



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?

Unveiling Market
Insights:Analysing
Spending Behaviour
and Identifying
Opportunities Growth

"I'm always
on the
lookout for
good deals."

"I'm interested
in finding new
ways to invest
my money."

"Sharing insighths
and potential
opportunities with
project stakeholders
through
presntations"

"How can I
get the best
value for my
money?"

"I wonder if
there are
untapped
markets where
I could invest."

what are the key
data sources and
analysis methods to
use for uncovering
spending behaviour
insights?"

"Compares
prices and
reads reviews
before making
a purchase."

"Attends financial
seminars to learn
about investment
options."

Keeps a close eye on
market trends,
economic indicators,
and shifts in consumer
behavior to spot
potential business
opportunitites or
investment areas.

"Excited
about finding
discounts or
promotions."

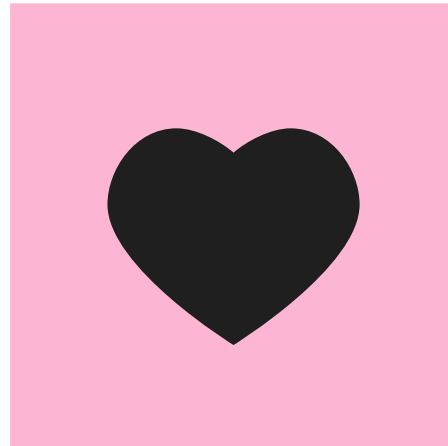
"Anxious
about making
the wrong
investment
choice."

"Curious about
discovering
hidden insights
and trend in the
data"



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?