**Abstract**

The Market Analysis Tool is a software platform that helps marketers understand the health of their marketing campaigns. One can track a variety of key metrics such as product sell, top sold product category, Stat for a particular product, and so on to help marketers know which efforts are working and why they aren't. This tool is specialized for the Bangladeshi market. Most of the time our marketers use tools created by international developers and those are not developed considering the market of Bangladesh. One of the main features of this project is, this project is accessible for all kinds of stakeholders related to the market like marketers, market analysis specialists, investors, and so on. Even small shop owners can use this application to get information about any particular product so that they can decide whether to stock a product or not.