

Project : Market Analysis and Visualization: TAM, SAM, and SOM

Project Objectives:

- Research and analyze the TAM, SAM, and SOM for a specific product or service.
- Create pictorial representations (such as graphs, charts, or maps) to visually depict the market segments.
- Calculate state-wise and country-wide ratios to understand market penetration potential.

Project Tasks:

1. Market Research:

Research the industry related to the chosen product or service.

Identify key market segments and potential customers.

Gather data on population demographics, consumer behavior, and economic indicators.

2. TAM, SAM, and SOM Calculation:

Define TAM: Calculate the total potential market size for the product or service, considering all possible customers.

Determine SAM: Identify the portion of the TAM that the company can realistically serve.

Calculate SOM: Estimate the market share the company can capture within the SAM.

3. Data Visualization:

Select appropriate visualization techniques (e.g., pie charts, bar graphs, heat maps) to represent TAM, SAM, and SOM.

Create visualizations that clearly illustrate the market sizes and segments.

Ensure visualizations are visually appealing, easy to interpret, and aligned with project objectives.

4. State-wise and Country-wide Ratios:

Analyze the market penetration potential at the state level by calculating the ratio of SAM to the total population in each state.

Calculate the country-wide ratio by dividing the total SAM by the total population of the country.

5. Interpretation and Recommendations:

Analyze the findings from the data visualization and ratio calculations.

Interpret the implications for market entry strategies, product positioning, and target audience prioritization.

Provide recommendations for maximizing market penetration and capturing a larger share of the SOM.

Deliverables:

Comprehensive report detailing the research methodology, data sources, and findings.

Pictorial representations of TAM, SAM, and SOM using graphs, charts, and maps.

State-wise and country-wide ratio calculations presented in tabular format.

Executive summary highlighting key insights and recommendations.

Tools and Resources:

Data analysis software (e.g., Microsoft Excel, Python with libraries like Pandas, Matplotlib, Plotly)

Mapping tools (e.g., Google Maps, Tableau)

Market research reports, census data, and other relevant sources for demographic and economic data.

If you are interested, please submit a cover letter and your updated CV to [**recruit@ibustech.com**](mailto:recruit@ibustech.com)