



Name: Pelumi Umega

Relevant Quote: "If the statistics are boring, you've got the wrong numbers"

Demographics

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|----------------------|---|
| Gender: | Male |
| Age: | 37 |
| Location: | London, UK |
| Relationship Status: | Married |
| Job Title: | Data Analyst/Software Developer |
| Education: | Portsmouth, UK in Information Technology Management |

Scenario

Starting his day at work is Pelumi. He responds to phone calls and email from his sprint team. He recently received a text message from a buddy about a mobile Arsenal trivia game and decides to test it out for a few minutes. Afterwards, he decided to concentrate on his travel blog and began learning how many people visit various locations, like Paris, during Easter. Given that he lacks any experience in this field of competence, Pelumi is relieved that such a website exists.

Background Description

His profession requires him to travel to new client meetings all across London. He wants to transition to a setting at work where there are other people who share his interests. He is responsible for delivering strategic decisions enabling the business growth. When not working, he likes to play football and do crossword puzzles. Pelumi is very committed to creating a better place for the new generations. He's been very interested in learning tourism in popular places and why tourism go there. In the future he wants to implement tourism in his hometown or developing countries.

Motivations

- Wants to help build a better world for developing countries.
- He wants a sense of achievement in a
- Convenience of usage
- Modern visual styles
- Professional growth in a company

Goals:

- To create his own tourist blog in the future
- Helps teams make better decisions and bets on next steps
- Pelumi is attempting to learn about demography since he eventually wants to contribute to the health and safety of his hometown.

Frustrations

- Hates having to check different apps and websites for databases that has inaccurate and
- His recommendations is not always listened to
Unclear feedback from teams after delivery

Tasks:

- Responding to data-related queries and keeping track of these.
- Researching new ways to make use of data
- Analyzing data for age groups in developing countries