

Project name:

- Unveiling Market Insights: Analysis Spending Behaviour and Identifying Opportunities for Growth



NM2023TMID06243

BY :

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M.AMIRTHA

N.KAMALI

M.MAHESWARI

TEAM DETAILS


S.N O	NM ID	NAME	LEADER/MEMBER
1	553F3B47943CED99 ABD43327DD4B113B	S.YAMUNA	LEADER
2	44E2FF84984730EAC 264D27974D5BEDC	M.AMIRTHA	MEMBER
3	0A9395959AB08F4B C30437179C6482A7	M.MAHESWARI	MEMBER
4	0478F9ECD54922A9 C074188D1406CB37	N.KAMALI	MEMBER

PROJECT DESCRIPTION

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth Creating Dashboard, Story using Tableau and analyzing Spending Behaviour and Identifying Opportunities for Growth.

Project Description:

Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. 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. In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow. This project aims to analyze customer spending behaviour and identify opportunities for growth by leveraging data analytics and data-driven decision making. The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions.. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth

Technical Architecture:

Purpose:

- 1) This project aims to analyze customer spending behaviour and identifying opportunities for growth by leveraging data analysis and data-driven decision-making.**
- 2) The primary objective of this project is to understand customer spending patterns, preference, and trends across various dimensions.**



Says

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

The quality
of the
product

reasonable
cost

lifetime of
the product

expecting
something
different

make story
on sales

make
analysis on
profit

make
analysis on
customers
preference

Thinks

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



product
available in
different
dimension

make decision
on marketing
based on
chart

make story
on growth

satisfied on
this project

happy to
part of this
project

felt fear
when i start
this project

Feels

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



Does

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

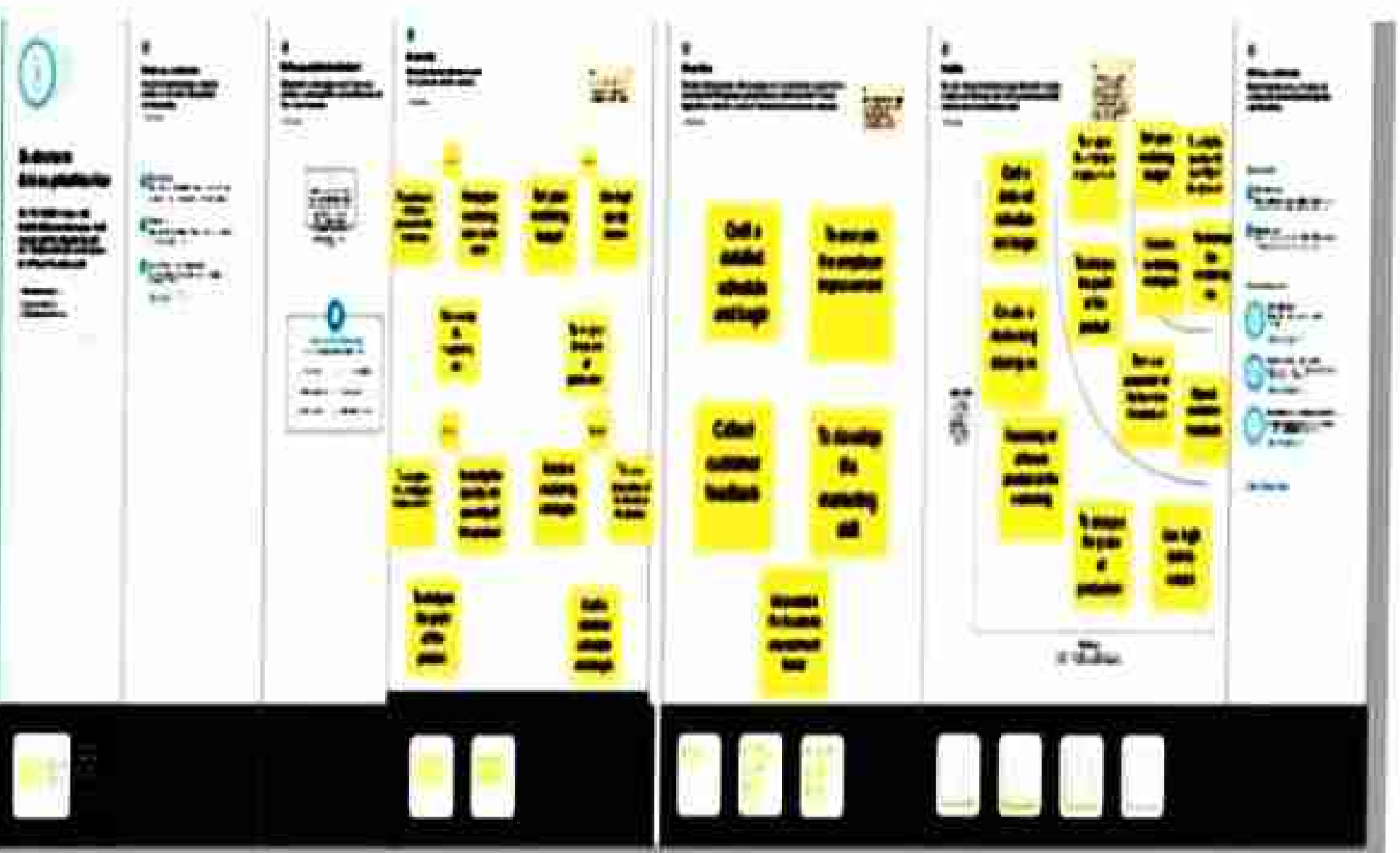


Lyndee's team

unveiling market insights
analysing spending
behaviour and identifying
opportunities for growth

[See an example](#)

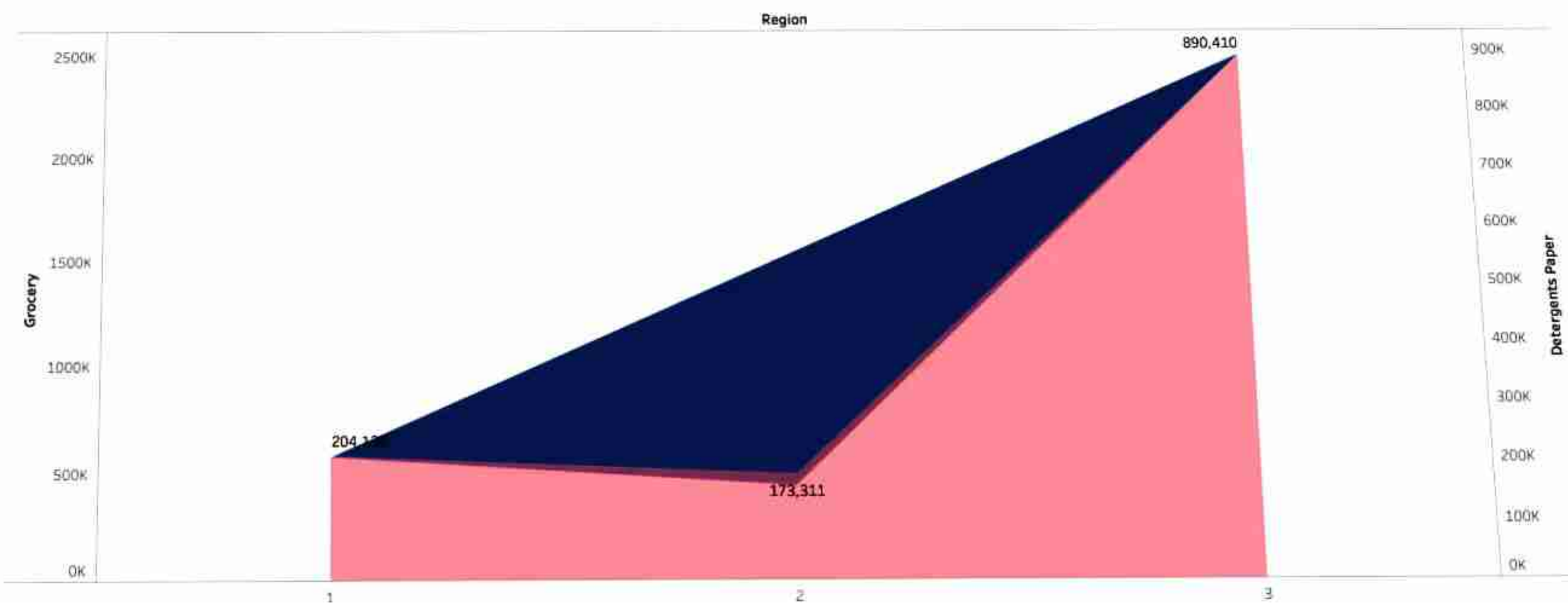
BRAIN STORMING

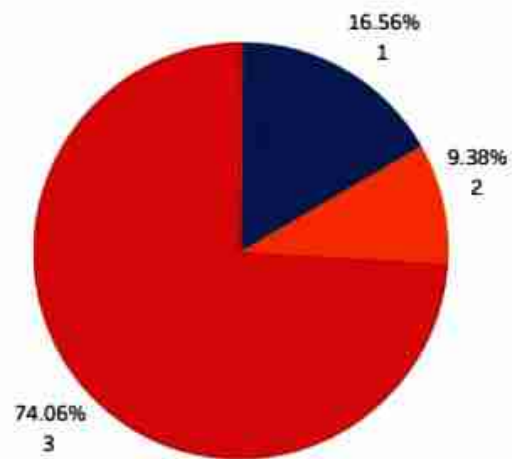


milk
2,550,357

Grocery
3,498,562

Fresh
5,280,131





Sheet-6

File Data Worksheet Database View Analysis Map Format Tools Window Help



Case	Location	Year
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100

Keywords: *gender inequality, gender inequality index, gender inequality measure, gender inequality score, gender inequality index score, gender inequality index value, gender inequality index number, gender inequality index figure, gender inequality index data, gender inequality index table, gender inequality index chart, gender inequality index graph, gender inequality index map, gender inequality index plot, gender inequality index diagram, gender inequality index figure, gender inequality index table, gender inequality index chart, gender inequality index graph, gender inequality index map, gender inequality index plot, gender inequality index diagram*

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T

- ☐ Channel
- ☐ Repeat
- ☒ Measure Sales
- ☐ Delicacies
- ☐ Delicacies Price
- ☐ Fresh
- ☐ Frozen
- ☐ Grocery
- ☐ Milk
- ☐ Veg
- ☐ *How many customers did*
- ☐ Measure Volume

10

1000

100







100

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 Springer

100

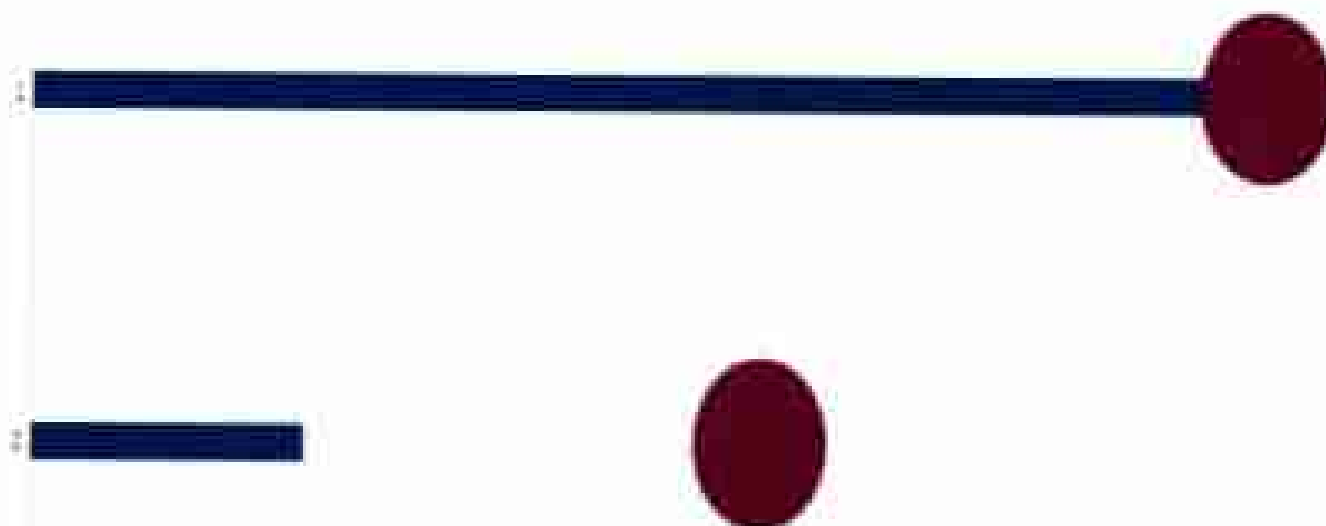
100

541

Journal of Management Education

Table 1

①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪	⑫	⑬	⑭	⑮	⑯	⑰	⑱	⑲	⑳	㉑	㉒	㉓	㉔	㉕	㉖	㉗	㉘	㉙	㉚	㉛	㉜	㉝	㉞	㉟	㊱	㊲	㊳	㊴	㊵	㊶	㊷	㊸	㊹	㊺	㊻	㊼	㊽	㊾	㊿
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100

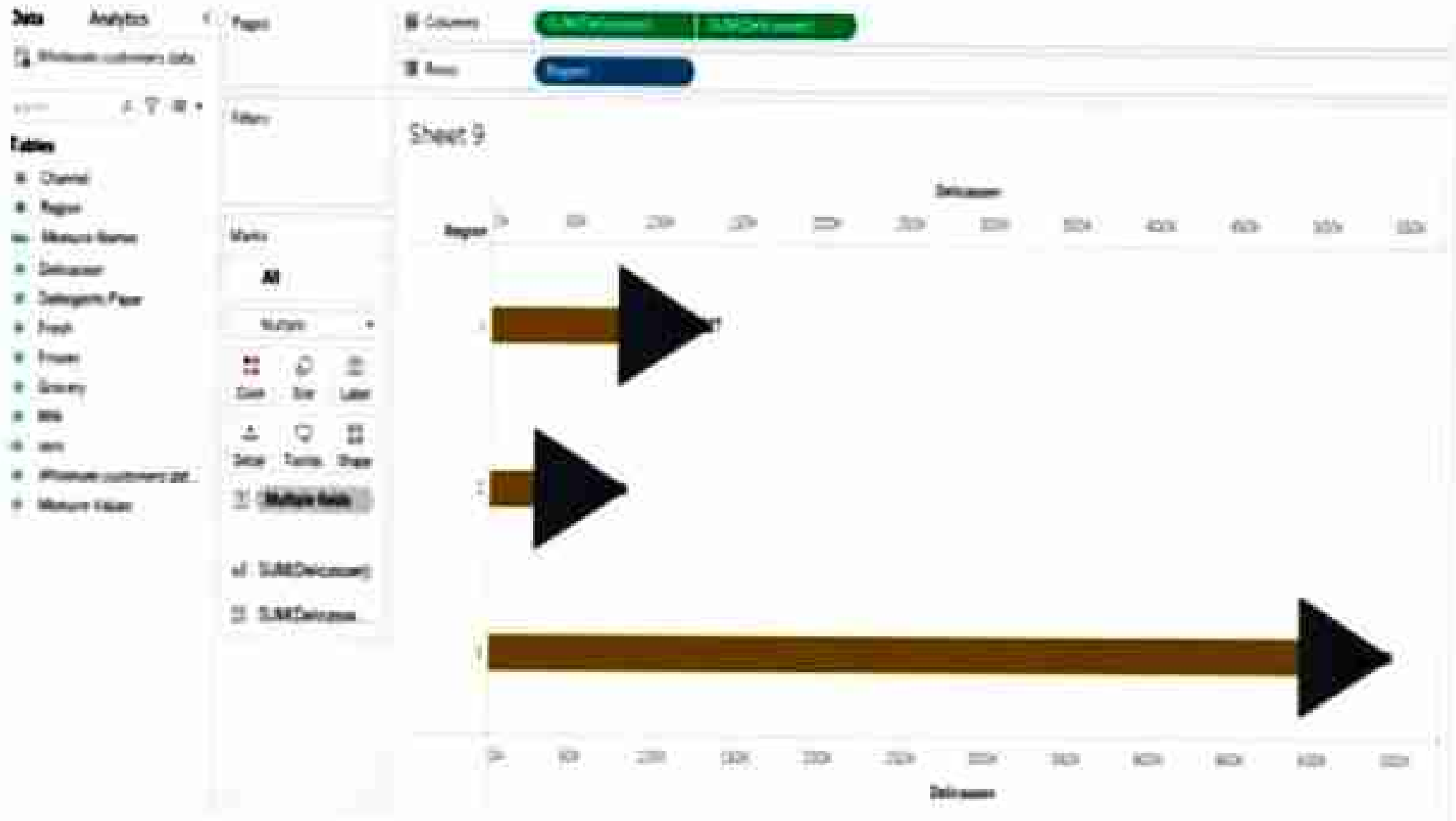
Sheet-7



Sheet-8



Sheet-9



Wholesaler Costumer

Sheet 1

milk
25,50,357

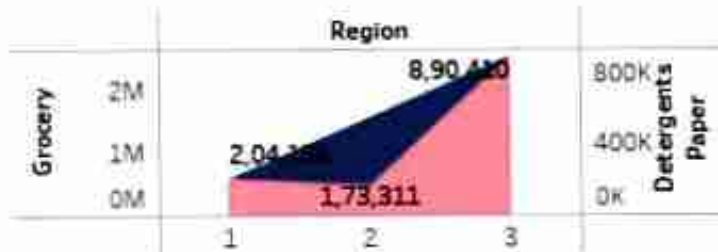
Sheet 2

Grocery
34,98,562

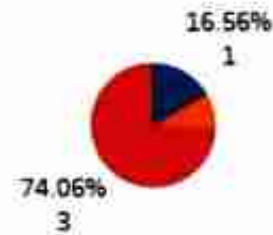
Sheet 3

Fresh
52,80,131

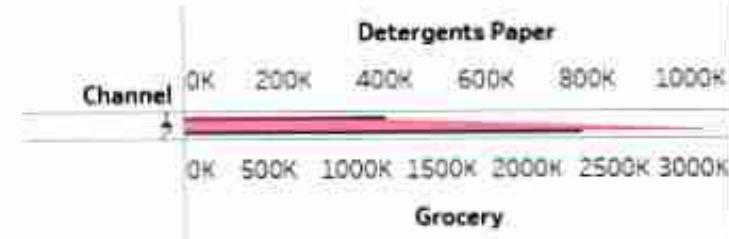
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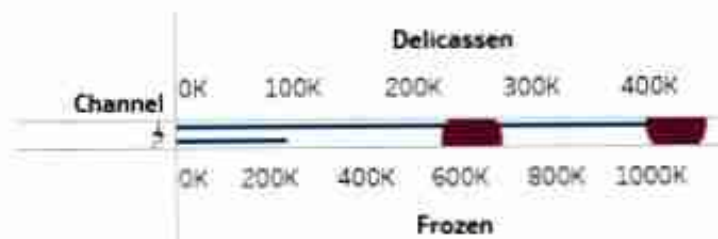
Sheet 5



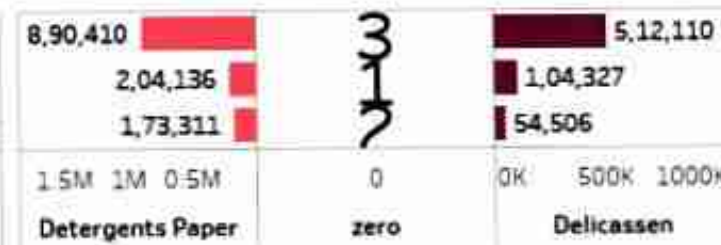
Sheet 8



Sheet 11



sheet 10



Sheet 9



Story



Show title

Story Layout

Story 1

New story point

Save

Discard



Milk up	Dairy up	Fresh up	Regional dairy products up	Channel dairy products up	Regional milk up	Down
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Wholesaler Costumer

Sheet 1

Sheet 2

Sheet 3

milk
25,50,357

Grocery
34,98,562

Fresh
52,80,131

Drag to add text

Sheet 4

Sheet 5

Sheet 6

Show title

Box

Story (228 x 964)

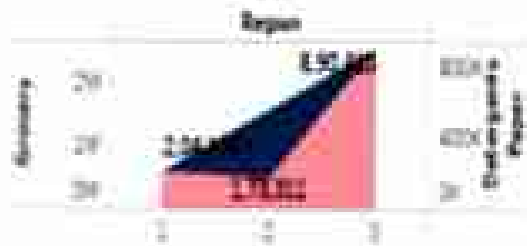


Chart 1

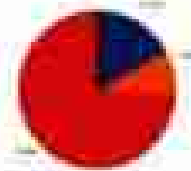


Chart 2



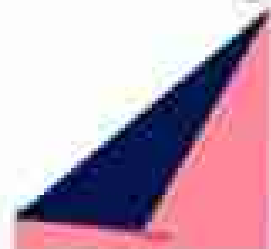
Chart 3

Public tableau



Book7

Amettha Ammu



Book6

Amettha Ammu



Book5

Amettha Ammu

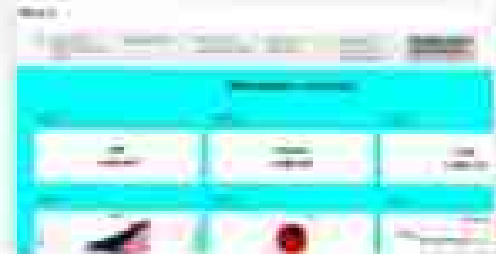


Book4

Amettha Ammu



100%



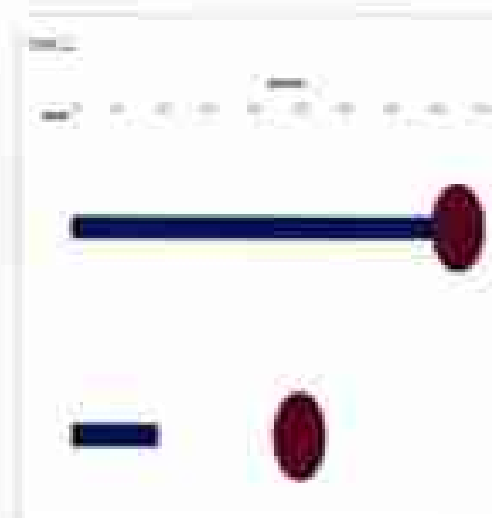
Vizzes

Favorites

Following

Followers

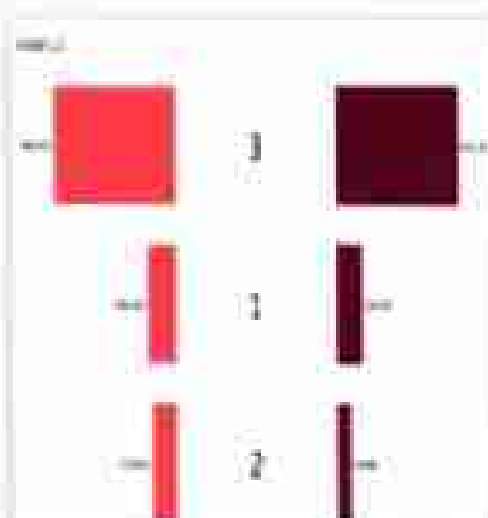
Create a Viz



Book11

Amirtha Ammu

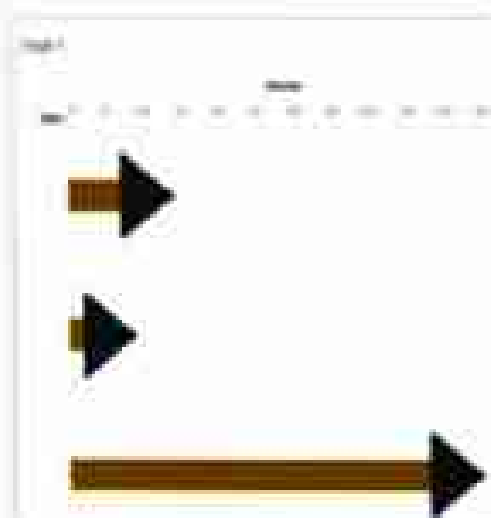
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Book10

Amirtha Ammu

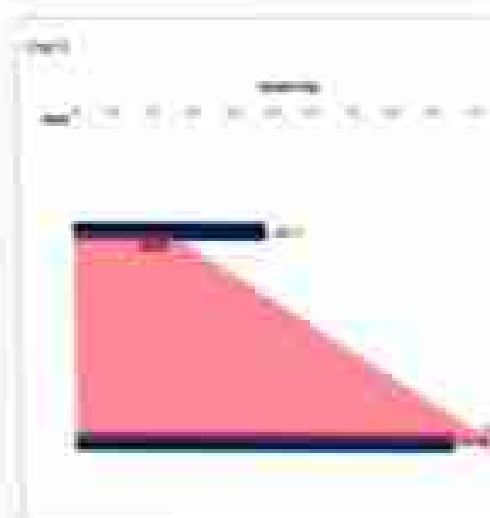
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Book9

Amirtha Ammu

☆ 0 🗳 1



Book8

Amirtha Ammu

☆ 0 🗳 3



Advantages

- 1) We can understand customer spending patterns preference through this project.
- 2) Better engagement between sales and marketing.
- 3) It helps to growing a quality customer base through analysis-driven and highly creative campaigns.

Disadvantages:

- 1) Marketing can be expensive and drain profits especially for smaller business.
- 2) The biggest drawback of having a market opportunity is that it can be risky and costly.

Applications:

- 1) Marketing analysis enables business to analyze key metrics across social channels and compare their brand awareness with competitors.**
- 2) Production is primarily in rural areas while consumption is mainly in urban areas.**

Conclusion:

- 1) We start empathy and brainstorming through mural.com .
- 2) We develop worksheet, dashboard, story using our project data set collect.
- 3) Open tableau public account for my team
- 4) And I upload all my worksheet, dashboard, story on my tableau public account.
- 5) And we make project report for my univeiling marketing insights project.
- 6) Finally all my works has been submitted in my git hub account.

Future scope:

By conducting a comprehensive analysis, business can optimize their marketing strategies, improve product offerings, and enhance customer engagement to driven revenue growth.

Improvement of marketing skill and it is useful career growth.