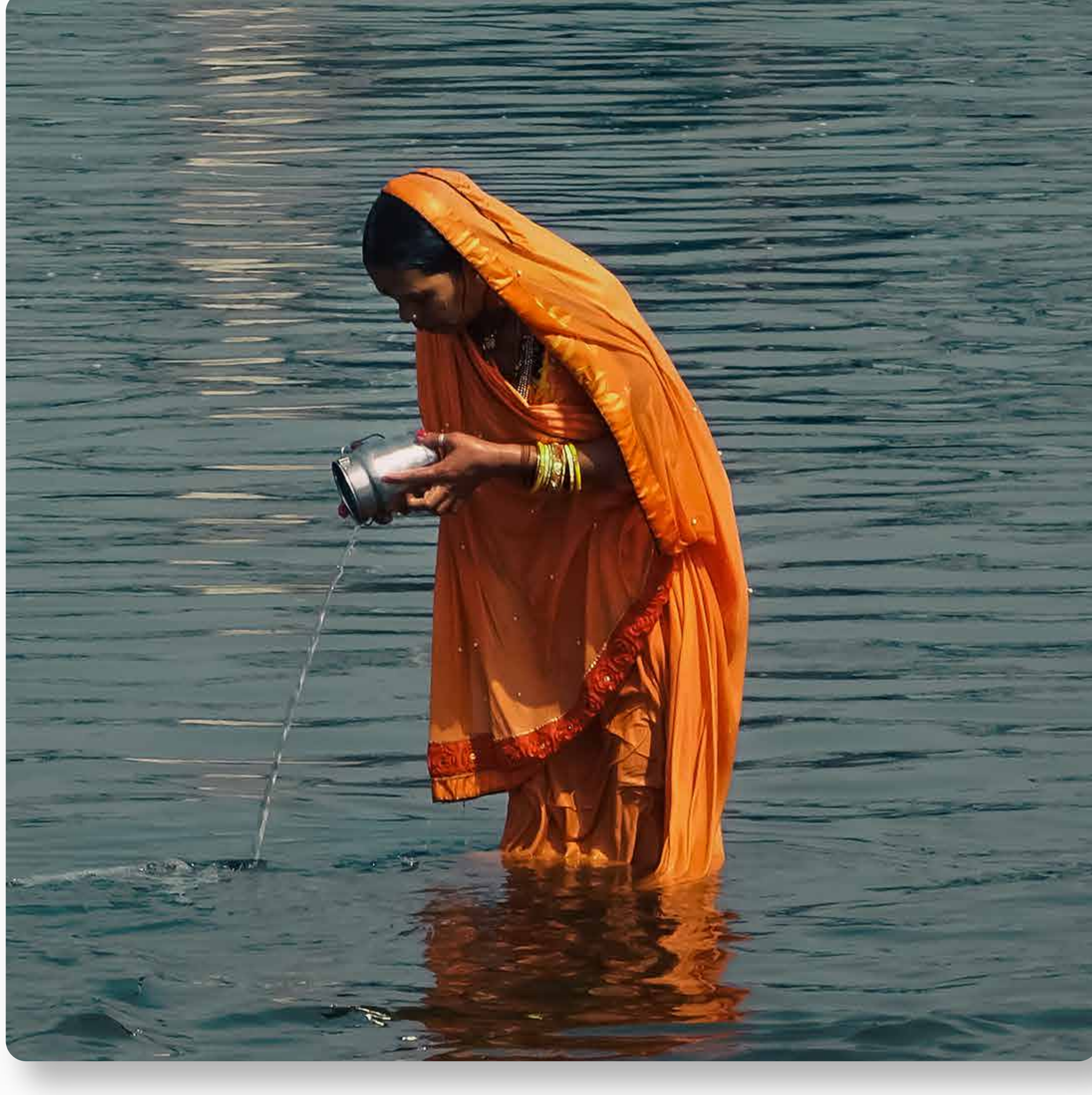


# Newsletter

Data Deep-Dive Series

In-Depth Articles/Blogs

Research Tips



## Research Snapshot of the Month

That's the priority for many pilgrims—**40% of female attendees** at Kumbh emphasized the need for improved facilities. Basic amenities aren't just conveniences; they shape the overall experience.

With millions participating, what other voices and needs are emerging from the ground?

## Deep Dive Research Summary

### Deep Dive Research Summary: Inflation survey

Inflation is rewriting the rules of consumer choices. With Budget 2025 in focus, brands and businesses are navigating a landscape where price sensitivity is at an all-time high, and loyalty is no longer a given.

#### What's changing?

- Consumers are reassessing essentials, shifting spending priorities daily.
- Brand preferences are fading—affordability is now the key driver.
- Businesses must rethink strategies to retain customers in an evolving market.



Get the full report and explore how brands can adapt to these shifting dynamics. Connect with us to stay ahead!

Unlock These Insights



## In-Depth Articles/Blogs



### Spirituality & Brands: A Kumbh Mela 2025 Opportunity

At Kumbh Mela, 60% of attendees describe their experience as very spiritual, reflecting the deep emotional and cultural significance of the event. This powerful connection to spirituality offers brands a unique opportunity to engage with consumers on a more meaningful level. As we look toward Kumbh Mela 2025, there are untapped opportunities for brands to align with attendees' values and foster long-lasting relationships built on trust and authenticity.

#### Research Tips:

## Maximize Data Quality

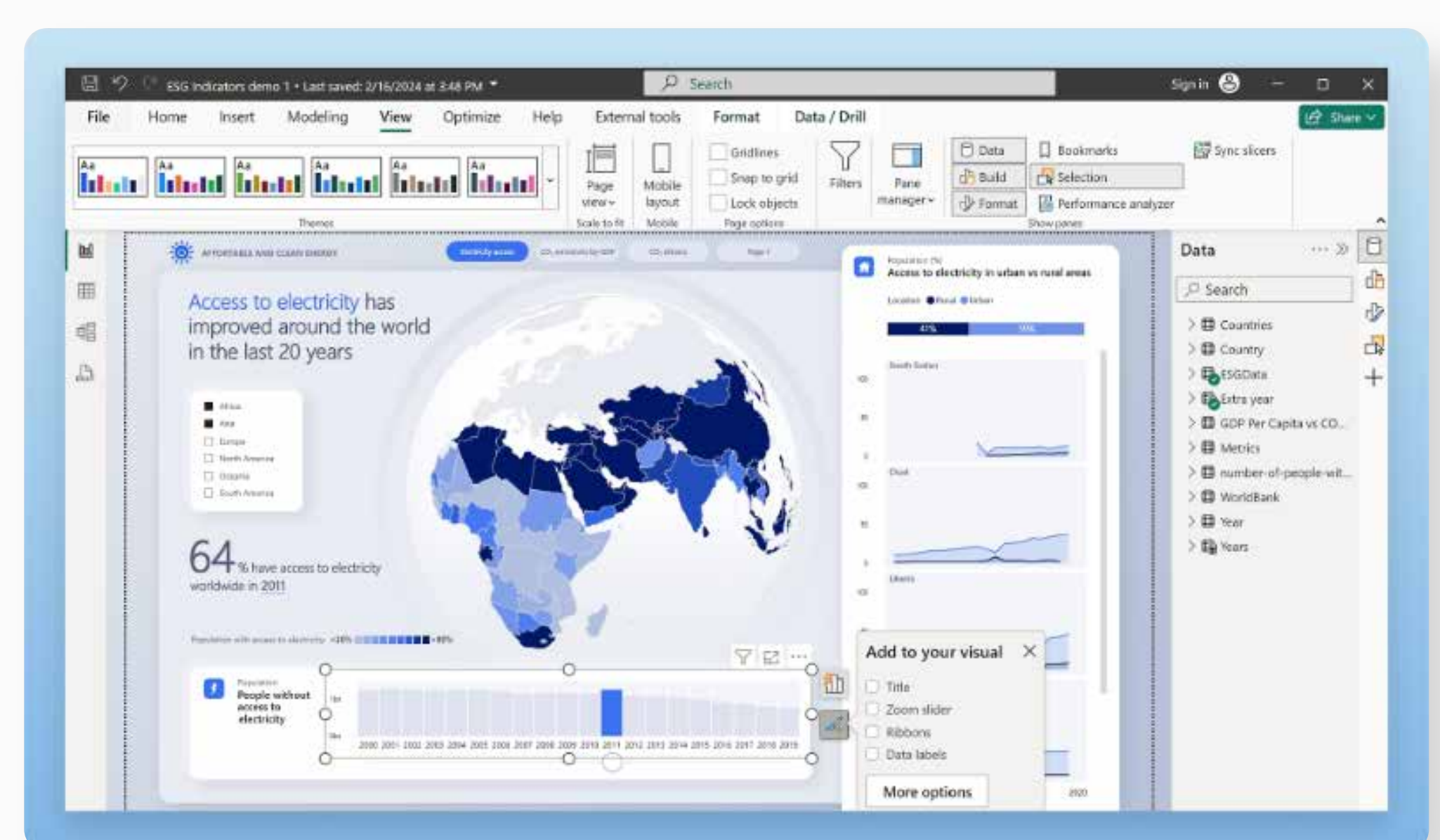
Ensure the quality of your data is at the core of your research. At InsightCrunch, we prioritize **accuracy** and **reliability** through **100% verification of on-ground data** within **120 mins**, exclusive use of ESMS, and advanced methodologies. High-quality data leads to actionable insights that drive informed decisions, helping businesses stay competitive in evolving markets.



## Tool Recommendations

### Power BI for Data Analysis and Visualization

For powerful data analysis and visualization, **Power BI** is an excellent choice. This tool helps you connect to **multiple data sources**, **analyze trends**, and create **interactive reports** and **dashboards**. At InsightCrunch, we recommend Power BI for its user-friendly interface, flexibility, and real-time data processing capabilities, making it ideal for transforming complex research data into insightful, visual narratives that drive business strategies.



## Upcoming Research

### Solar Energy – Opportunities and Roadblocks

What's holding back the growth of solar energy? InsightCrunch is exploring the key opportunities and roadblocks for the industry.

Stay tuned for insights that could reshape the future of solar adoption!

