



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

This project aims to analyse customer spending behaviour and identifying opportunities for growth by data analytics and data driven decision making

Along with spending behaviour to that preferences also analysed

By conducting a comprehensive analysis business can optimise their marketing strategies

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

It sells the goods to the end consumer at higher price making point

Gaining deep market insights is essential for business to grow

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Unveiling Market Insights Analysing Spending Behaviour And Identifying Opportunities For Growth

Persona's name

Developing a spending plans help to understand what monetary resources are available to you as well as your expected expenses

Spending on final goods and services for current personal and household use

It helps then budget and save for everyday health care dependent care costs

Improve product offerings

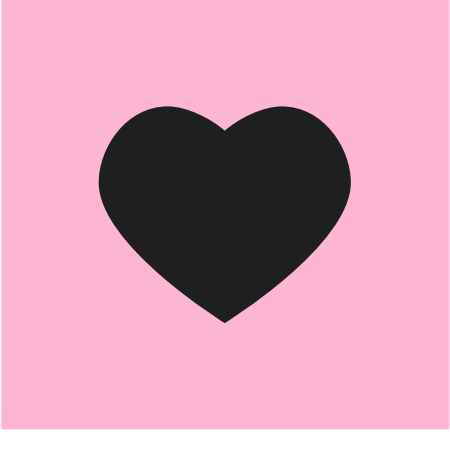
It can optimise their marketing strategies

Enhance customer engagement to drive revenue growth



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?