



Michelle

Age: 38
Location: Toronto, Ontario
Occupation: Director
Level: CEO of a medium-sized makeup business

DESCRIPTION

Michelle is a director of a medium makeup company that seeks to invest on the metrics sales of her company . She is data-driven, analytical, and highly focused on the financial health of her business. She has a team to manage but wants to stay closely involved in strategic decision-making.

PERSONAL CHARACTERISTICS

- Continuous Learner
- Adaptability
- Attention to Detail
- Visionary Leadership

INTERESTS

- Financial analytics tools and platforms.
- Explore investment opportunities and understanding how financial decisions impact the overall performance and growth of the business.

GOALS

- Understand the financial performance of the beauty industry in real-time.
- Identify areas for cost optimization and revenue growth.
- Monitor sales metrics and track progress towards targets.

CHALLENGES

- Limited time for in-depth analysis of sales due to multiple responsibilities.
- Needs a user-friendly and comprehensive reporting system for complex metrics .
- Seeks insights from financial and sales data.

NEEDS

- Aims to measure the effectiveness of promotions and marketing campaigns to understand their impact on sales and customer engagement.
- Desires metrics that break down sales performance at the product level helping to understand which products contribute the most to the revenue.
- Prefers an intuitive and user-friendly platform that presents sales metrics in a visually appealing and easy-to-understand format.