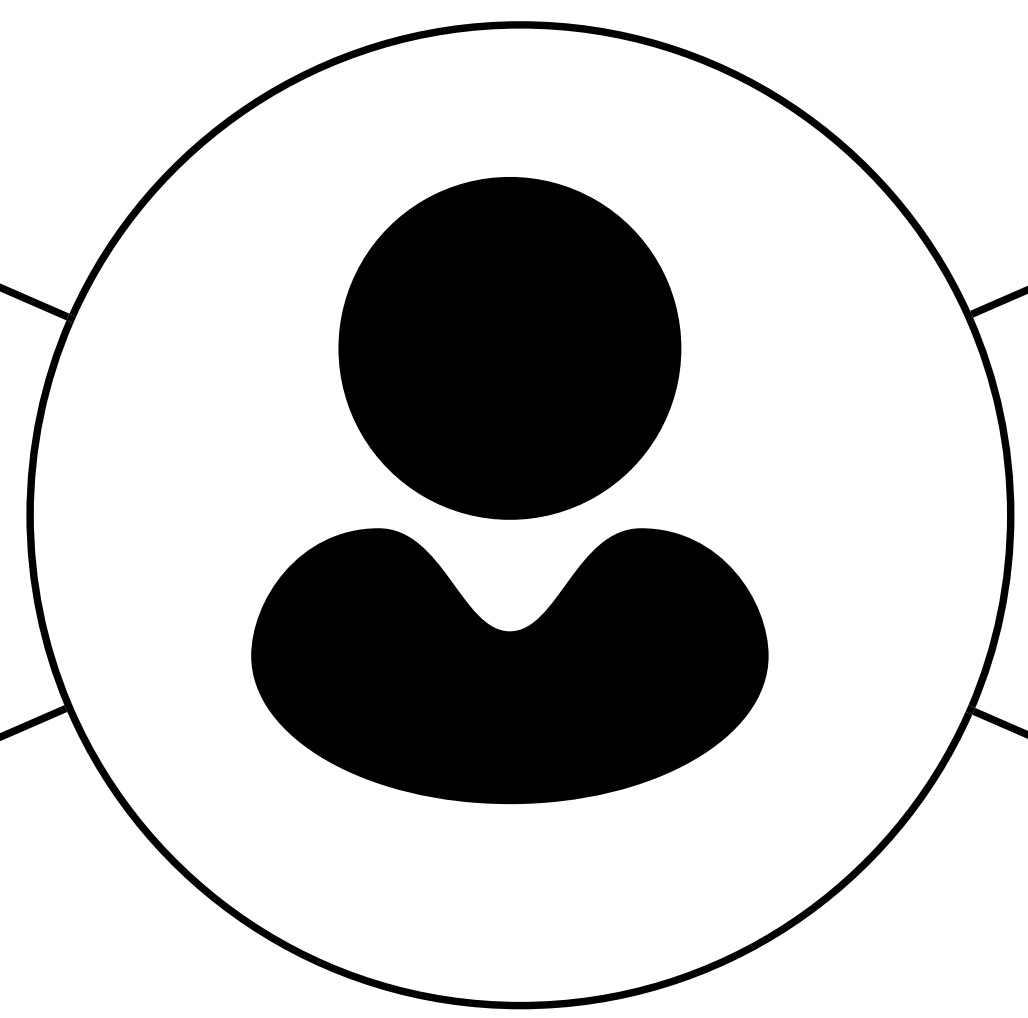


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Does it help a business to optimize its performance?
- Just analyzing raw data to make conclusions will work?
- How accurate the output is going to be?

What do they
HEAR?

what friends say
what boss say
what influencers say

- Data Analytics eliminates guesswork and manual tasks.
- It save money, and boost production. With an improved understanding of what your audience wants
- Information is the oil of the 21st century, and analytics is the combustion engine.

What do they
SEE?

environment
friends
what the market offers

- DA helps marketers learn about their customers with target precision, from the movies they watch on Netflix to their favorite scoop of chocolate ice cream.
- If you understand data, then you understand logic and how this works.
- Organizations can use the insights they gain from DA to make informed decisions. Thus, It leads to better outcomes.
- It allows you to think about decision-making in a completely different way

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- It gives you valuable insights into how your campaigns are performing.
- By examining data sets in order to find trends and draw conclusions about the information they contain.
- Analytics brings together theory and practice to identify and communicate data-driven insights.

PAIN

fears
frustrations
obstacles

- This may breach privacy of the customers as their information are visible to their parent companies.
- The companies may exchange these useful customer databases for their mutual benefits.
- Low quality of data

GAIN

“wants” / needs
measures of success
obstacles

- Help businesses increase revenue, improve operational efficiency.
- It helps organizations to make more informed business decisions.
- It can be used to guide business decisions and minimize financial losses.