## Says

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

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



"I spend a lot on advertising, but I'm not sure if it's effective."

"We're struggling to retain customers despite offering discounts."

"Our sales have been stagnant, and I don't know what's going wrong."

"I'm worried about investing more in marketing without guaranteed returns."

"Our competitors seem to be expanding rapidly; we need to catch up." "I need to find cost-effective ways to reach my target audience."

"Understanding consumer psychology could help us influence spending decisions."

"There must be a reason why customers prefer our competitors over us."

"If we don't innovate, we might lose our market share."

"Analyzing data might reveal patterns that can drive growth."



## Unveiling Market Insights:

Analyzing Spending
Behavior and
Identifying

Collaborate with the sales team to gather insights from customer interactions.

Analyze website traffic and engagement metrics to understand user behavior.

Conduct surveys
to gather customer
feedback on their
spending
preferences.

Compare sales
data across
different periods
to identify
trends.

Experiment with different marketing strategies to gauge their impact.

Eagerness to uncover hidden opportunities for expansion.

Frustration about spending without clear results.

Concern about the long-term sustainability of the business.

Anxious about making the right decisions to drive growth.

Determination to understand customer preferences on a deeper level.



## Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



