



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?

It gives the Past business costs to predict future business expenses and to evaluate performance.

very effective and important for business

It gives the distribution of expenses, identifies key cost drivers, and highlights areas of potential optimization or concern.

It provides a visual exploration of the various expenditures incurred by different businesses

all are used to know about business strategies

I think its also useful for our country economy



Persona’s name

Ajay

It is used to allow for intuitive analysis, facilitating a deeper understanding of expenditure patterns and their implications for business performance

It also helps to inform future activity

it is importance for all

It explain past conditions and can be used to predict future conditions.

Very useful for Accountants, investors, business people, and market analysts

It is used to predict future business expenses and evaluate their performance



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?