

# PROJECT REPORT TEMPLATES

## 1.INTRODUCTION:

### 1.1 Overview

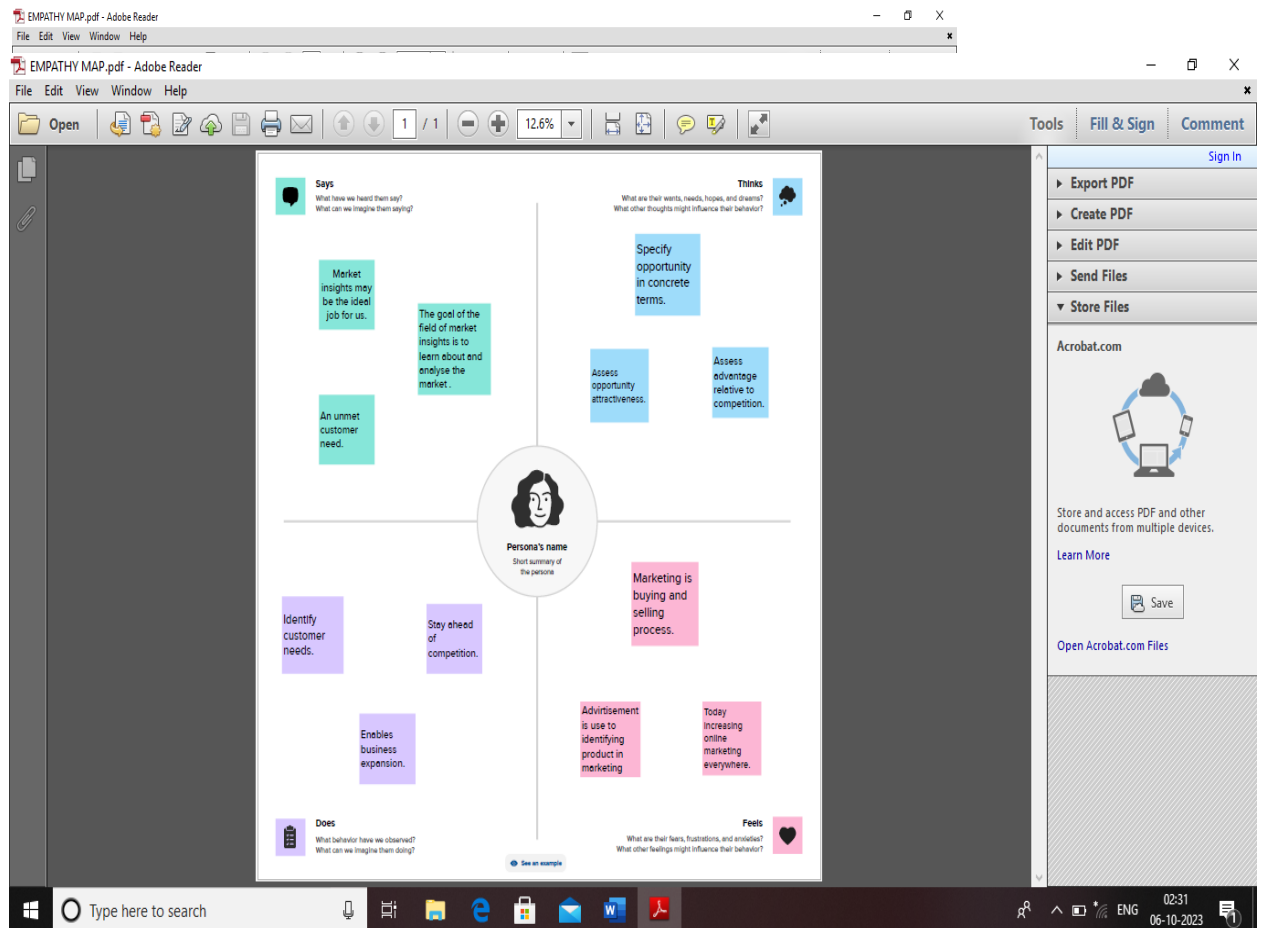
Marketing insights encompass a wide range of information about market Dynamics customer behaviors, trends and competitive landscapes.

### 1.2 Purpose

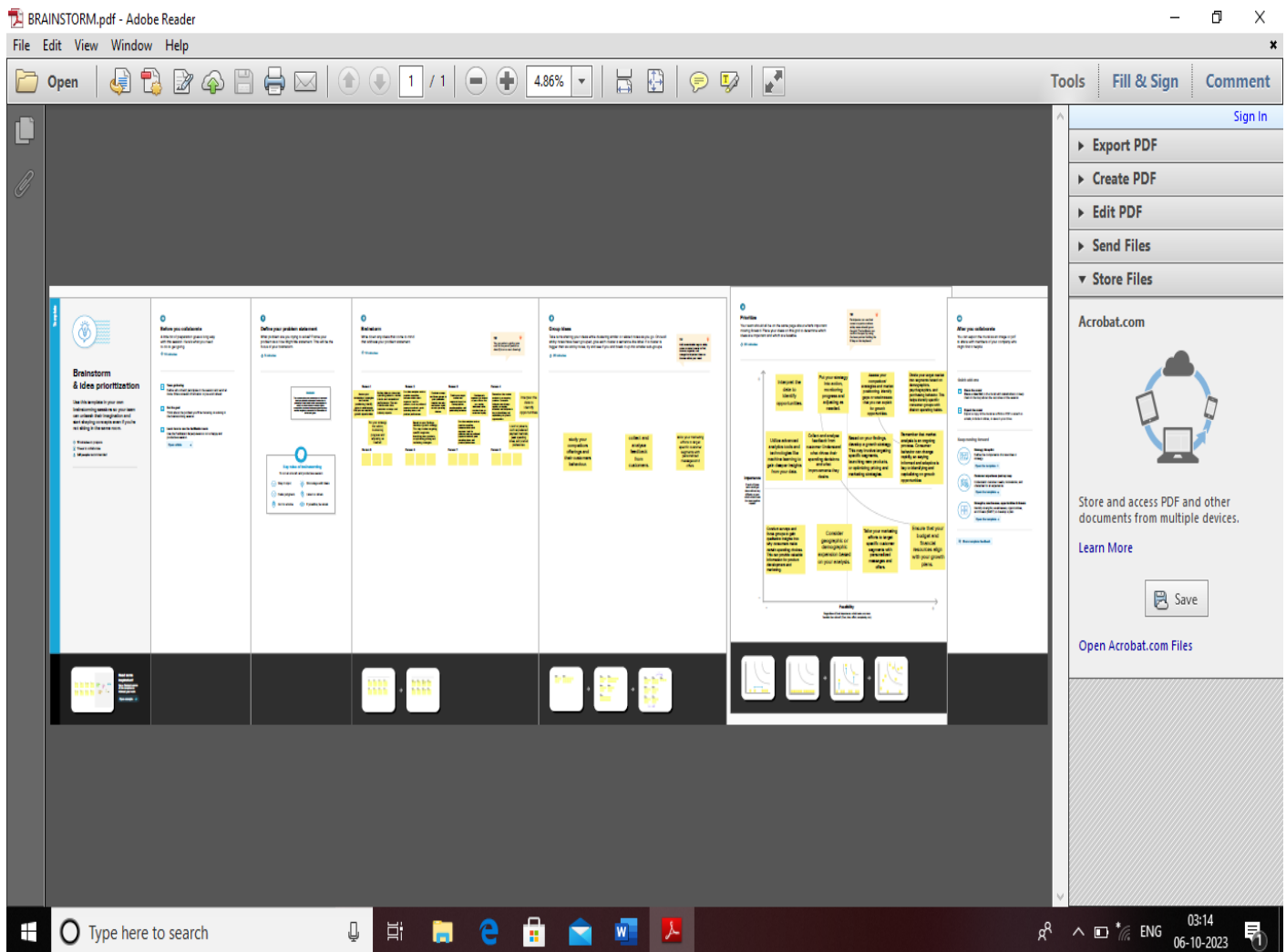
The goal of the field of market insights is to learn about and analyse The market.

## 2.PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy Map



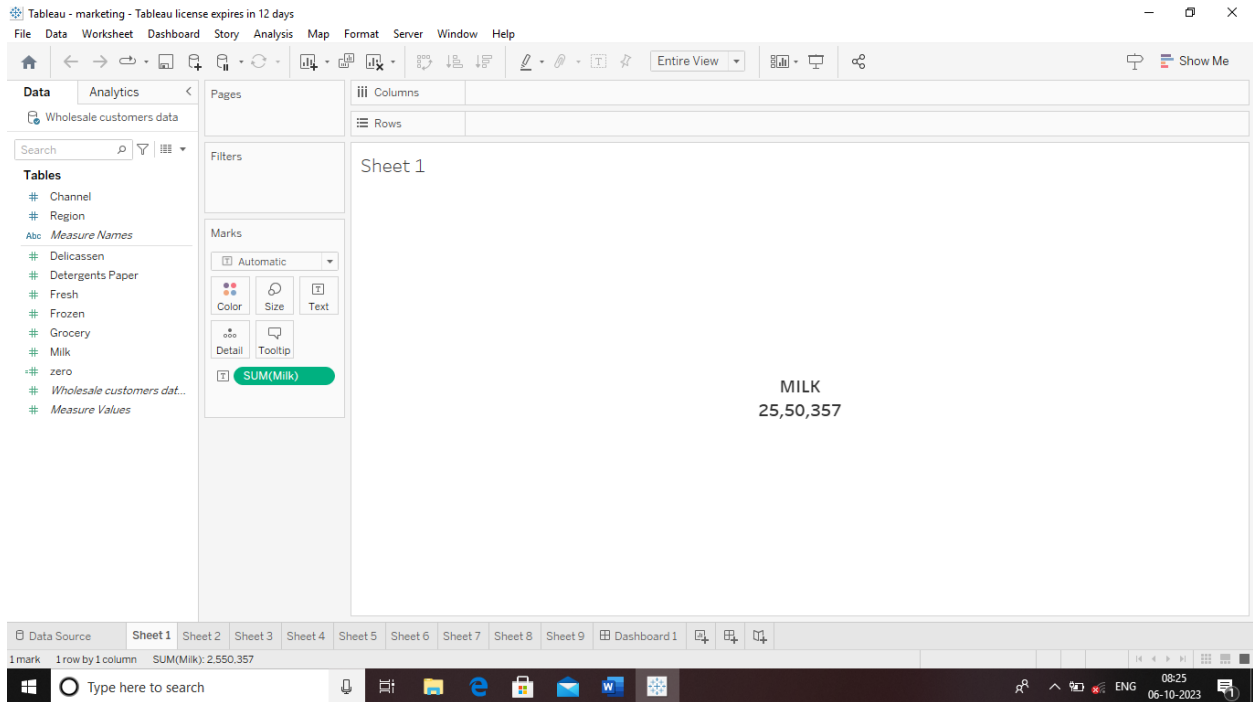
## 2.2 Ideation & Brainstorming



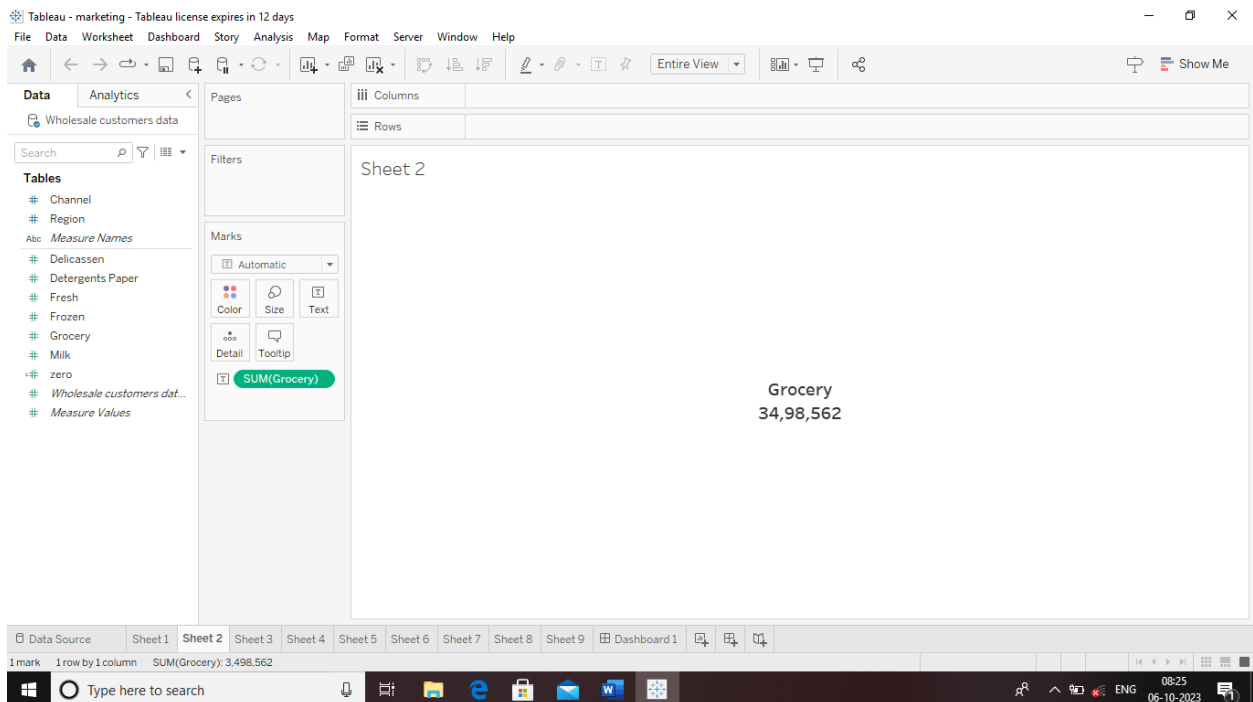
## 3. RESULT

### 3.1 KPI

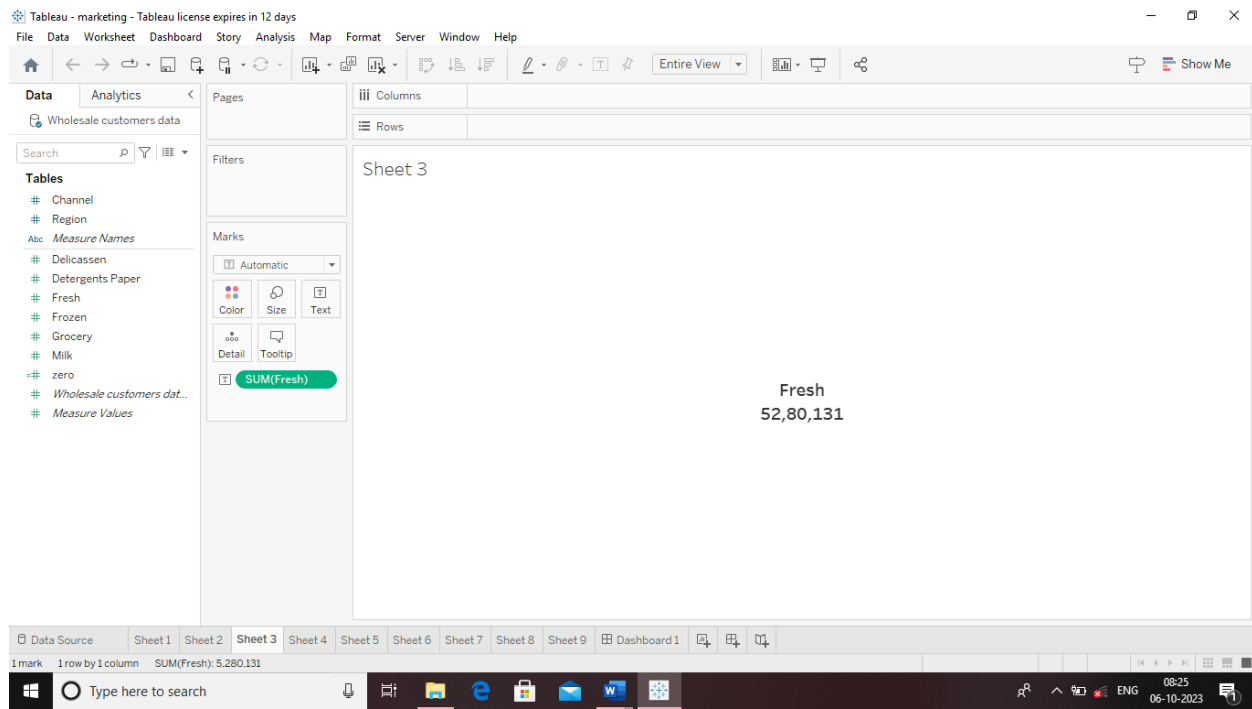
#### 3.1.1 Milk KPI



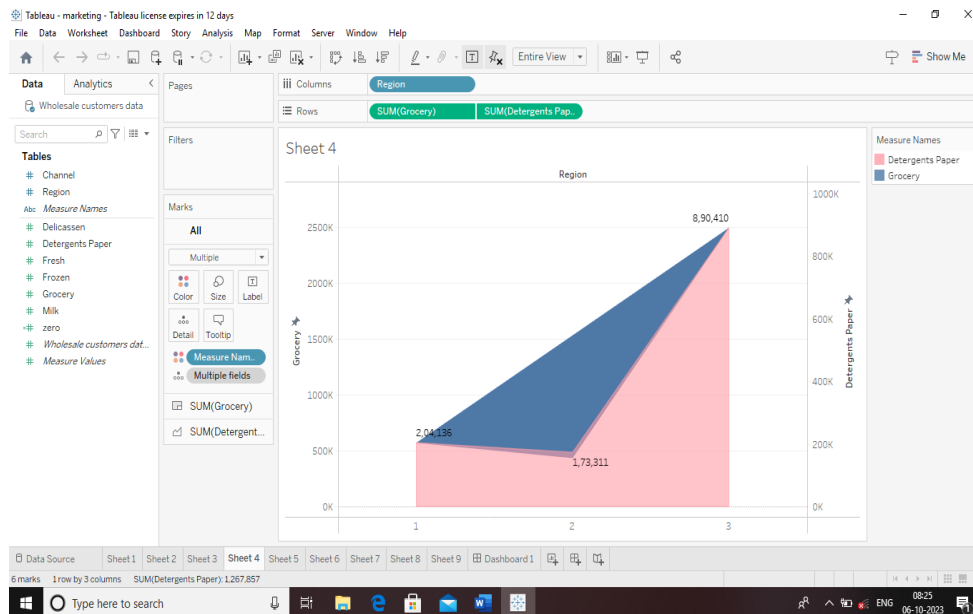
### 3.1.2 Grocery KPI



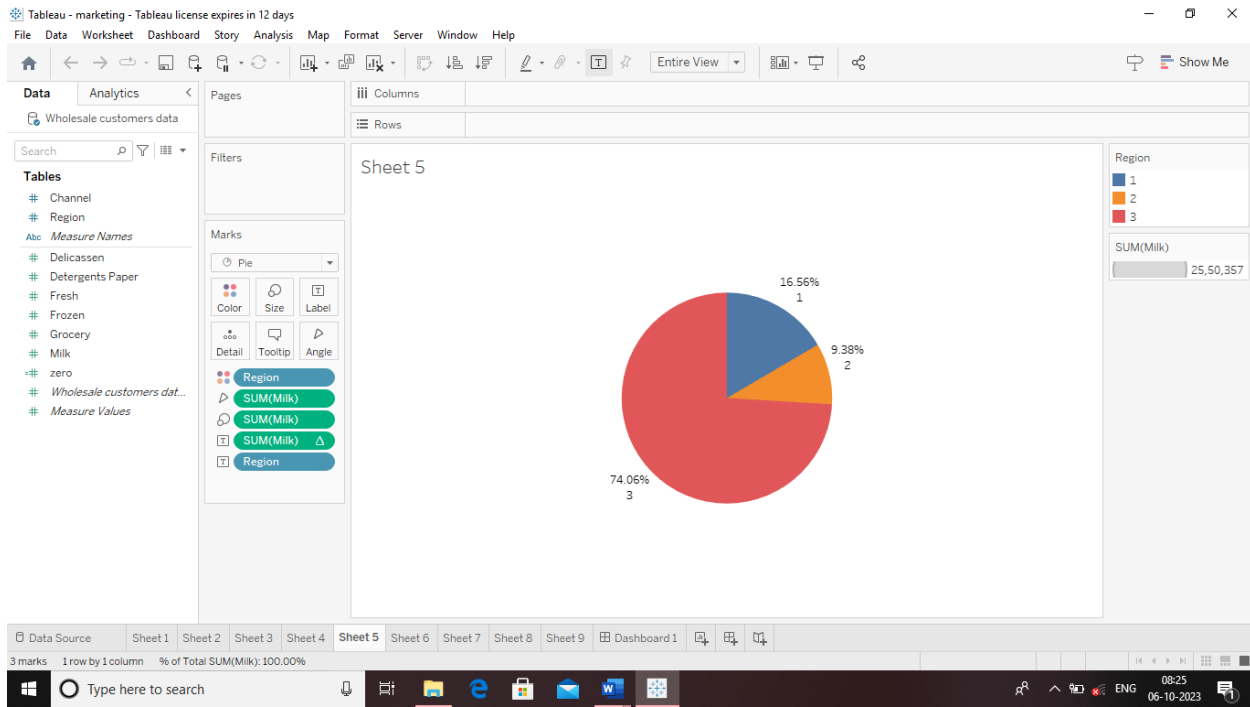
### 3.1.3 Fresh KPI



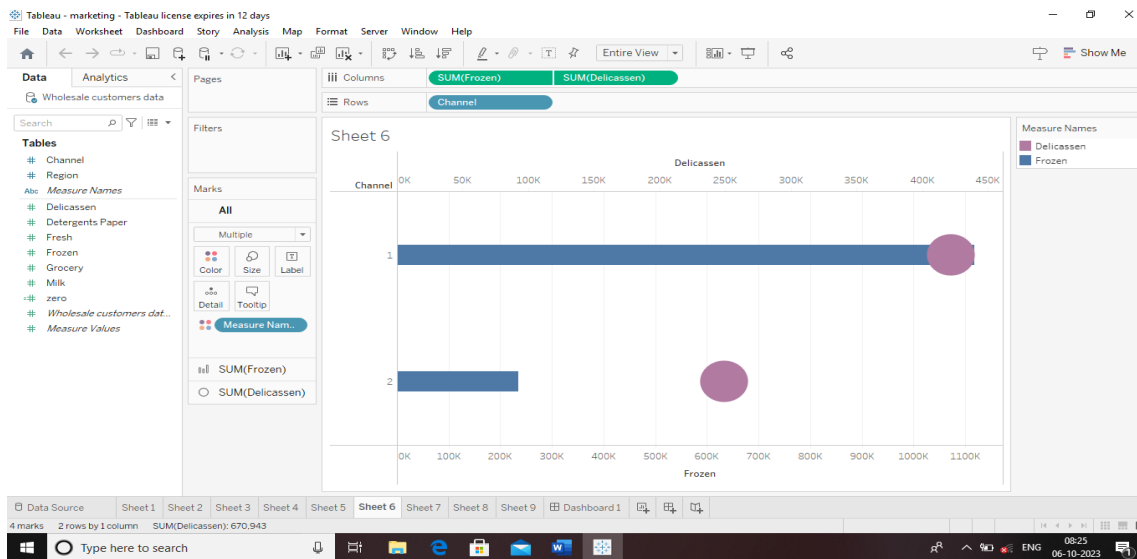
### 3.2 Region wise Detergent paper and Grocery



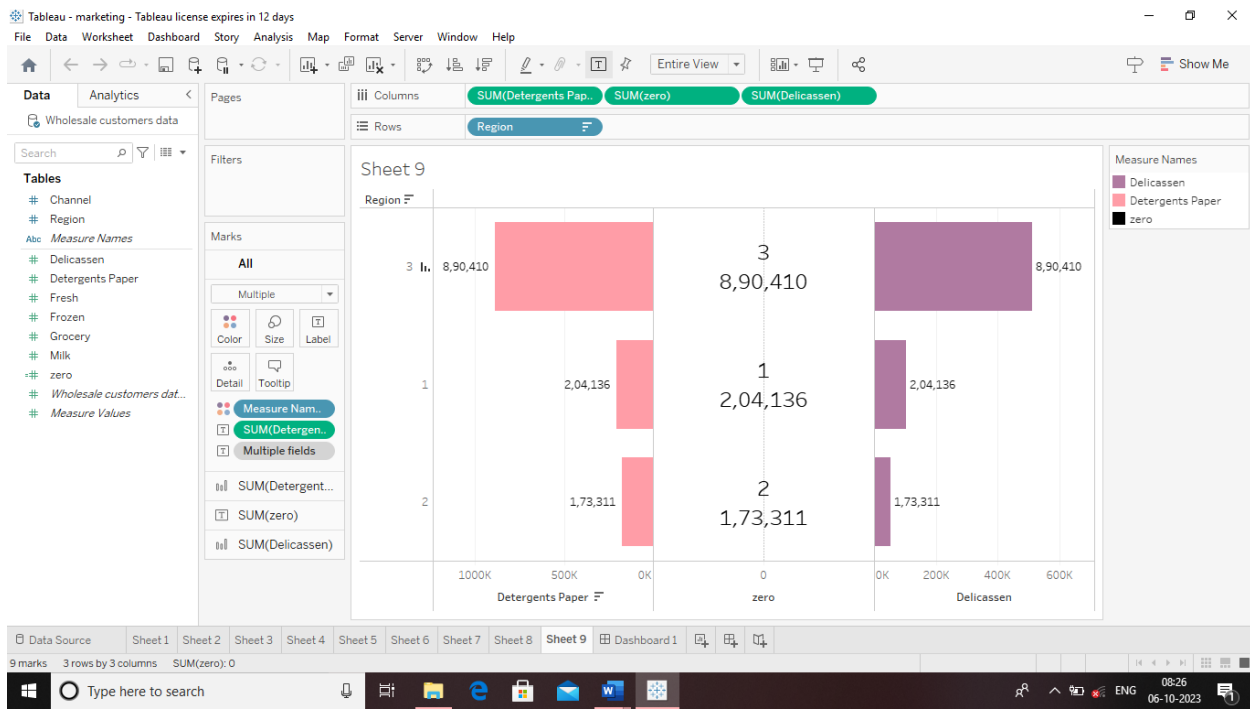
## 3.3 Region wise Milk



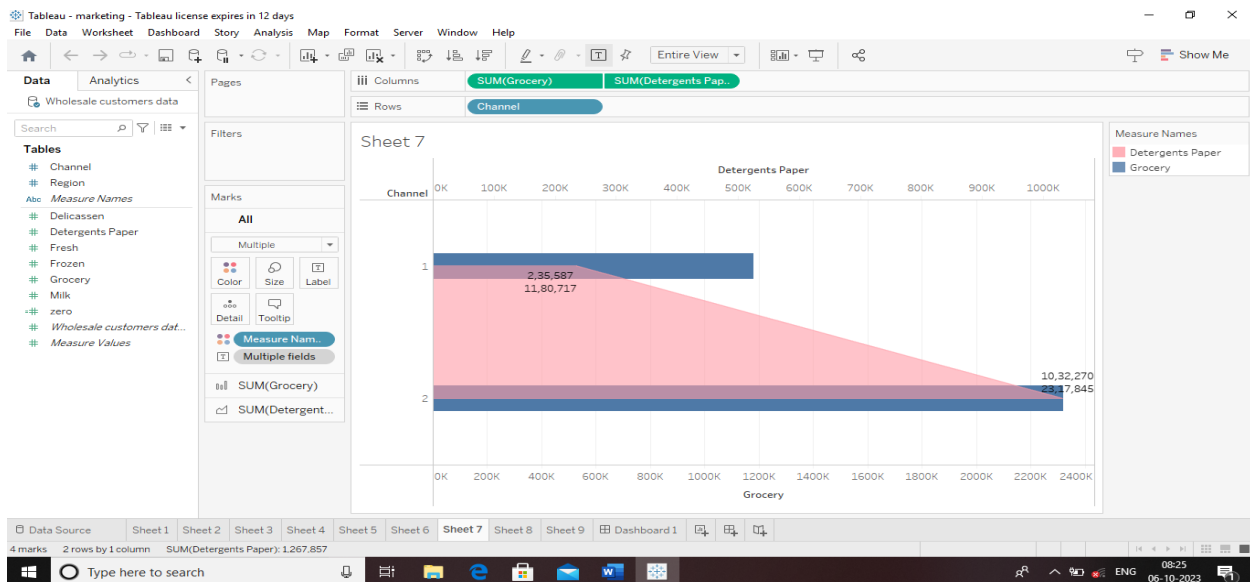
## 3.4 Channel wise frozen and delicatessen



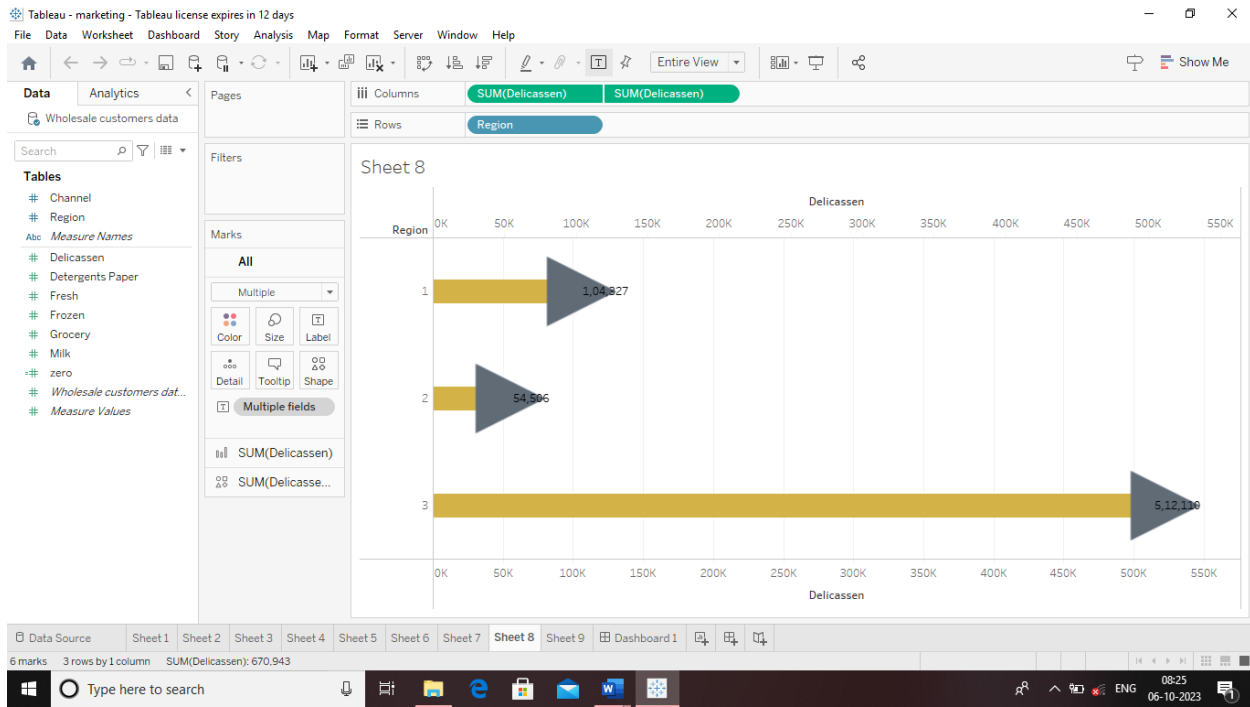
### 3.5 Region wise delicatessen and detergent paper



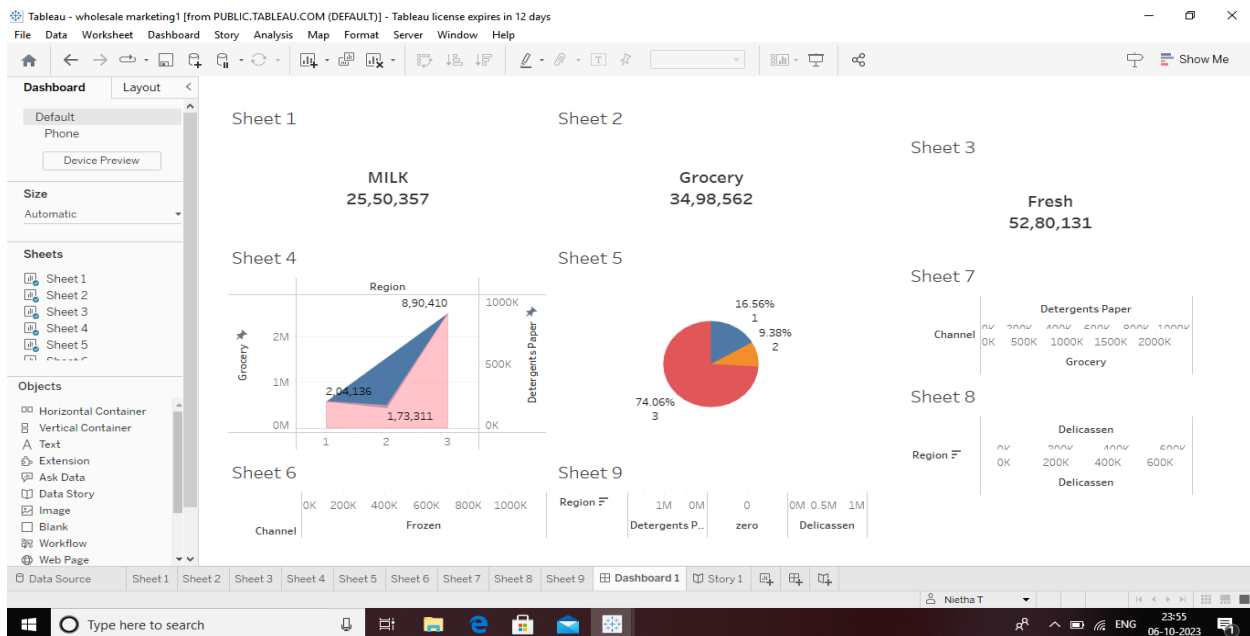
### 3.6 Channel wise grocery and detergent paper



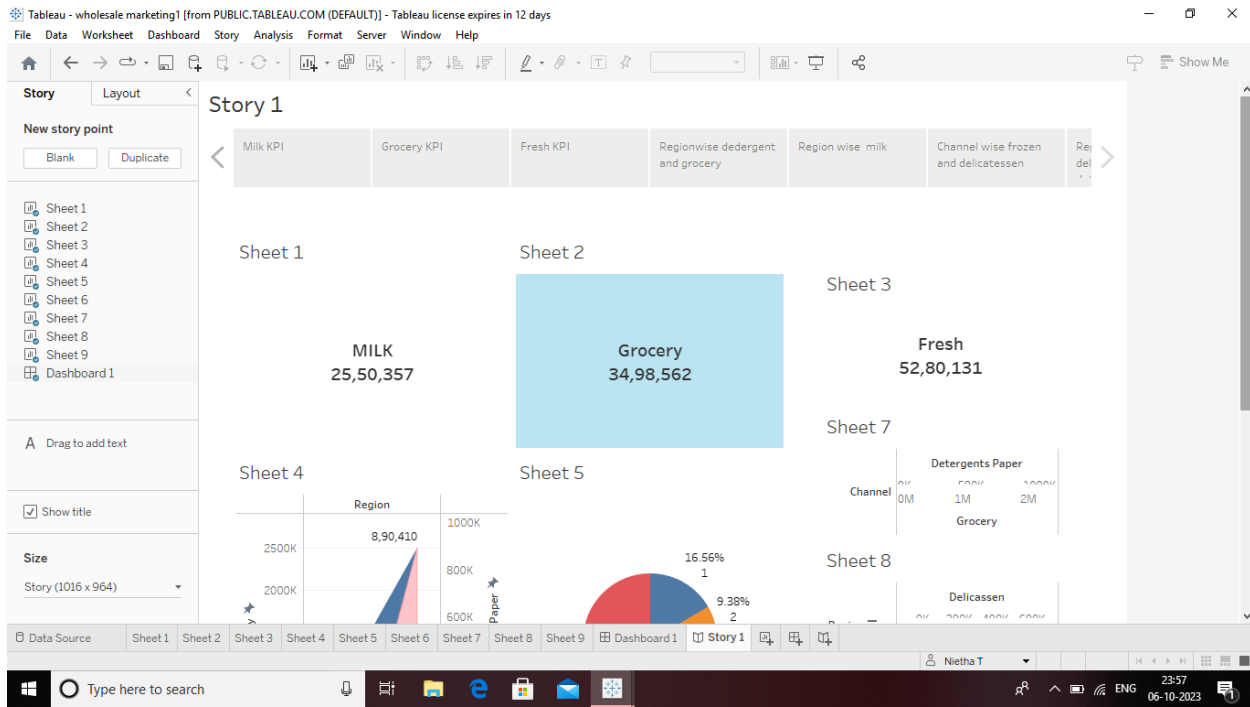
## 3.7 Region wise delicatessen



## 3.3 Dashboard



## 3.9 Story



## 4. ADVANTAGE & DISADVANTAGE

### 4.1 Advantages

1. Provides first hand and specific data tailored to the research Objectives.
2. Allows businesses to gather unique insights directly from Customers.

### 4.2 Disadvantages

1. Time consuming and expensive compared to secondary Research.
2. Requires resources for survey design , data collection, And analysis.



## 5. Applications

1. Product, price, place and promotion are key elements of marketing a product.
2. The product is the good or service being marketed to the target Audience.

## 6. conclusion

Marketing insights are the information you gather through data analysis or research, which you can directly act upon to benefit your marketing strategy. In this marketing insights, we have used data visualizations and dashboard and story.

