



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?



Group customers based on pending behaviors demographics, or preferences, enabling more targeted maeketing and communication strategies.

Understand the basic needs like food,shelter,clothing and healthcare.ensure that these needs are met before considering other spending habits.

Tailor products, service, and marketing messages to individual customer preferences, enhancing engagement and loyalty

Develop more accurate forecasts and projections for future growth and expansion based on historical spending trends.

Identify career goals and aspirations people may be willing to spend on education or training to advance their careers.

Some individuls prioritize contributing to there communities or social causes.this could drive invistments in philanthropy or socially resonsable bussiness.



Analysing spending behaviour & identifying opportunities for growth

Understading how customers allocate their funds, businesses can refine their product offerings, tailor their marketing strategies, and enhance overall customer experiences.

Analysing spending behaviour can help identify opportunities for growth by pinpointing trends, areas of overspending, and potential areas to invest in.

can lead to better decision-making, improved resource allocation, and a deeper understanding of customer segmentes, ultimately fostering long-term bussiness success.

This analysis can leaad to optimizing product offerings, refining marketing strtegies, and enhancing customer experiences to deive bussiness growth.

This data-driven approach allows bussineses to make informed decisions that positively impact their bottom line and customer satisfaction.

It also helps in understading customer preferences, refining marketing strategies, optimizing pricing models, and enhancing overall bussiness efficiency.



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?

