



**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 helps to  
identity the  
needs of the  
consumer.

To evalute the  
opportunity  
and assesing  
the team

it makes the  
consumers  
aware of your  
product or  
service

what is the  
importance of  
identification  
and  
evaluating?

Analysing  
foreign  
market

To develop  
strategies for  
gaining and  
retaining to  
those  
consumers

**UNVEILING MARKET  
INSIGHTS  
:ANALYSING  
SPENDING  
BEHAVIOUR AND  
IDENTIFYING  
OPPORTUNITIES FOR  
GROWTH**

It evaluates  
the technical  
trends in  
market

**It provide critical  
information  
about your  
market and your  
business  
landscape**

Feels  
instreted to  
hear about  
identifying  
opportunities

By finding  
out what the  
consumer  
really wants

**It helps to  
identify how  
your customers  
decide on  
product or  
service**

Consumer  
feels they got  
an idea about  
market  
insights



**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?