



Says

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



Thinks

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

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TEAM ID:NM2023TMID14501
PROJECT
TITLE:UNLOCKING
INSIGHTS INTO THE
GLOBAL AIR
TRANSPORTATION
NETWORK WITH TABLEAU

STEP TO
EDUCATION

VISUALIZATION
AND
REPORTING

TO LEAD
MEANINGFUL
LIVES

TO MAKE
BETTER
DECISIONS

MANAGEMENT
OF MISSING

STRATEGIC
TACTICAL

DATA
WITHIN A
SPECIFIC
CONTEXT

TO ACHIEVE AN
ORGANIZATIONAL
GOAL

INTERNAL AND
EXTERNAL
STAKEHOLDERS

SHOW EMPATHY
IN
CONVERSATIONS

HIGH
EARNING
POTENTIAL

SHOWING
RELATIONSHIPS
AMONG PIECES
OF THE WHOLE



Persona's name

Short summary of
the persona

DATA
LITERACY

TABLEAU

FULFILMENT
PERSPECTIVE

POWERFUL
INTUITIVE

DATA
PREPARATION

BUSSINESS
INTELIGENCE

DATA
MODELLING

HIGH LEVEL
BUSSINESS
PROCESSES

SET OF
STRATEGIES

HUGE ROLE IN
GOOD
PERFORMANCE

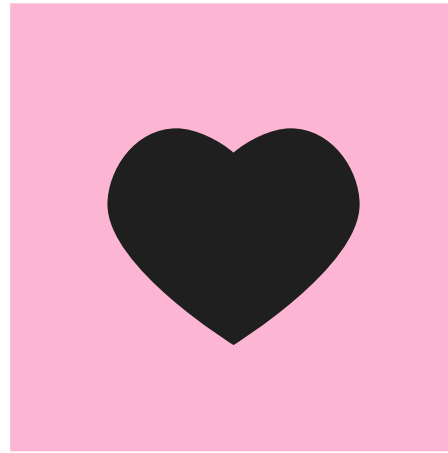
DATA
VISUALIZATION

SUCH AS
MAP OR
GRAPH



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?