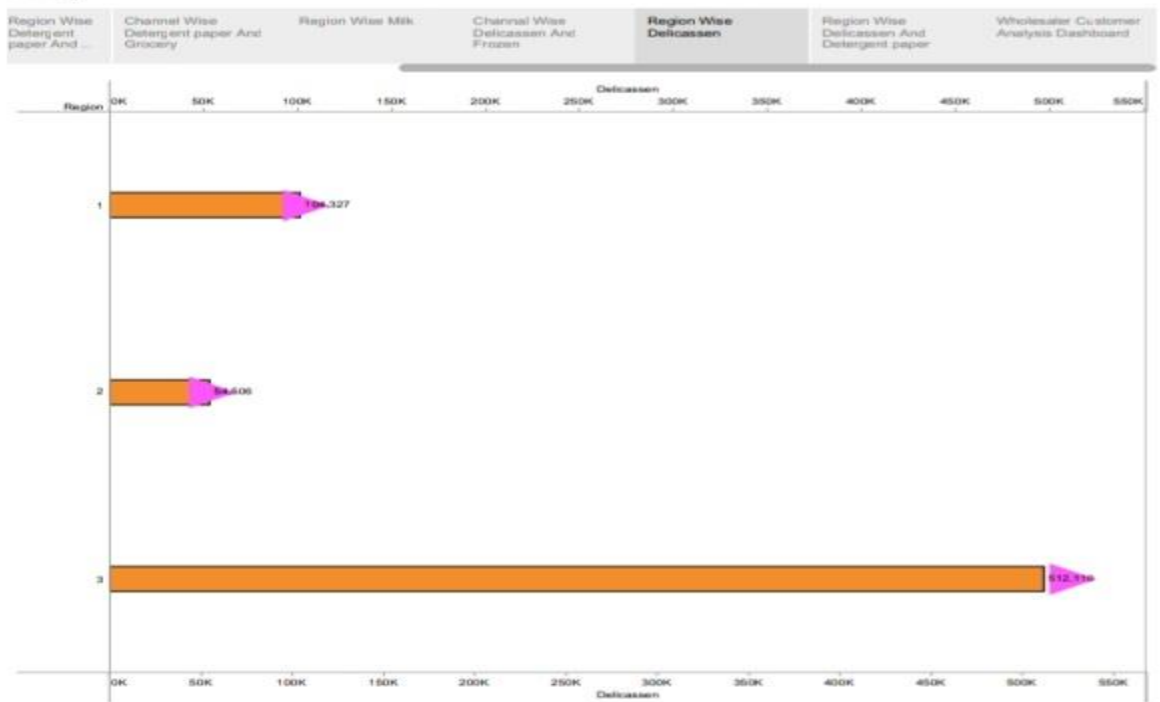
Dashboard :



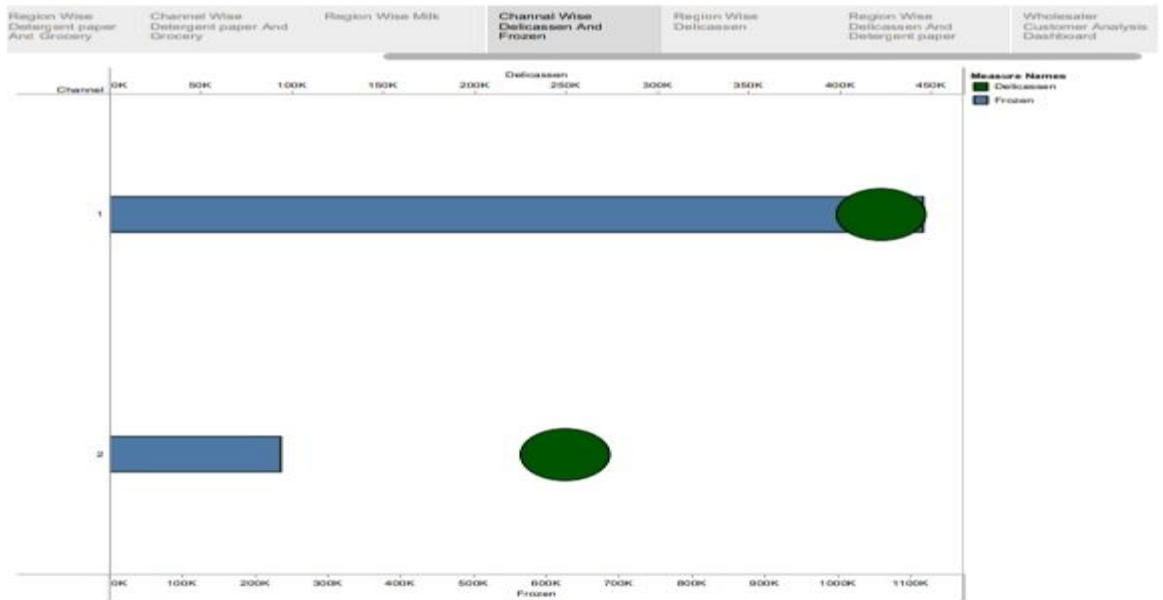
Story 1



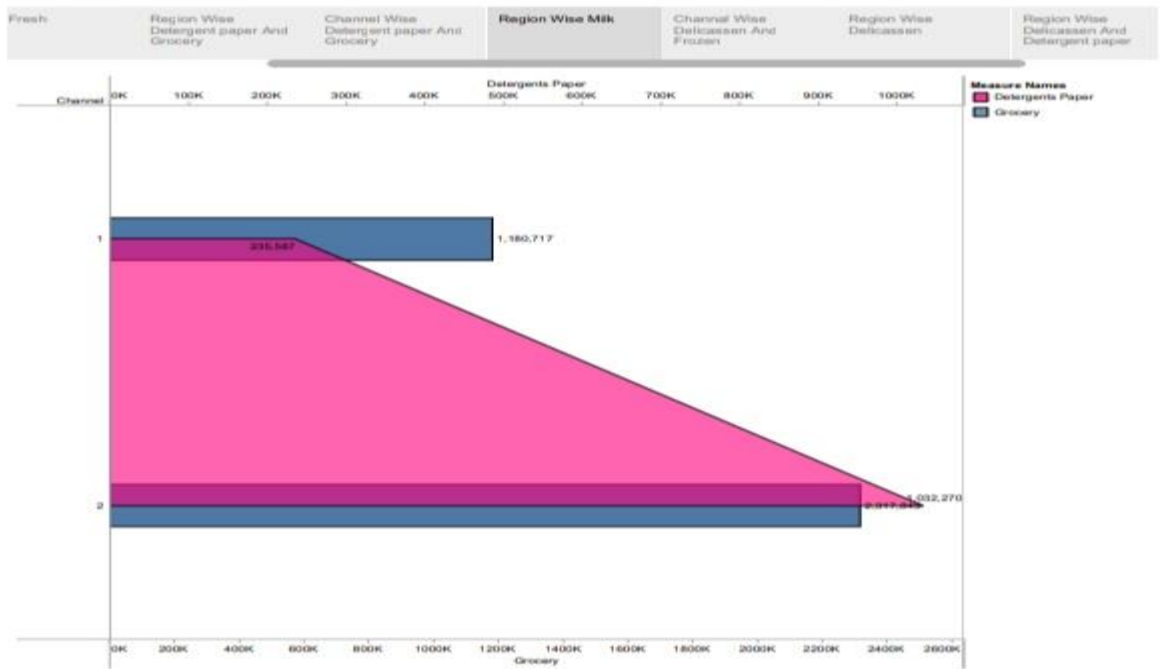
Story 1



Story 1

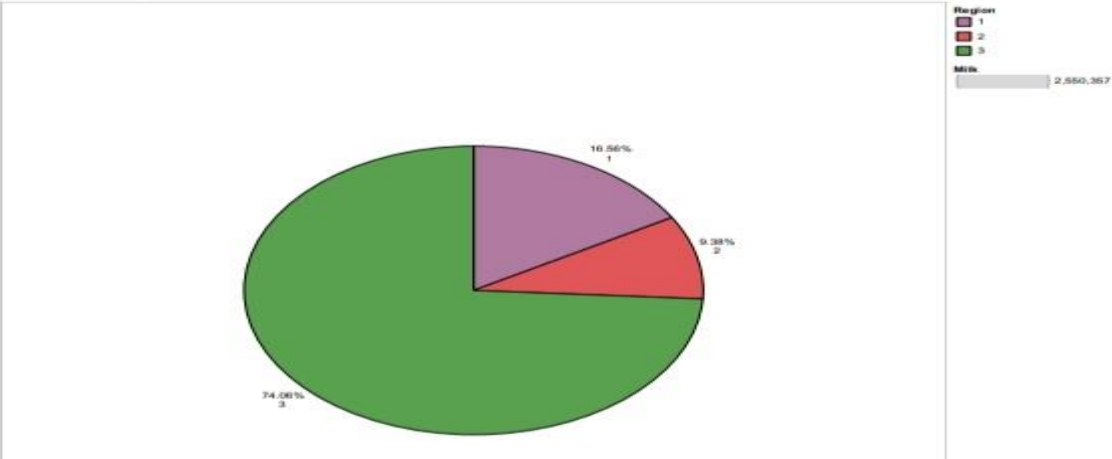


Story 1



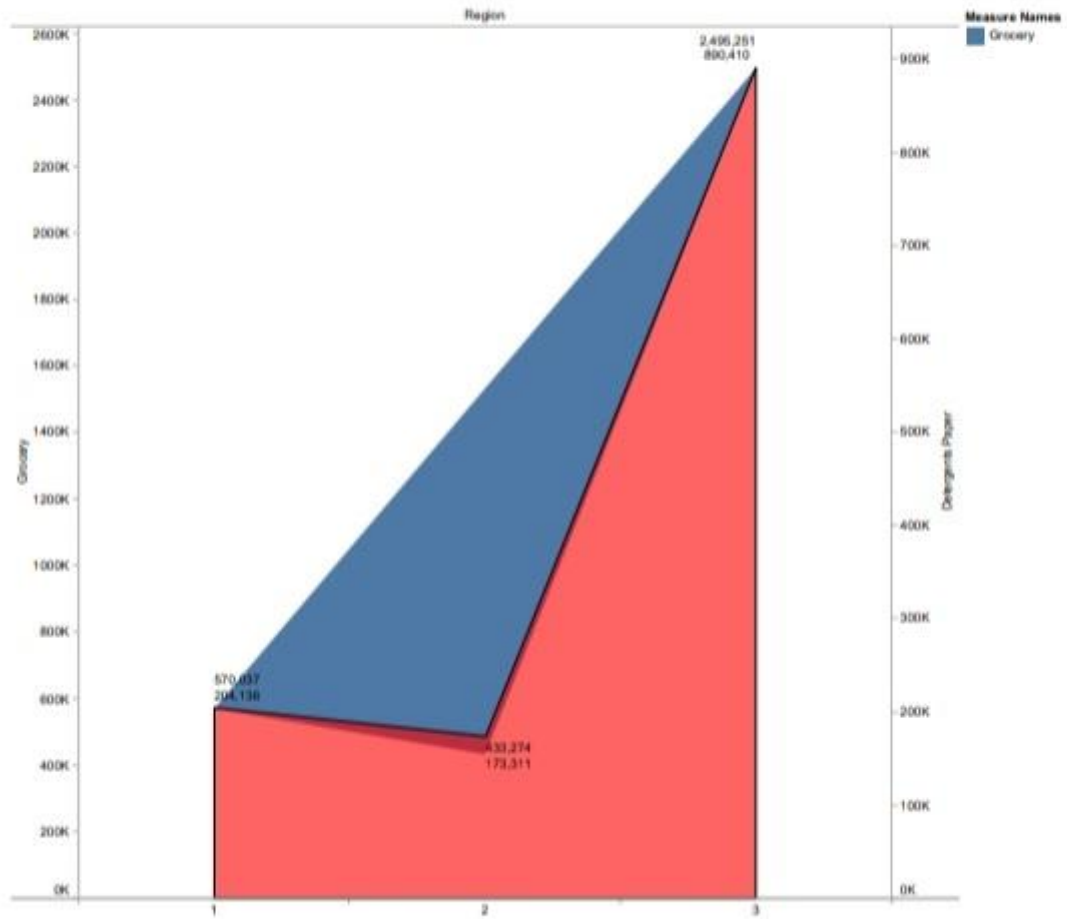
Story 1

Grocery	Fresh	Region Wise Detergent paper And Grocery	Channel Wise Detergent paper And Grocery	Region Wise Milk	Channel Wise Detercasson And Frozen	Region Wise Detercasson
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Story 1

Milk	Grocery	Fresh	Region Wise Detergent paper And Grocery	Channel Wise Detergent paper And Grocery	Region Wise Milk	Channel Wise Delicassen And Frozen
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Story 1

Region Wise Detergent paper And ...	Channel Wise Detergent paper And Grocery	Region Wise Milk	Channel Wise Delicassen And Frozen	Region Wise Delicassen	Region Wise Delicassen And Detergent paper	Wholesaler Customer Analysis Dashboard
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Wholesaler Customer Analysis

MILK:1	GROCERY:2	FRI
Milk	Grocery	Fr
2,550,357	3,498,562	5,28



Advantage:

Managing risks

- Increasing sales
- Improving brand recognition
- Measuring brand reputation

Disadvantage:

- Can be expensive
- Requires significant time investment
- May only target a small population
- Need personnel to conduct research

conclusion:

Marketing is the most exciting of all business sports. It is the heart of every successful business