



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?

What is the purpose of marketing insights?

Marketing insights benefit both parties by meeting your target audience's needs and wants while also profiting.

Marketing analytics is the study of data to evaluate the performance of a marketing activity.

Manufacturing products, transform in needed places and sell it in the correct way is the most important factors in the marketing.

Market behavior is a broad economic term that refers to the behavior of consumers, businesses, or the stock mark

Learn the relevance of marketing research as a potent tool for getting significant market insights, which enables decision-making guided by facts, so that you can remain competitive and relevant in your business



Persona's name
Short summary of the persona

Identifying opportunites for growth.

How do you Analyse market growth?
These are the seven steps of conducting a market analysis:
Determine your purpose. ...
Research the state of the industry.
...
Identify your target customer. ...
Understand your competition. ...
Gather additional data. ...
Analyze your data. ...
Put your analysis to work.

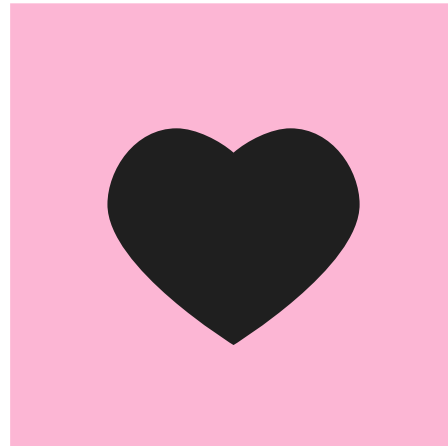
Consumer preferences is the efficient matter in the part of marketing.

Consumer preference is the subjective taste of customers gauged by their satisfaction. Utility is the key element to understanding the preferences of the consumer. The utility is the satisfaction a consumer derives from the consumption of a good or service.



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?