

UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

1 INTRODUCTION

1.1 OVERVIEW

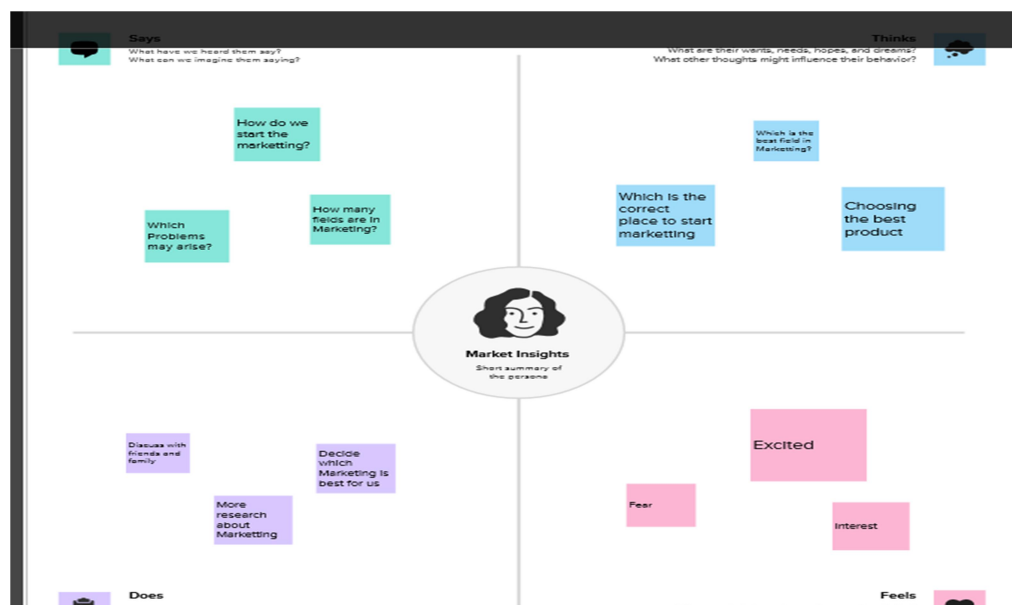
Marketing insights are observations you can make from collected datasets that businesses use to inform their marketing strategy. They're actionable information that you can use to benefit your business.

1.2 PURPOSE

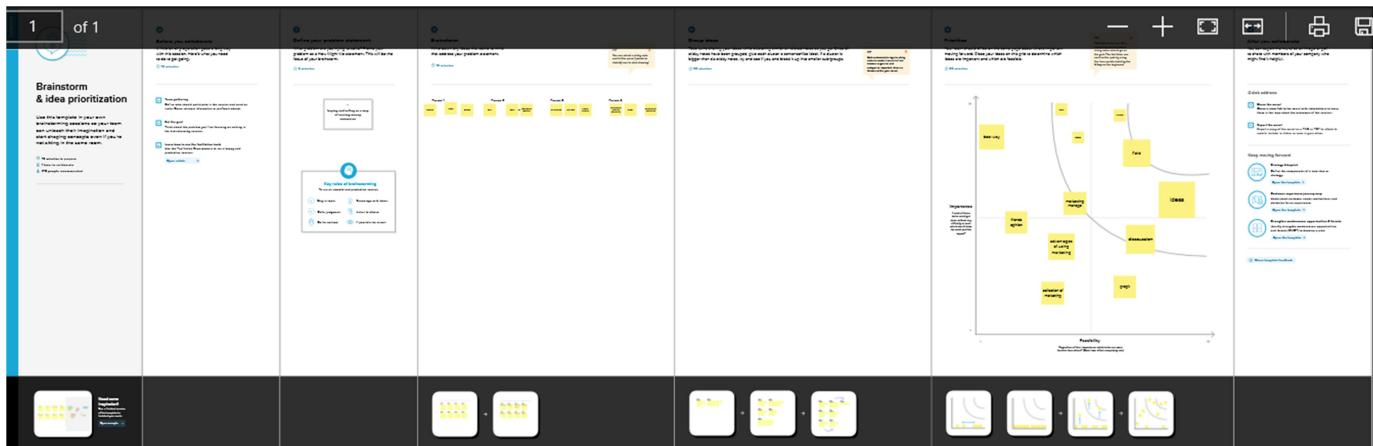
Marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting. This is especially true when marketing a previously unused or unknown innovation. In other words, the best market insights help those selling the invention and the companies needing it.

2 PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

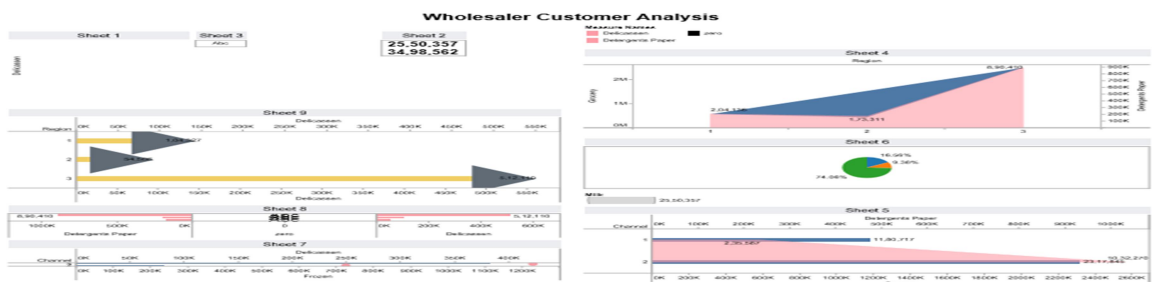
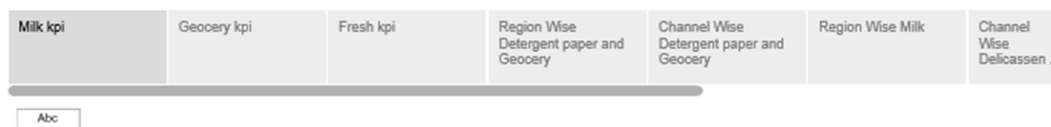


2.2 IDEATION & BRAINSTORMING MAP



3 RESULT

Story 1



4 ADVANTAGES & DISADVANTAGES

- **ADVANTAGES**
 1. Quality improvement
 2. production cost reduction
 3. Error rate reduction
- **DISADVANTAGES**
 1. Can be costly and time consuming

2. Your business could suffer
3. Survival of small companies

5 APPLICATIONS

Marketing is applied when communicating the value of a company's product to potential customers. This value communication seeks to justify the price of the product. Customers satisfied with the features and benefits are more likely to purchase the product.

6 CONCLUSION

Marketing information system is an important factor in a growing business today with increased competition and environmental changes affecting the consumer world. It is the marketing information system that makes or and makes any organization in the perspective of marketing strategy Marketing information system very aptly called as life blood of marketing.

7 FUTURE SCOPE

The scope of marketing management involves providing after- sales support to consumers to retain their business, build brand loyalty, and boost the business's image.