Project name:

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

NM2023TMID06243

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M.AMIRTHA
N.KAMALI
M.MAHESWARI

TEAM DETAILS

S.NO	NM ID	NAME	LEADER/MEMBER
1	553F3B47943CED99ABD43327DD4B113B	S.YAMUNA	LEADER
2	44E2FF84984730EAC264D27974D5BEDC	M.AMIRTHA	MEMBER
3	0A9395959AB08F4BC30437179C6482A7	M.MAHESWARI	MEMBER
4	0478F9ECD54922A9C074188D1406CB37	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

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

unveiling market insights , analysing spending behaviour and identifying opportunities for growth

make story on sales

make analysis on profit

make analysis on costumers preference

satisfied on this project

happy to part of this project

felt fear when i start this project

Does

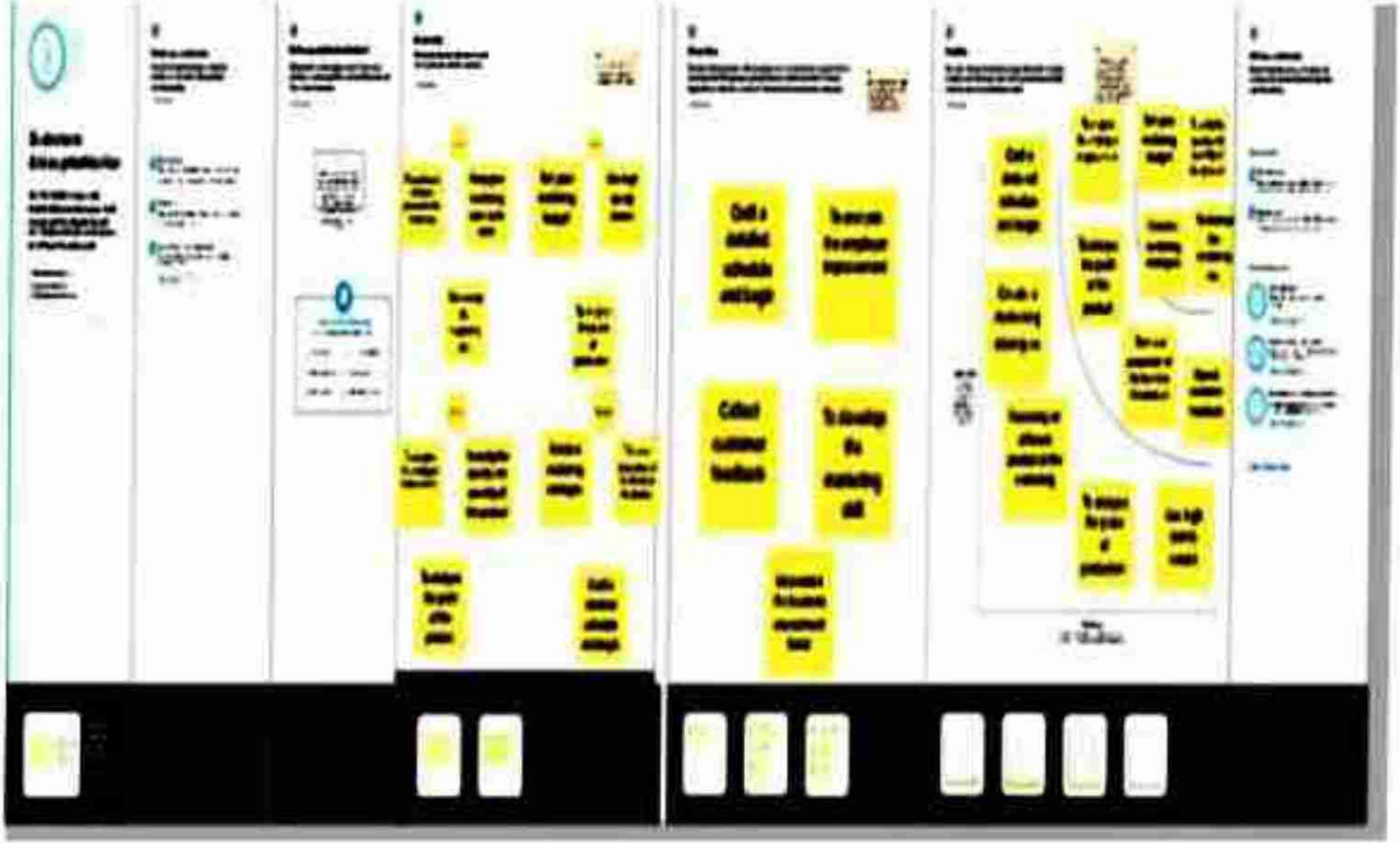
What behavior have we observed?
What can we imagine them doing?

Feels

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

See an example

BRAIN STORMING



Sheet 1

milk
2,550,357

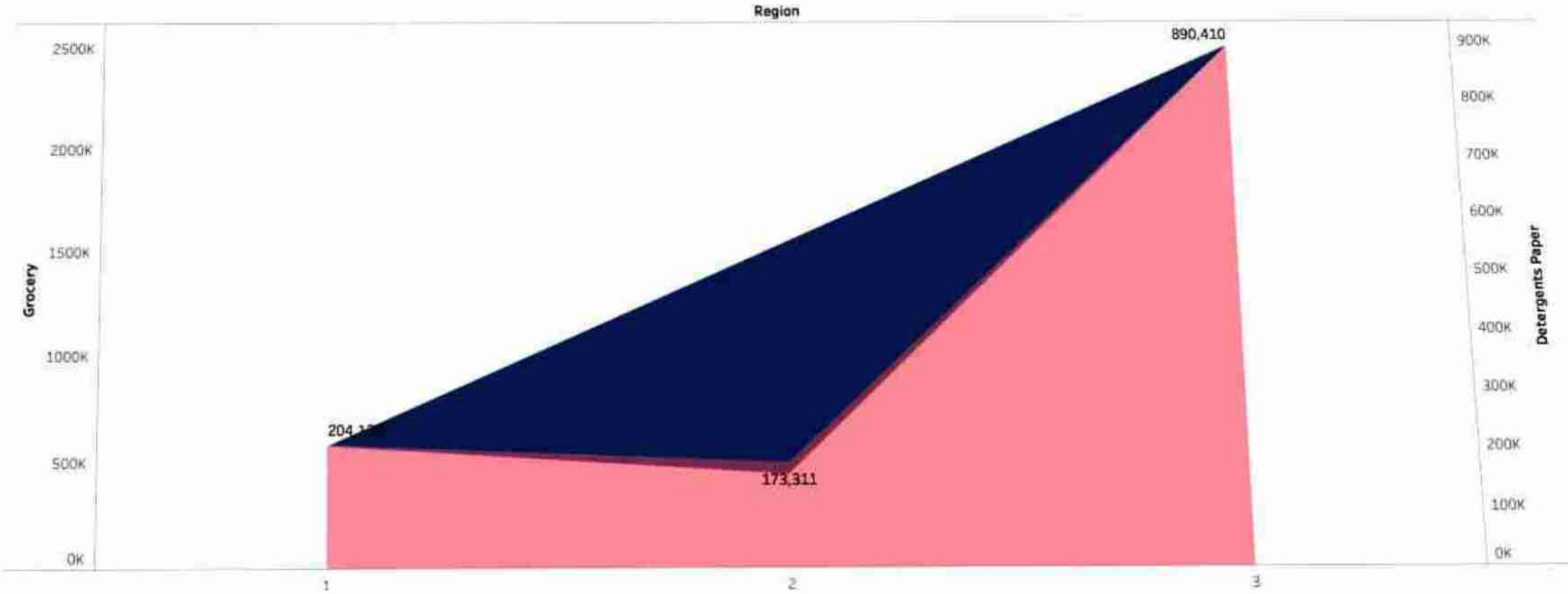
Sheet 2

Grocery
3,498,562

Sheet 3

Fresh
5,280,131

Sheet 4


Region
Grocery
Detergents Paper
2500K
2000K
1500K
1000K
500K
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900K
800K
700K
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100K
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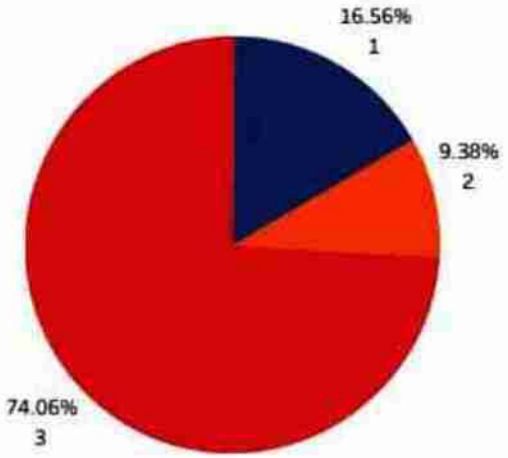
173,311
1
2
3

Sheet 5



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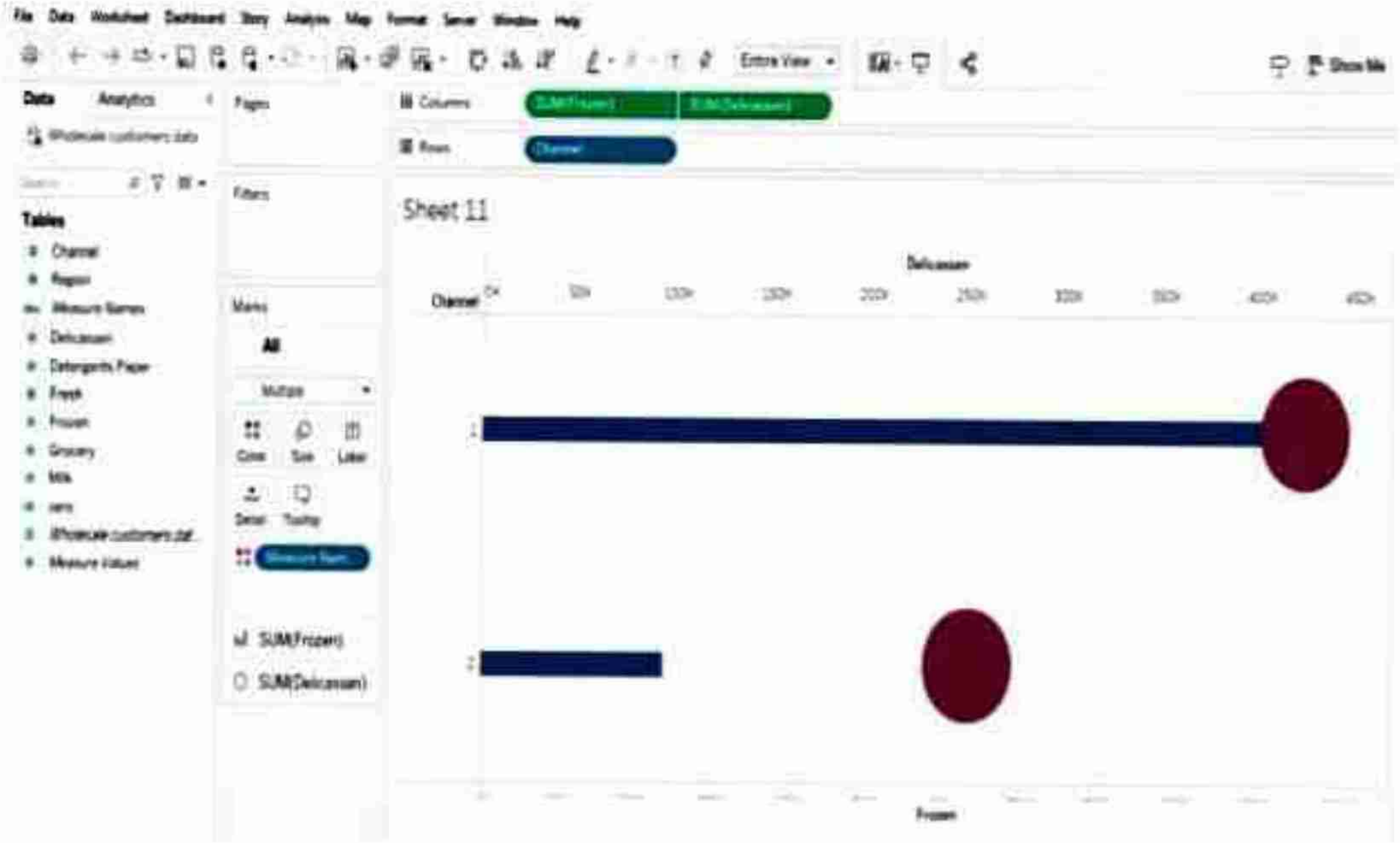
Data
Analytics
Tables
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All
Columns
Rows
Sheet 11
Channel
Delicassen
Frozen
SUM(Frozen)
SUM(Delicassen)

Sheet-7

Data
Analytics
Tables
Pages
Columns
Rows
Filters
Marks
All
Sheet 8
Detergents Paper
Channel
Grocery

Sheet-8

Data
Analytics
Tables
Pages
Filters
Marks
All
Columns
Rows
sheet 10
8,90,410
3
5,12,110
2,04,136
1
1,04,327
1,73,811
2
54,826
Detergents Paper
zero
Delicassen

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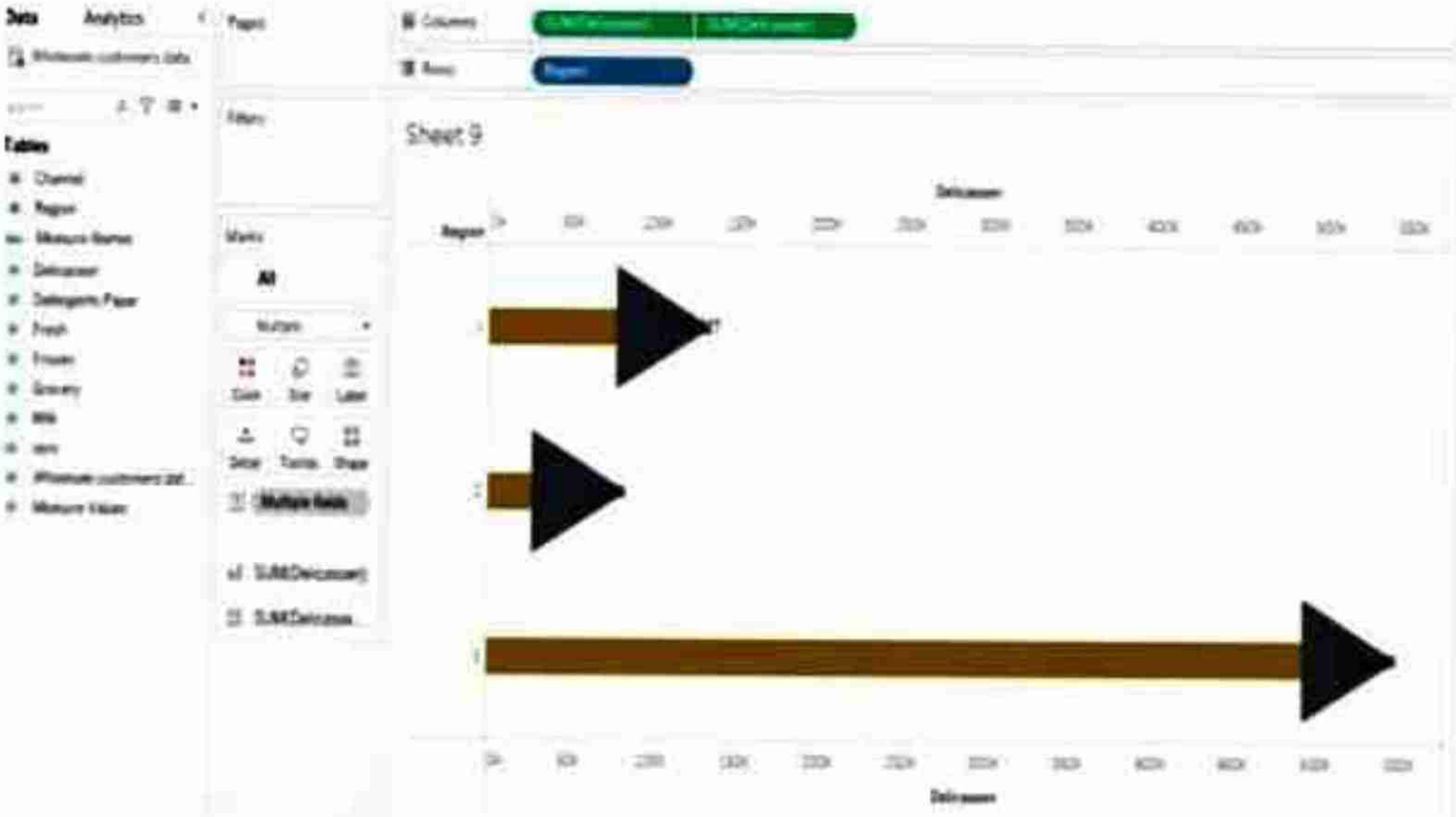

Data
Analytics
Pages
Columns
Rows
Filters
Sheet 9
Marks
All
Color
Size
Label
Detail
Tooltip
Shape

Wholesaler Costumer

Sheet 1

milk
25,50,357

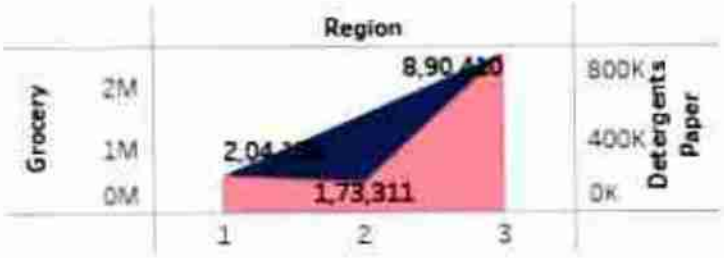
Sheet 2

Grocery
34,98,562

Sheet 3

Fresh
52,80,131

Sheet 4



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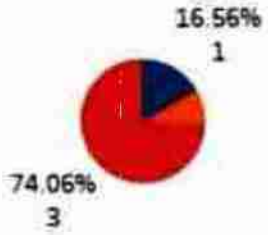

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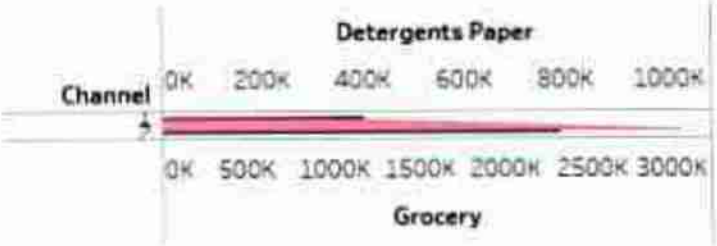

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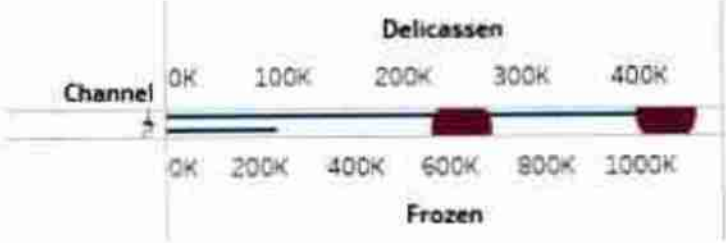

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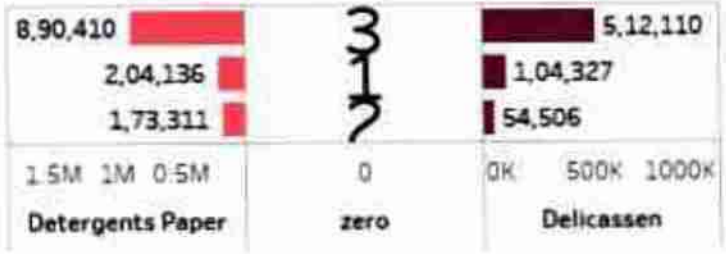

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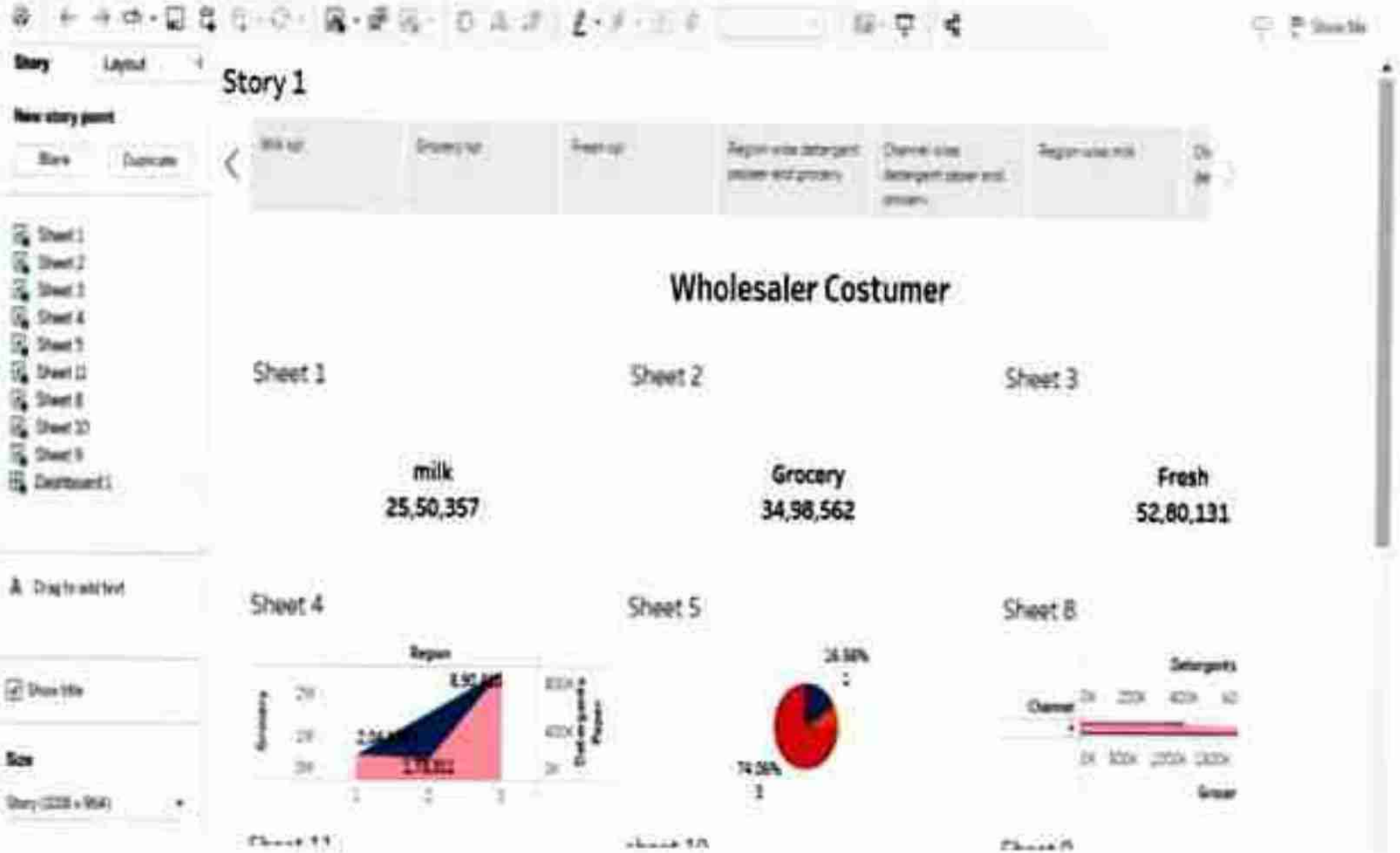
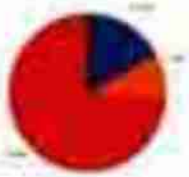
Story

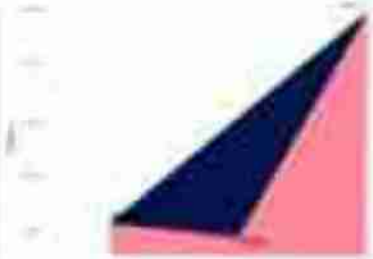

Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 11
Sheet 8
Sheet 10
Sheet 9
Dashboard 1
Drag to add text
Show title
Size
Story 1
Wholesaler Costumer
Sheet 1
milk
25,50,357
Sheet 2
Grocery
34,98,562
Sheet 3
Fresh
52,80,131
Sheet 4
Region
Sheet 5
Sheet 8
Detergents
Channel
Grocer

Public tableau



Book7

Amirtha Ammu



Book6

Amirtha Ammu

Book5

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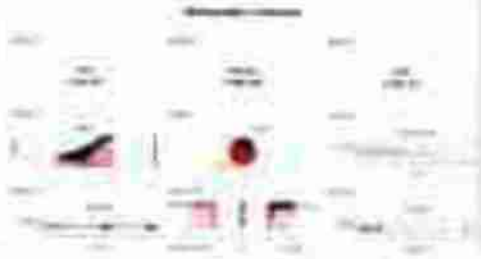
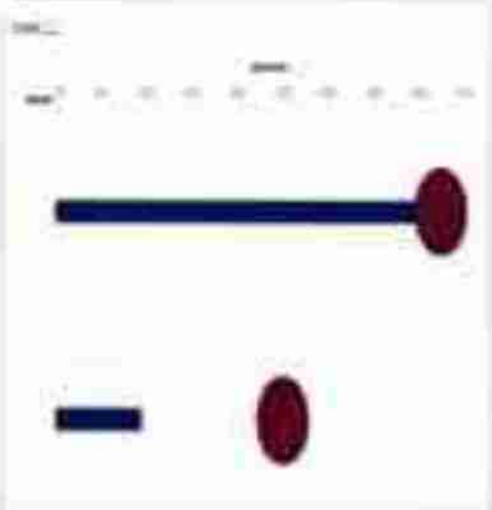
Book4

Amirtha Ammu



Vizzes | Favorites | Following | Followers

Create a Viz



Book11

Amirtha Ammu

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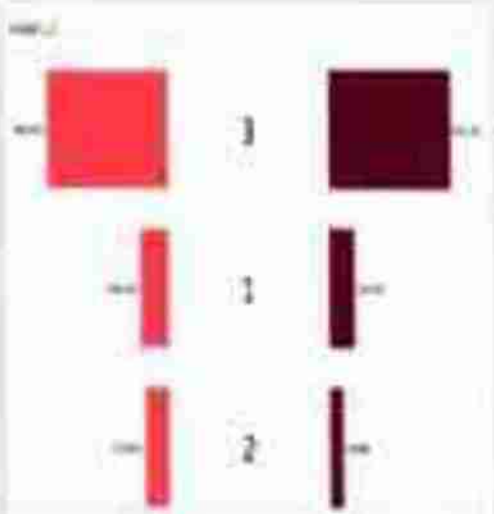

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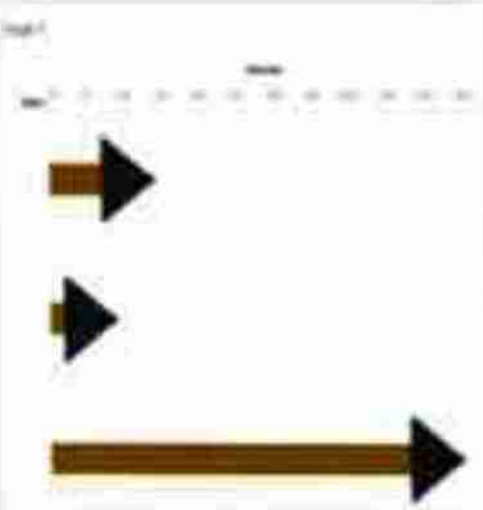

Book9

Amirtha Ammu

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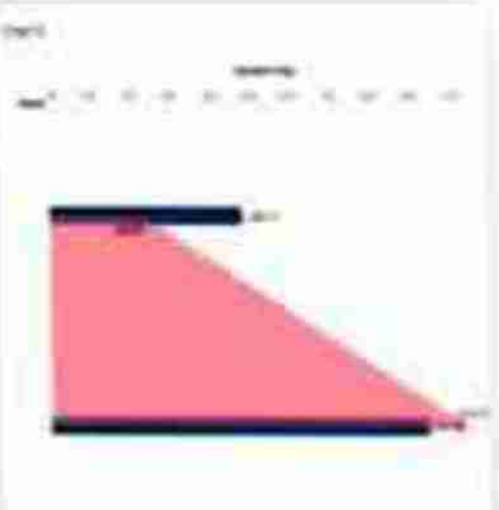

Book8

Amirtha Ammu

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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.