



Says

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

Learn about
and analyse
the market

Understand
your target
audience
,your
competition

The study to
evaluate the
performance
of a marketing
activity

Make a
visualization
of markets

Thinks

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

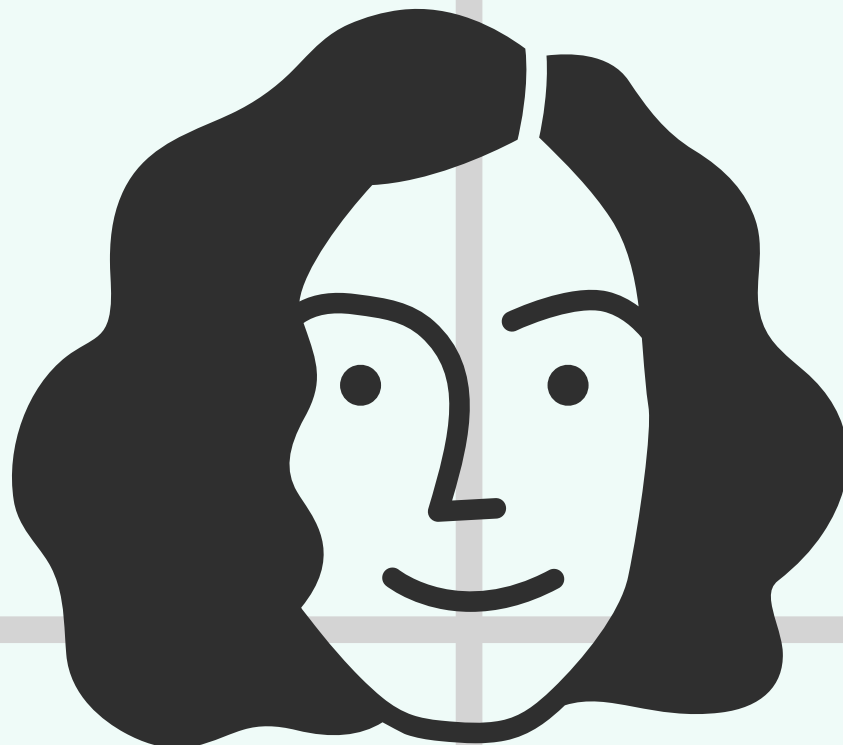


Collection of
data that
provide
marketers

Valuable
information on
the wants

Needs of the
brandes target
demographic

Benefit both
parties by
meeting



Anandhi V
UNVEILING MARKET
INSIGHTS

Industry
associations
often supply
research
data

Making
graphical
representation

Makening
cost
effectiveness

Data
collection of
20 years

Buying low
cost shares

Analyses
market
insights

To be a
decision
maker

Motivate
your
investors



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?



[See an example](#)