

Consumer Behavior Analysis Report

Date: _____

Prepared for: _____

Prepared by: _____

1. Executive Summary

[Summarize the main findings, insights, and recommended actions in 3-5 bullet points]

- Insight 1...
- Insight 2...
- Recommendation 1...

2. Objectives & Scope

[Define the purpose and scope of this analysis]

- Project goals & questions addressed
- Data sources included
- Geographical/market focus

3. Methodology

[Describe research methods, data collection, and tools used]

- Primary & secondary research
- Sample size/criteria
- Analysis techniques employed

4. Consumer Segmentation

[Identify & describe main consumer groups]

Segment	Demographic	Behaviors	Needs
Segment 1	Age, gender, income...	Buying patterns, channels...	Pain points, drivers...
Segment 2			

5. Key Findings

a. Purchase Drivers

[List top drivers influencing consumer decisions]

b. Purchase Barriers

[List top barriers/friction points]

c. Decision Journey

1. Awareness: _____
2. Consideration: _____
3. Purchase: _____
4. Post-Purchase: _____

d. Channel Preferences

[Summarize preferred channels/platforms]

6. Competitive Benchmarking

Brand/Competitor	Consumer Perception	Strengths	Weaknesses
Competitor 1			
Competitor 2			

7. Recommendations

[List prioritized, actionable recommendations supported by findings]

- Recommendation 1
- Recommendation 2

8. Appendix

- Additional charts/tables
- Survey/interview guide
- References