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|  |  | sara smith  Data analyst |
| Mid thirties white woman smiling to camera in park, vertical - Stock ...  * Age: 32 * Gender: Female * Education: Master's degree in Statistics * Experience: 5 years of experience in data analysis * Industry: Government/Public Sector  CONTACT PHONE NUMBER:  +07456347798  WEBSITE:  www.Purplelights.co.uk  EMAIL ADDRESS:  sarasmith@gnail.com skills  * Policy analysis * Data governance and compliance * Government datasets * Geospatial analysis * Data security * Project management * Cybersecurity   **Needs**   1. Comprehensive Data Access: Sarah needs access to a comprehensive population reporting system that provides detailed demographic data at various geographic levels (e.g., continent, country, city). 2. Visualization Tools: She requires data visualization tools to create charts, graphs, and maps to visualize population trends and patterns effectively. 3. Advanced Analytics: Sarah needs access to advanced statistical analysis tools for forecasting, regression analysis, and predictive modeling to uncover hidden insights within the population data. 4. Data Integrity: Ensuring data integrity and quality is paramount for Sarah. She needs tools that support data validation, cleansing, and quality assurance processes. 5. Collaboration Features: Sarah values collaboration features such as commenting, sharing, and version control within the population reporting system to facilitate teamwork and knowledge sharing**.** |  | scenario Sarah is a data analyst working for a government agency tasked with monitoring population trends and demographics. She has a background in statistics and data science and is responsible for analyzing population data to inform policy decisions and resource allocation. Sarah is a dedicated and detail-oriented data analyst who is passionate about leveraging data to drive informed decision-making and improve societal outcomes. She thrives in a collaborative environment where she can apply her analytical skills to solve complex challenges and make a positive impact on society.  This persona of Sarah, the Data Analyst, provides insights into the background, goals, challenges, and needs of a typical user who would interact with the population reporting system. Understanding Sarah's perspective helps in designing and developing a system that meets the requirements and expectations of data analysts like her. goals  1. **Accurate Analysis:** Sarah's primary goal is to perform accurate and insightful analysis of population data to identify trends, patterns, and anomalies. 2. **Inform Policy Decisions:** She aims to provide actionable insights from population data to policymakers to inform strategic decisions related to healthcare, education, infrastructure, and social services. 3. **Efficiency:** Sarah values efficiency and productivity, seeking tools and systems that streamline data analysis processes and automate repetitive tasks. 4. **Collaboration:** As part of a multidisciplinary team, Sarah collaborates with other analysts, researchers, and policymakers, sharing insights and findings to achieve common goals.  challenges  1. **Data Complexity:** Population data can be vast and complex, requiring advanced statistical techniques and tools to analyze effectively. 2. **Data Quality:** Ensuring data accuracy and reliability is crucial for making informed decisions. Sarah often faces challenges related to data inconsistencies, missing values, and data quality issues. 3. **Time Constraints:** Sarah often works under tight deadlines, requiring her to analyze large datasets and deliver insights quickly. 4. **Interdisciplinary Communication:** Collaborating with stakeholders from various backgrounds (e.g., policymakers, healthcare professionals) requires effective communication and the ability to translate technical findings into actionable recommendations. |