

*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  
details

*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  
prefer

*What do they*  
**SEE?**

environment  
friends  
what the market offers

analyzing  
the data

which  
data is  
peak

can see the  
visible  
growth

distribute this  
information to  
each block of  
the flow graph

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Observes  
in Store

More  
Research  
Dataset

I was  
expecting  
something  
different

Where  
should I  
start

**PAIN**

fears  
frustrations  
obstacles

How to  
manage and  
make sense  
of your data

Look for  
lucrative  
opportunities  
and predict  
outcomes

Avoid becoming  
overwhelmed by  
the information  
at your disposal

**GAIN**

"wants" / needs  
measures of success  
obstacles

Identify new  
sales  
opportunities.

Prediction  
Based  
Result

Boost sales  
productivity.