



Says

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

To analyze customer spending behaviour and identify opportunities for growth by leveraging data analytics and data-derive decision

the needs of your target audience based on their purchasing habits

A company's ability to gain marketing insights is critical



Thinks

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

Market opportunity analyies

identify potential marketing strategies

evaluate product or service demand



Persona’s name

Short summary of the persona

define your target markets and establish a competitive advantage in the marketplace

bdends customer behaviour and economic trends to confirm and improve your business idea.

tp grain an understanding of customer needs and wants in an effort to reveal potential business opportunities.

A detailed assesment of your business target market and the competitive landscape within a soecifie industry

providing a fact-based foundation for estimating sacles and profitability

it helps determine the suitability and sustainability of products in a particular market



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?