



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?



Ammu

Unveiling market  
Insights Analysis  
spending  
behaviour and  
Identifying  
opportunities for  
growth

This project aims to  
analyse customer  
spending behaviour and  
identify opportunities for  
growth by data analytics  
and data driven decision  
making

By conducting a  
comprehensive  
analysis buissness  
can optimize their  
maketing statergies

Along with  
spending  
behaviour to that  
preferences also  
analysed

It sells the goods  
to the end  
consumer at a  
good price  
makialng a project

Production is  
primarily in runal  
areas while  
consumption is  
mainly in urban  
areas

Gaining deep  
market insights is  
essential for  
buiissness to  
grow

Improve  
product  
offerings

It can  
optimize their  
marketing  
staltergies

Enhance  
customer  
engagement to  
drive revenue  
growth

Developing a  
spending plans helps  
to understand what  
monetary resources  
are available to you as  
well as your expected  
expenses

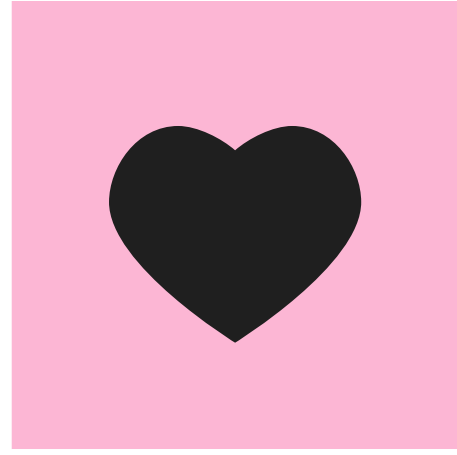
Spending on final  
goods and  
service for  
current personal  
and household  
use

It helps them  
hudget and save for  
everyday health  
care and dependent  
care costs



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](#)