



DOCUMENTTATION OF DATA ANAYLSIS

UNVEILING MARKET:
ANALYSING SPENDING
BEHAVIOUR AND
IDENTIFYING
OPPORTUNITIES FOR
GROWTH

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PROJECT FLOW :

- 1. INTRODUCTION:
 - 1.1 Overview
 - 1.2 Purpose
- 2. 2 .Problem Definition & Design Thinking
 - 2.1 Empathy Map
 - 2.2 Ideation & Brainstorming Map
- 3. RESULT
- 4. ADVANTAGES & DISADVANTAGES
- 5. APPLICATIONS
- 6. CONCLUSION
- 7. FUTURE SCOPE



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

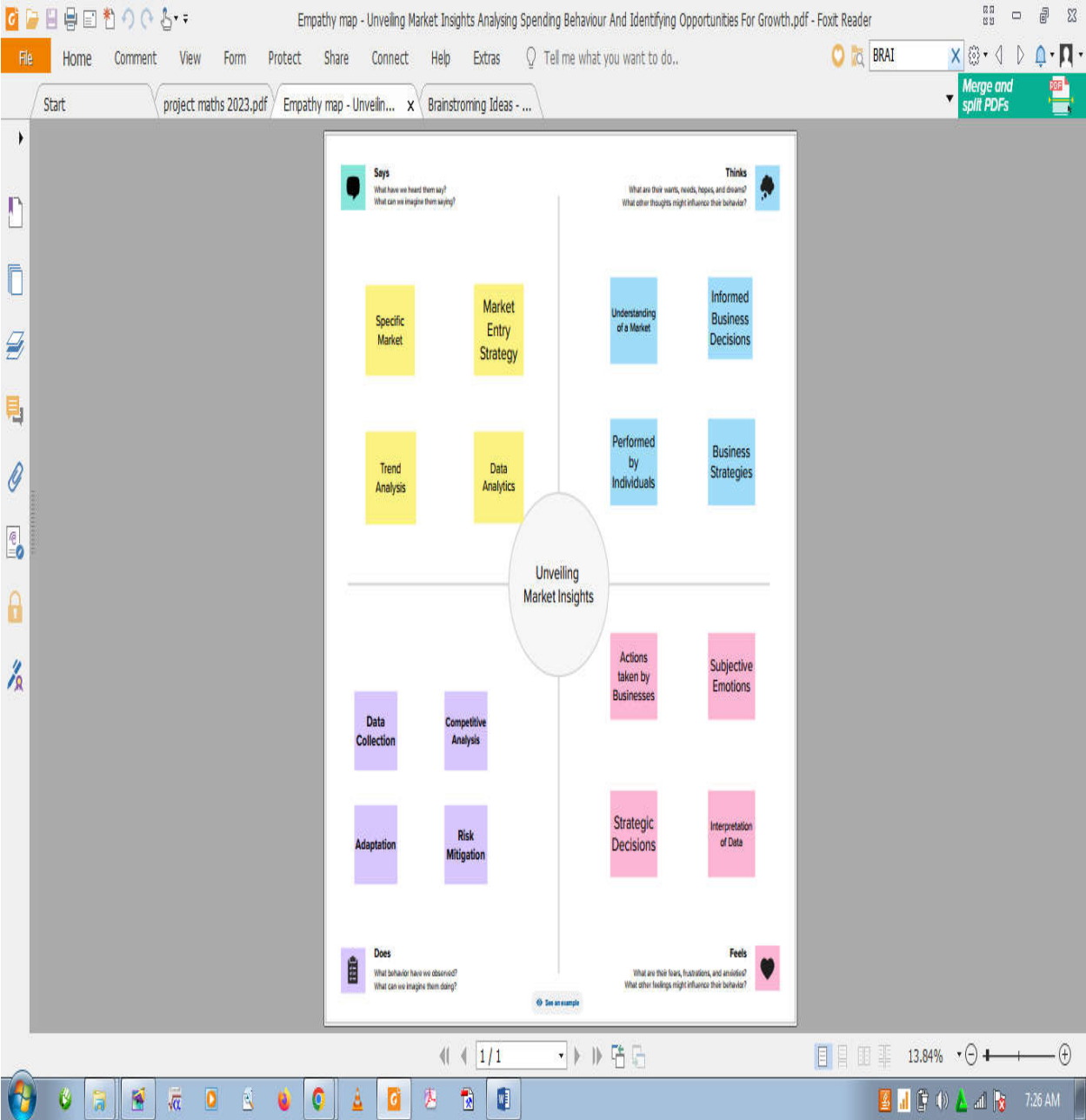
INTRODUCTION:

Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise. 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.

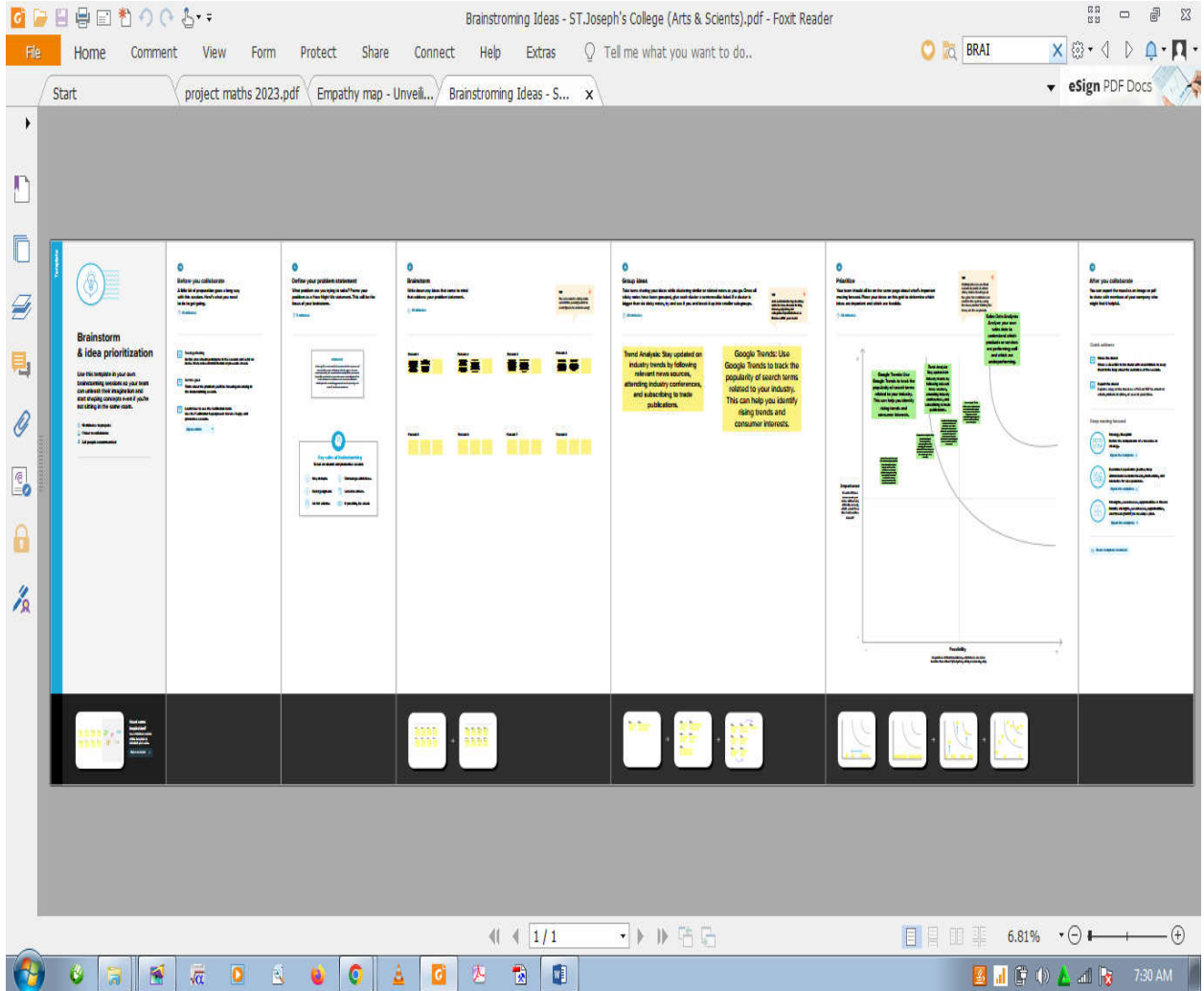
The consumption and production of marketed food are spatially separated.

Production is primarily in rural areas while consumption is mainly in urban areas.

EMPATHY MAP:



IDEATION & BRAINSTORMING MAP:



Connection to the dataset:

Tableau - Book1

File Data Server Window Help

Connections [Add](#)

Wholesale customers data(1)
Microsoft Excel

Sheets

Wholesale customers data(1)

New Union

New Table Extension

Wholesale customers data(1) (Wholesale customers...

Connection ☒ Live ☐ Extract

Filters 0 | [Add](#)

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	Grocery
Wholesale customers data(1)	2	3	12.669	9.656	
	2	3	7.057	9.810	
	2	3	6.353	8.808	
	1	3	13.265	1.196	
	2	3	22.615	5.410	
	2	3	9.413	8.259	
	2	3	12.126	3.199	

Fields

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

Go to Settings to activate Windows

Activate Windows

03:17 PM 03-10-2023

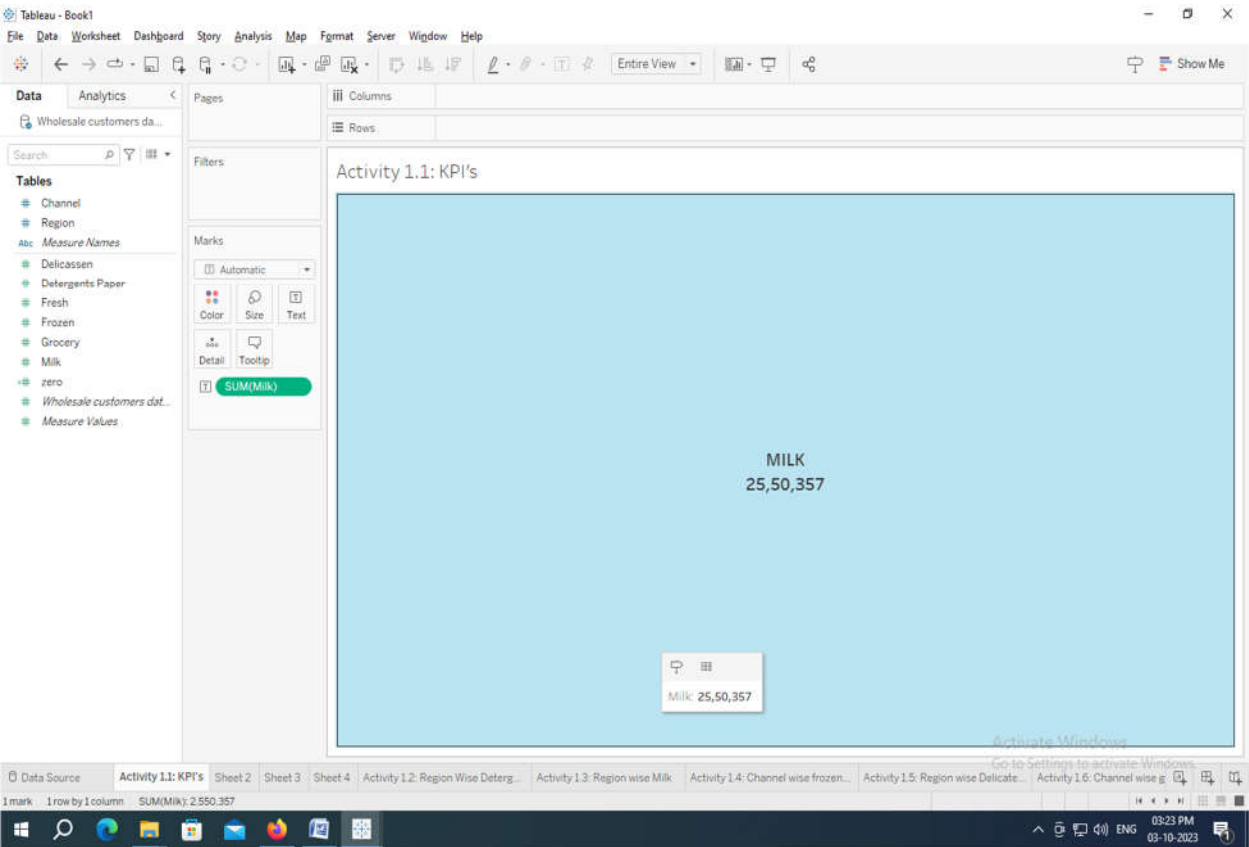
In this activity we can able to understand, how to connect the data base with tableau.

RESULT:

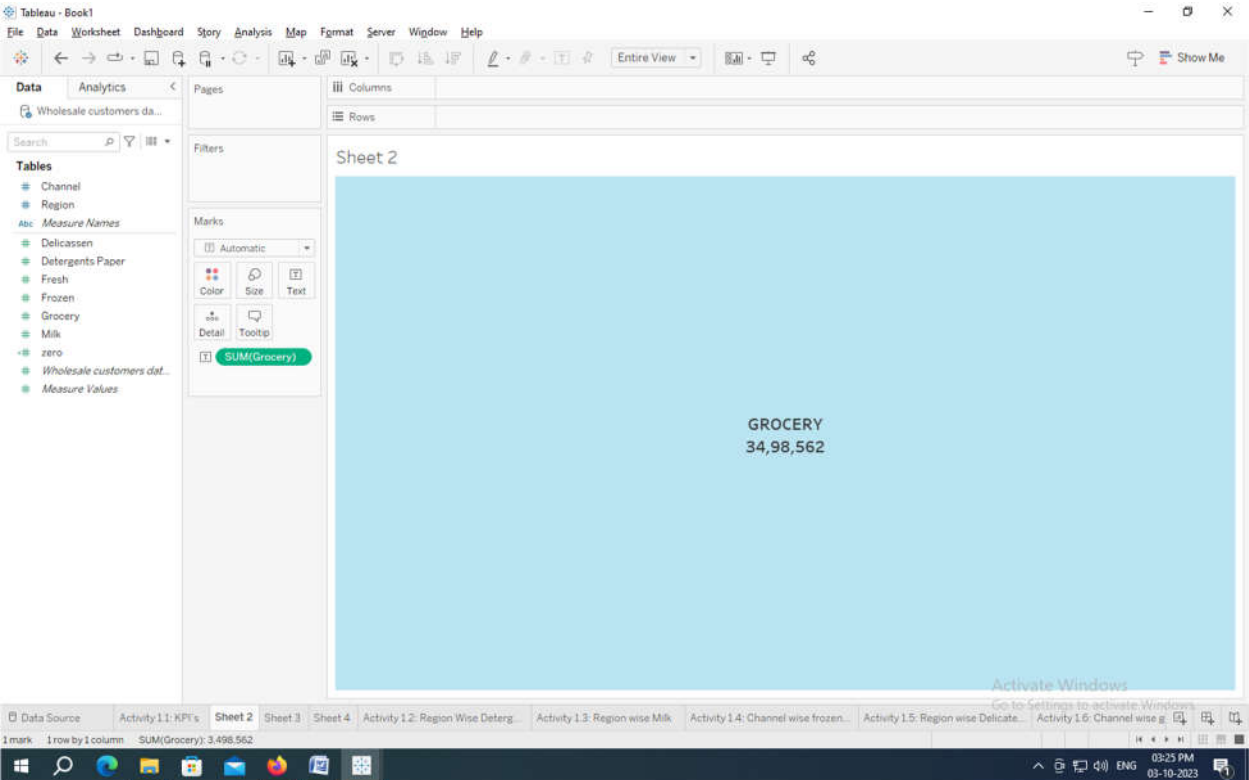
Activity 1.1: KPI's

In this acitivity we create a separate sheets to understand the cunsumers for this product.And the items are, MILK, GROCERY, FROZEN, FRESH

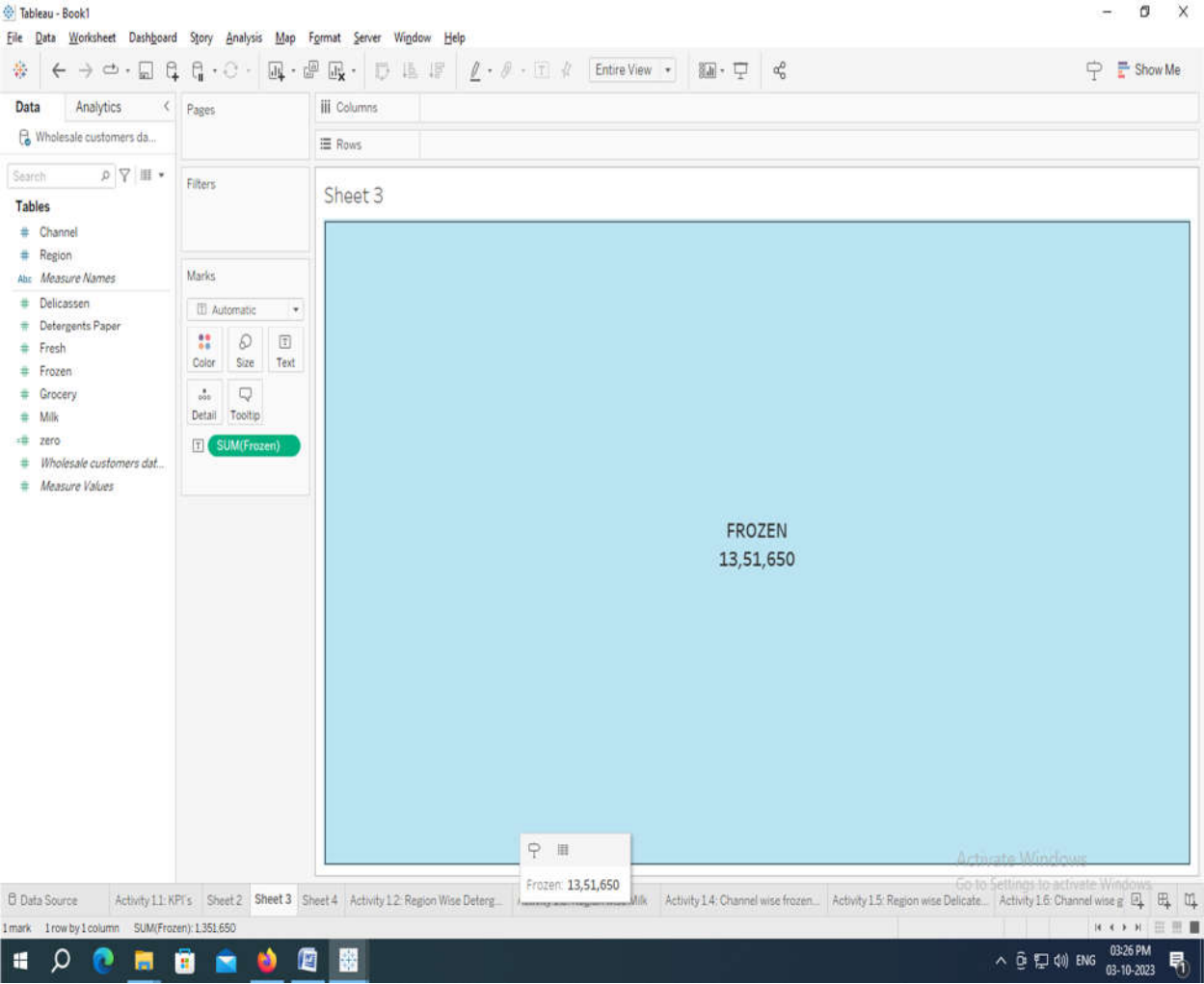
MILK



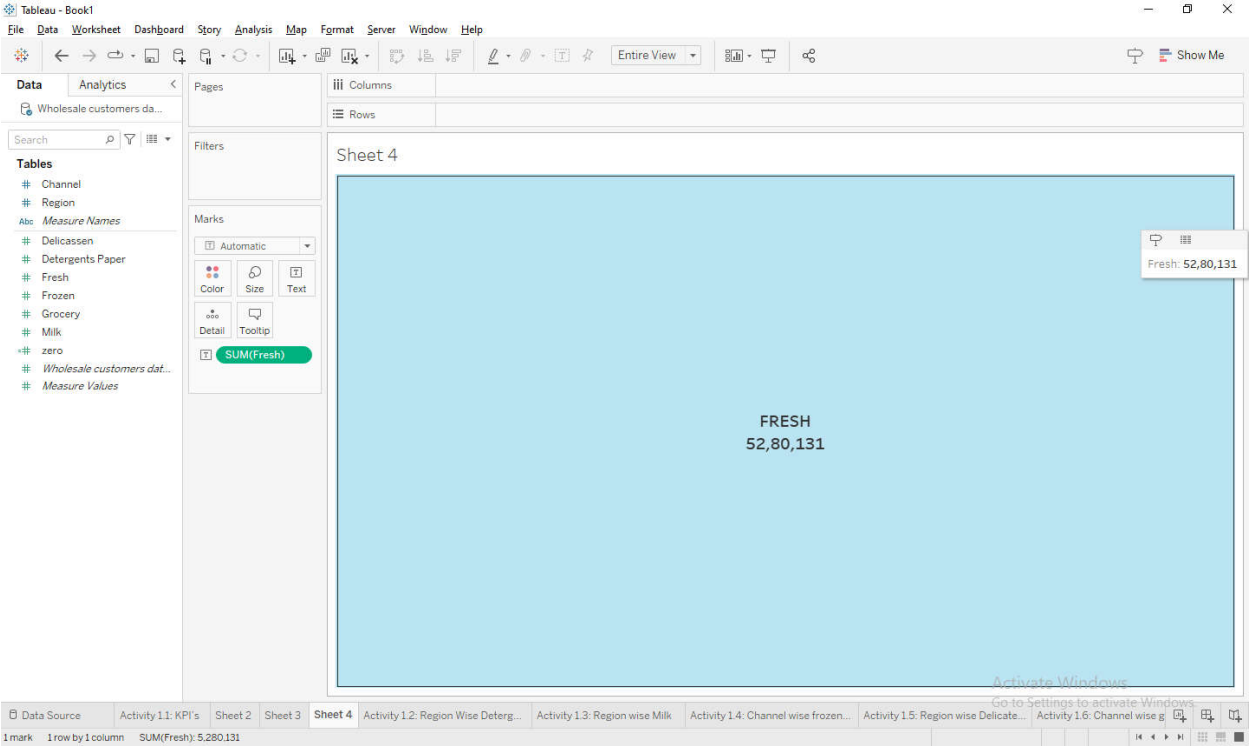
GROCERY



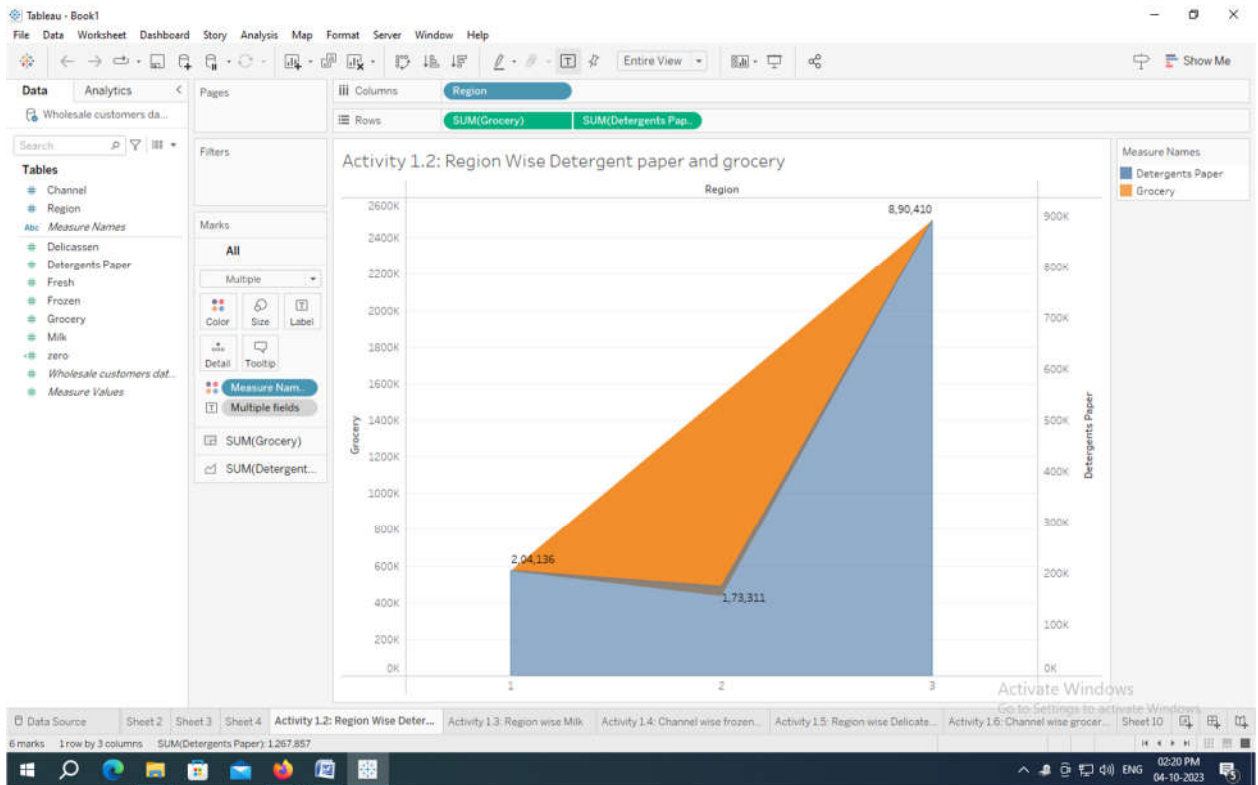
FROZEN



FRESH



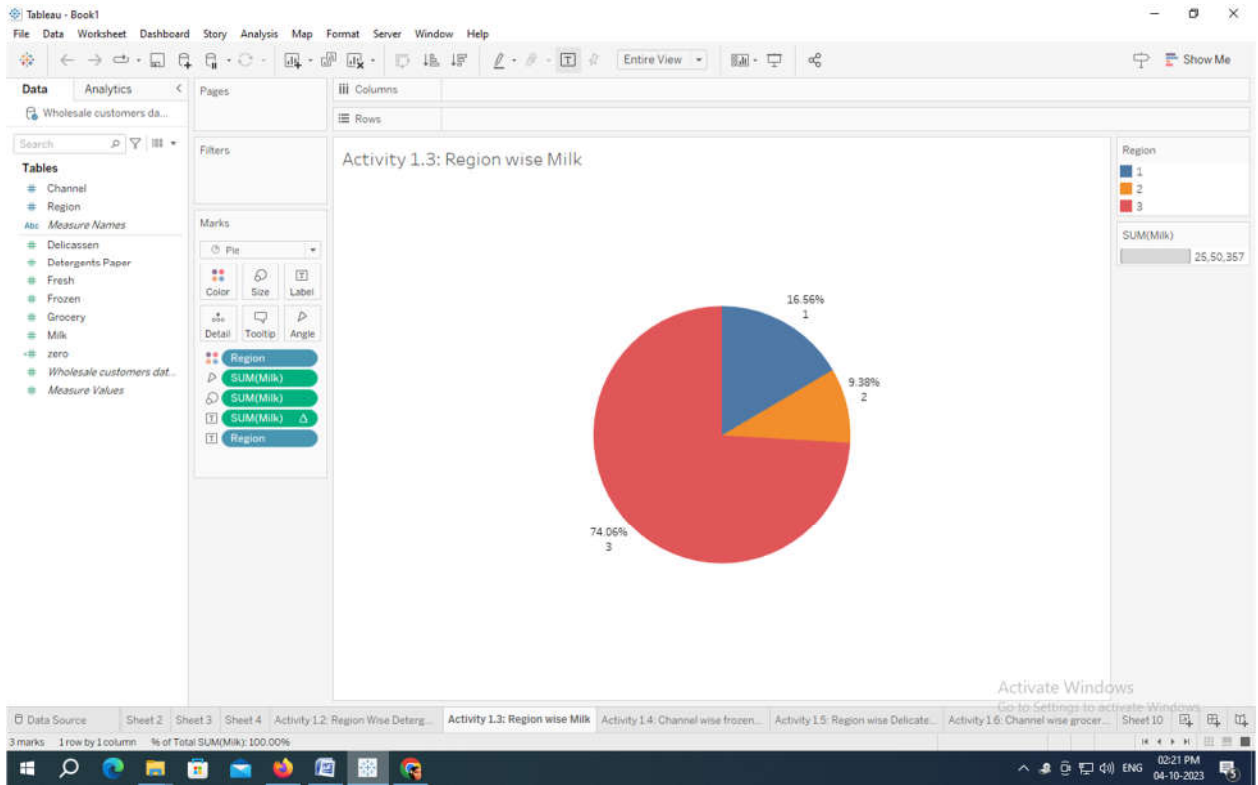
Activity 1.2: Region Wise Detergent paper and grocery



In this activity we can see region wise detergent paper and grocery in graph sheet.

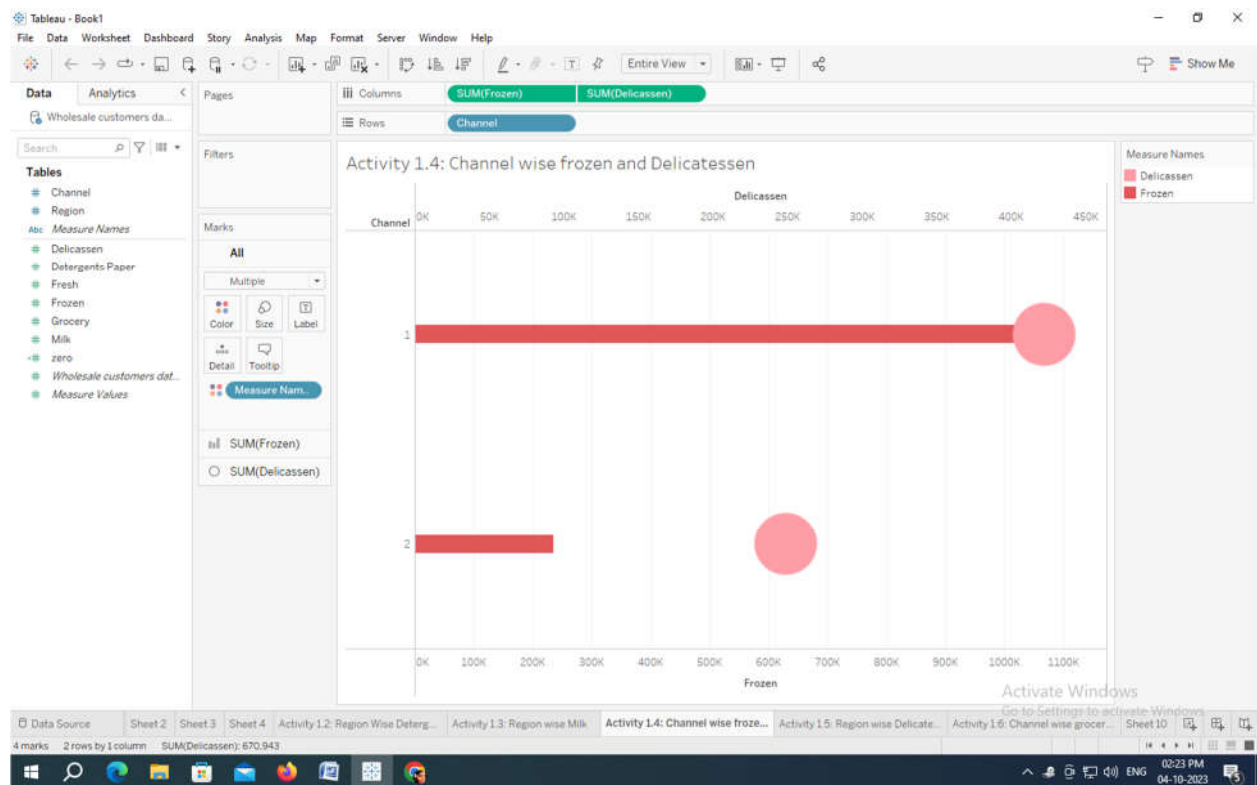
Activity 1.3: Region wise Milk

p



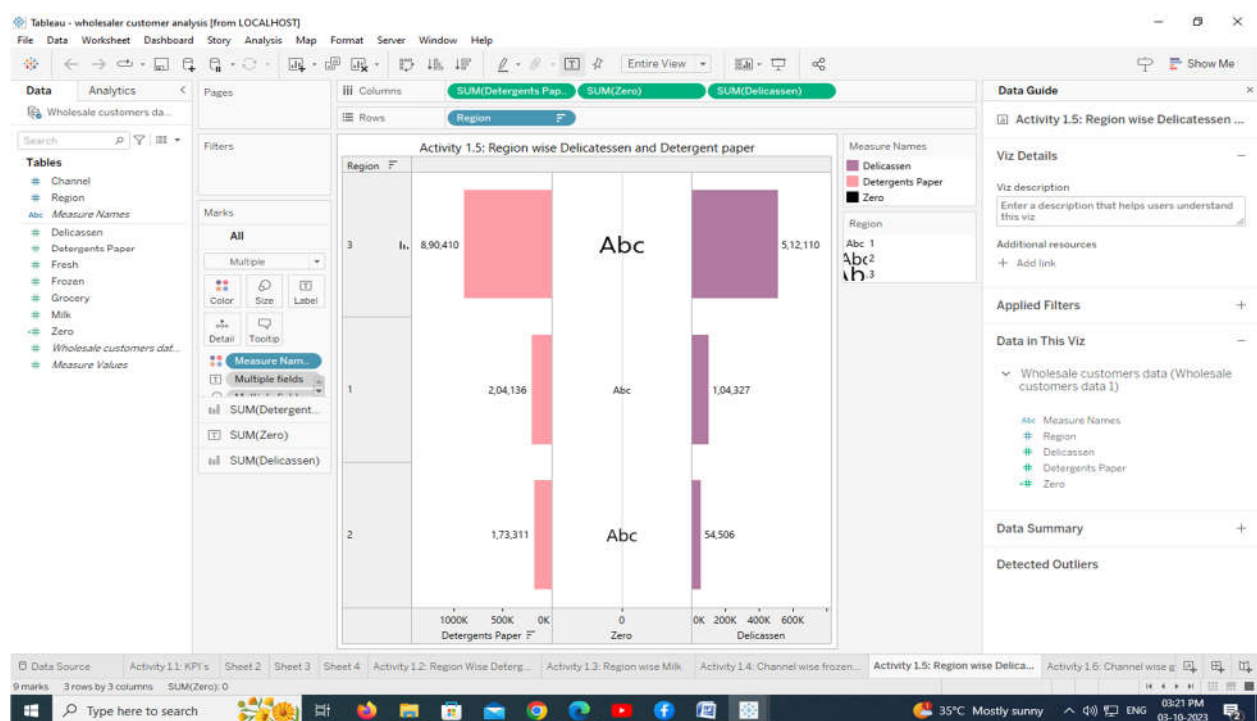
In this activity we can see region wise Milk through pie chart.

Activity 1.4: Channel wise frozen and Delicatessen



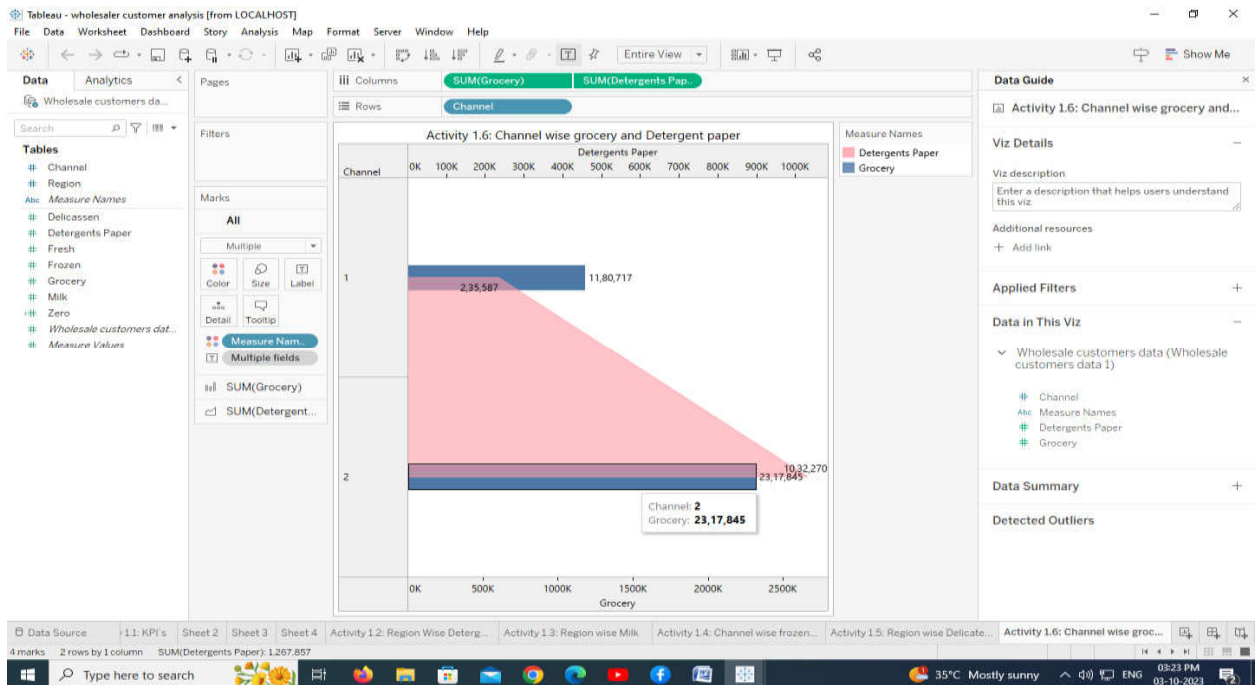
In this activity we can see channel wise frozen and Delicatessen by loli pop chart.

Activity 1.5: Region wise Delicatessen and Detergent paper



In this activity we can see Region with Delicatessen and Detergent paper by Bar code.

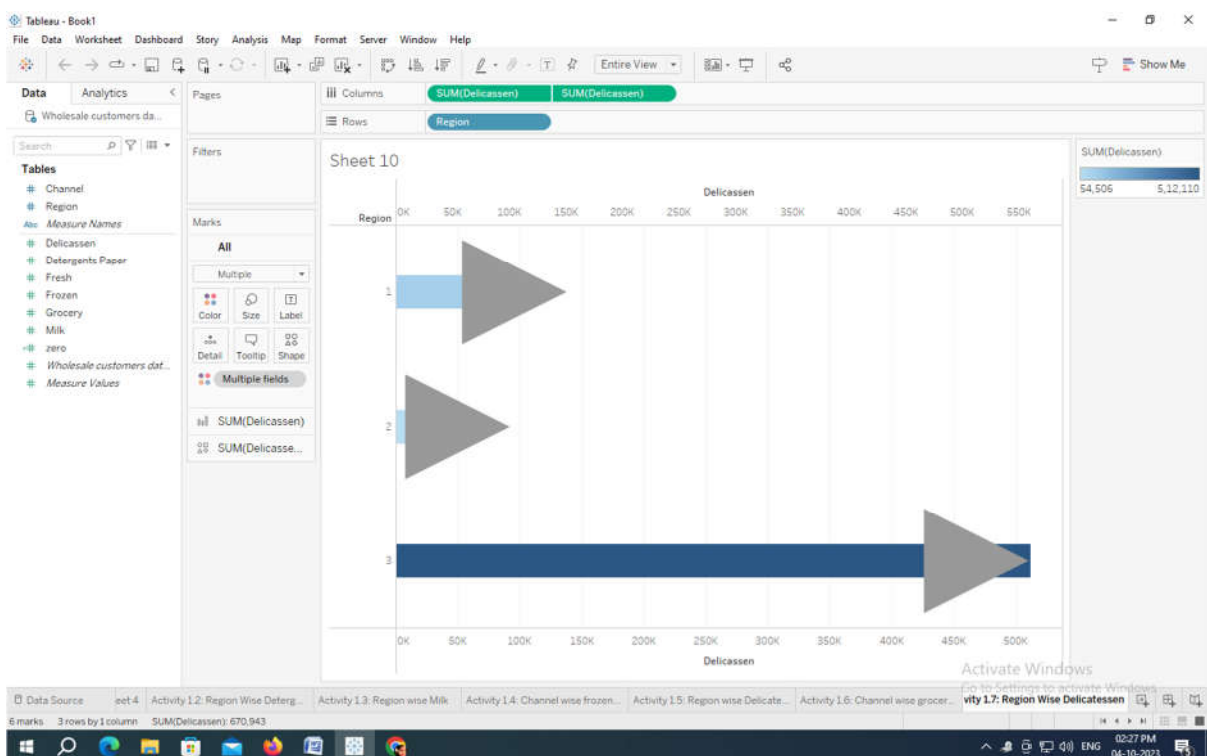
Activity 1.6: Channel wise grocery and Detergent paper



In this activity we can see channel wise grocery and Detergent paper using bar chart.

Activity 1.7

Region Wise Delicatessen

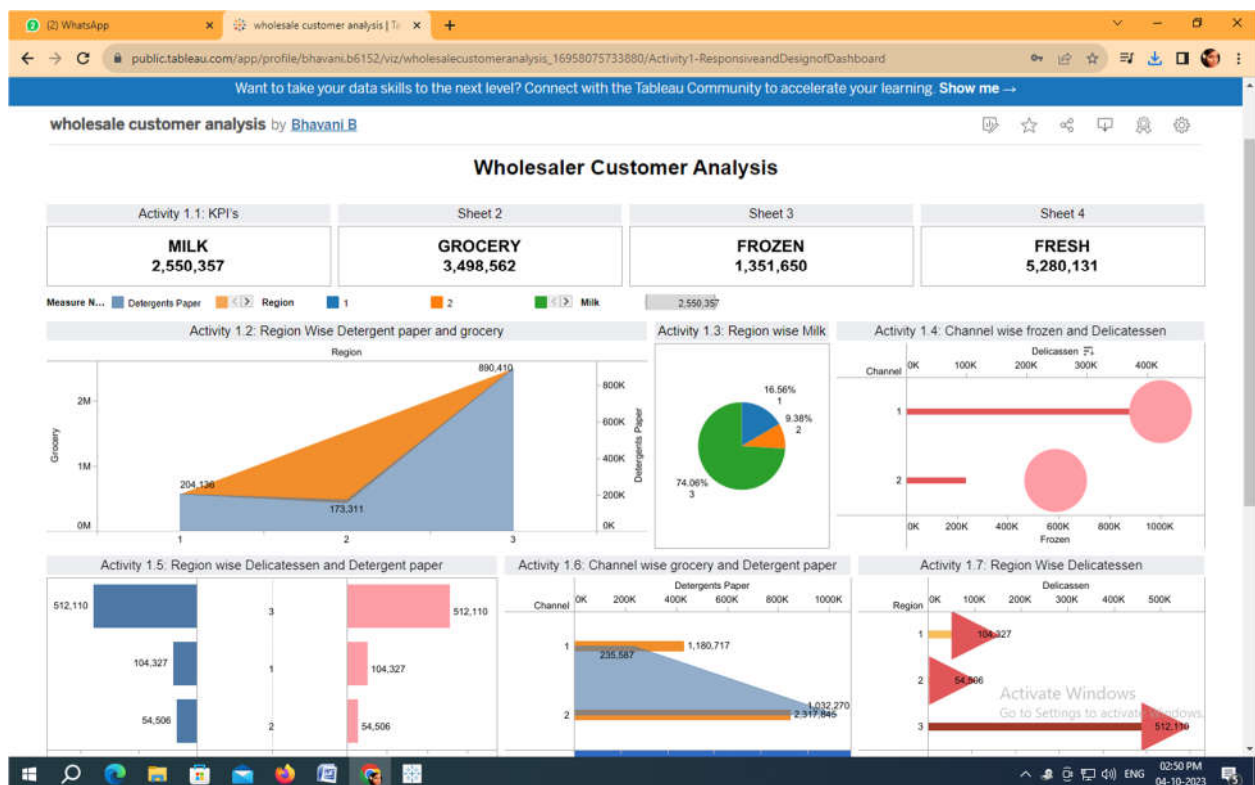


In this activity we can see Region Wise Delicatessen using bar and shapes.

Dashboard:

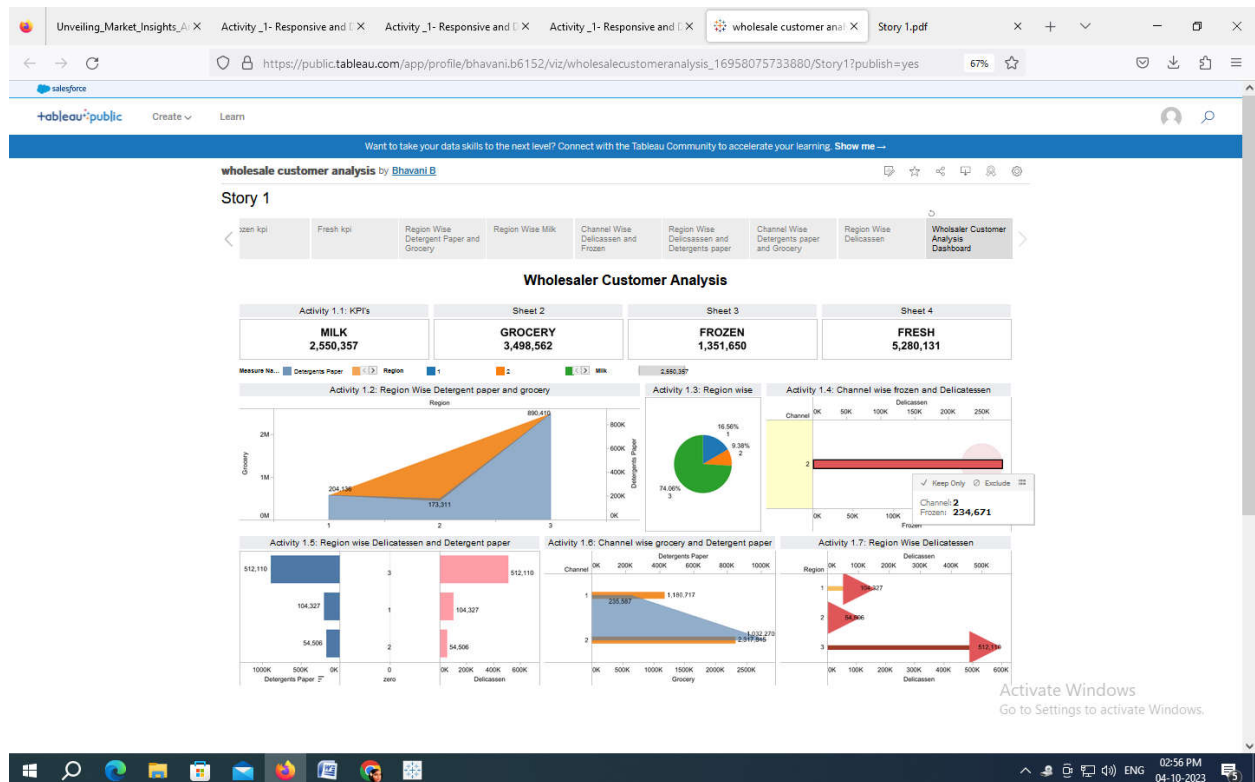
Activity :1-

Responsive and Design of Dashboard



In this activity we can able to understand , how to publish an created sheets in dashboard and reports to tableau.

STORY:



In this activity we can able to understand, how to enable dashboard and story with web bootstrap.

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- 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.

A decorative border of colorful butterflies (purple, orange, and green) surrounds the entire page. The butterflies are arranged in a repeating pattern along the top, bottom, and sides.

DISADVANTAGE:



























































- Time-consuming and expensive compared to secondary research.
- Requires resources for survey design, data collection, and analysis.
- A limited sample size may not represent the entire target market.

APPLICATIONS:

- Pricing Research
- Product Research
- Concept Testing
- Positioning Research
- Customer Satisfaction Research
- Branding Research
- Advertising Research
- Market Segmentation
- Sales Analysis



Conclusion:

























It shows analysis of marketing insights and the information about the data and shows the weak regions and channels and helps to improve the weakness and helps where to improve. By this the wholesaler makes plans to transport the goods and where to transport more goods. And what type of goods are selling more in which region and channel.




































Future scope:



The scope of marketing research could cover the business problems relating to the followings

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- Types of consumers that compromise present and potential markets.
 - Buying habits and pattern of consumption.
 - Size and location of different markets, not only in India but also overseas.



			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
	Course In-charge	HOD	