

## 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?

HELPS

BUSINESSES

OPTIMIZE THEIR

PERFORMANCES.



DATE: 01.09.2023
TEAM
ID:NM2023TMID14926
PROJECT TITTLE:1
REVOLUTION A DATADRIVEN EXPLORATION
OF APPLE'S IPHONE
IMPACT IN INDIA

TO ORGANIZE,
MANAGE,
COMPREHEND
DATA.

THE ABILITY TO
READ, WRITE,
COMMUNICATE,AND
REASON WITH DATA.

TABLEAU HELPS
PEOPLE AND
ORGANISATIONS
BE MORE DATADRIVEN.

INVOLVES THE
ABILITY
TO SOURCE,
INTERPET,AND
COMMUNICATE
DATA IN CONTEX.

DATA
PREPARATION
IS INHERENTLY
COMPLICATED.

HELPS
DETERMINE
WHAT IS AND
IS NOT
WORKING.

THE TECHNICAL INFRASTRUCTURE THAT COLLECTS, AND ANALYZES COMPANY DATA.

THE PROCESS OF CLEANING AND TRANSFORMING RAW DATA PRIOR TO PROCESSING AND ANALYSIS.

IMPROVE
BUSINESS
DECISION-MAKING
BY MAKING DATA
EASIER TO
INTERPRET AND
ACT ON.

Persona's name

Short summary of the persona

TABLEAU

DATA LITERACY EASY-TO-CREATE
CHARTS,GRAPHS,AND
MAPS

BASIC DATA LITERACY
GIVES YOU THE
AWARENESS TO
CHECK DATA
SOURCES AND APPLY
CRITICAL THINKING
TO DATA.

DATA ANALYSIS

DATA PREPARATION

BUSINESS INTELLIGENCE DATA PREPARATION
IS THE PROCESS OF
PREPARING RAW
DATA SO THAT IT IS
SUITABLE FOR
FURTHER
PROCESSING AND
ANALYSIS.

IT CAN PREVENT
MANAGEMENT OF A
COMPANY, FROM
SKETCHING OUT
DIFFERENT BUSSINESS
PLANES AND DECISIONS
WITH GUESSES AND
GUT FEELINGS.

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?

WHILE I ENJOY A LOT

INVOLVED IN DATA

SCIENCE, I'M MOST

INFORMATION TO

BETTER A BUSINESS

INTERESTED IN

USING THE

OF ASPECTS

