



**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?

**collections of data that provide marketers with valuable information .**

**mechanisms that help businesses find their target market**

**coming to a realization when walking in the woods, coming to a sudden moment of clarity during an experiment,**

**overcoming a threshold concept in mathematics**

**determine how the consumers feel about the company's products or services**

**meeting your target audience's needs and wants while also profiting**



**KARTHIK**  
UNVEILING MARKET INSIGHTS

**Charts, graphs, and infographics can help your audience understand your findings more easily**

**outline the actionable steps your organization should take based on the findings you discover from your research**

**needs of the brand's target demographic.**

**the fundamental dynamics operating in everyone's mind at all times, regardless of age**

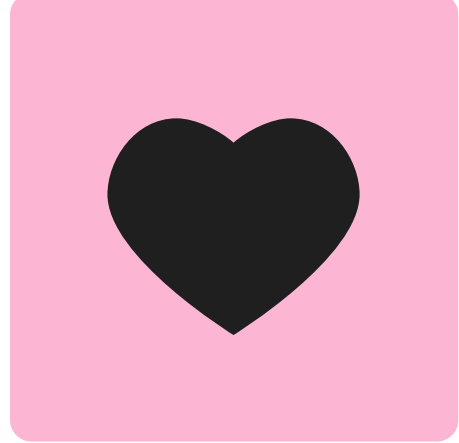
**relevant – where people either personally identify with it or can see others close to them, recognise**

**biological makeup, personality, or personal history**



**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?