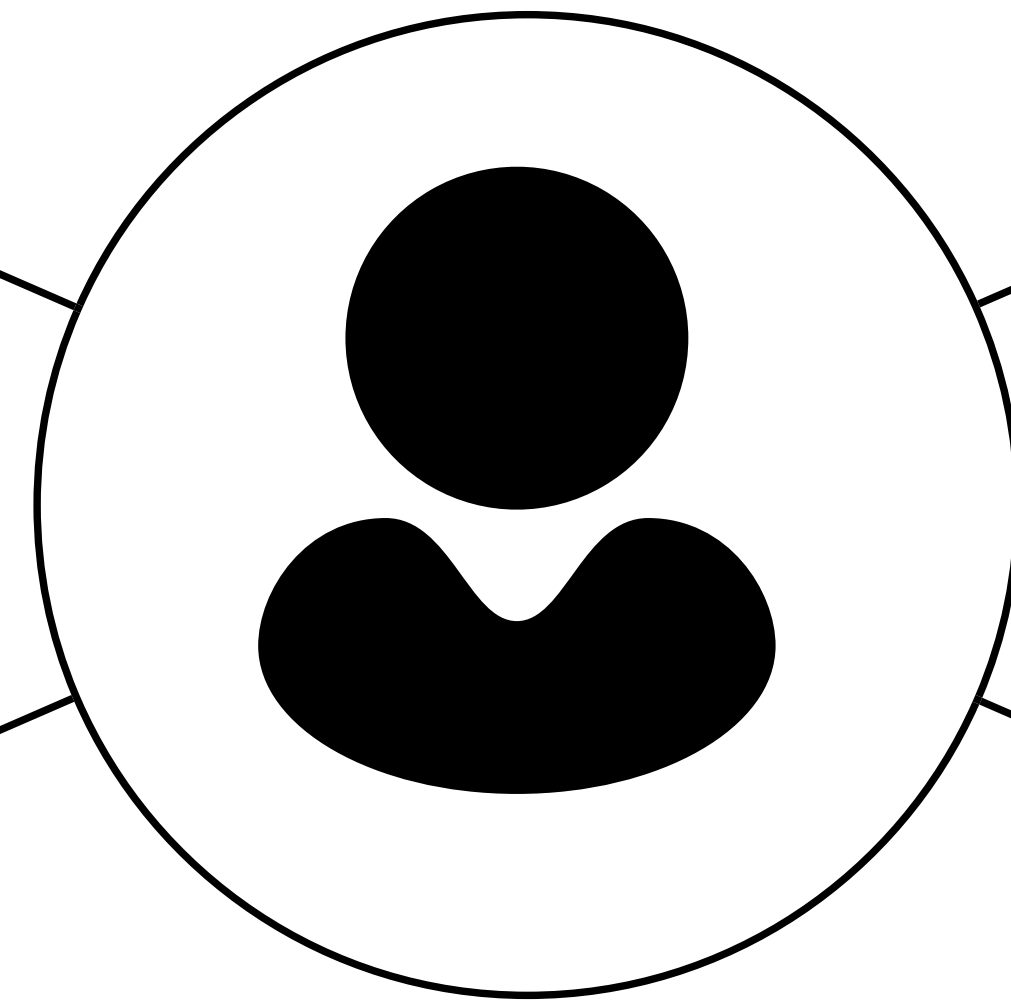


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

Feels
Comfortable
to visualize
data

growth of
companies
through
analysis

Simplified
summary of
sales data

change in
business
strategies
through
analysis

Make
business
decisions
based on
analytics

Understands
the current
trends easily

Is the
analysis
reliable

Analysis
should be
useful

Analysis is
essential for
a business

Use of data
analysis in
business
world

Use the
analysis for
business
needs

Is the data
reliable?

PAIN

fears
frustrations
obstacles

Needs
reliable
data

Analysis
should be
useful

Data should
be precise

GAIN

"wants" / needs
measures of success
obstacles

Easy to
visualize
data

Easy
understanding
and inference
of data

improve sales
analysis
through data