



Says

What have we heard them say?
What can we imagine them saying?

Consumer Profiling:
Create detailed profiles of your ideal customers within each segment, understanding their motivations and pain points.

Data Gathering: Collect comprehensive data on consumer spending habits, market trends, and economic indicators..

Segmentation:
Divide your target market into distinct segments based on demographics, behavior, and preferences.

Cross-Selling:
Explore opportunities for cross-selling or upselling to existing customers.

Technology Tools:
Leverage advanced analytics and data visualization tools to extract actionable insights from your data.

Customer Journey:
Map out the customer journey to understand where and how spending behavior occurs.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Unveiling Market Insights

Analysing spending behaviour and identifying opportunities for growth

Data Analysis:
Analyze data for insights.

Data Collection:
Gather data on consumer spending and market trends.

Consumer Profiling: Create detailed profiles of target customers.

Competitive Analysis: Assess competitors and market gaps.

Consumer Profiling: Create detailed profiles for each consumer segment.

Opportunity Identification:
Find growth opportunities within the market.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?