

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

User
Friendly
UI

Global
Data Set
Access

Mining For
Information
Dataset

User To
Trust On
Result

Purchase
and cast
information

Data
Visualities

Wasting
To Much
Time?

Customer
information

What do they HEAR?

what friends say
what boss say
what influencers say

Who to
sell to?

Product
Sales
details

Product
information
details

Category of
products
they prefer

More
Research
Dataset

Observes
in Store

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I was
expecting
something
different

Where
should I
start

What do they SEE?

environment
friends
what the market offers

which
data is
peak

can see the
visible
growth

distribute this
information to
each block of
the flow graph

analyzing
the data

PAIN

fears
frustrations
obstacles

Look for
lucrative
opportunities
and predict
outcomes

Avoid becoming
overwhelmed by
the information
at your disposal

How to
manage and
make sense
of your data

GAIN

"wants" / needs
measures of success
obstacles

Prediction
Based
Result

Boost sales
productivity.

Identify new
sales
opportunities.