



**Says**

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



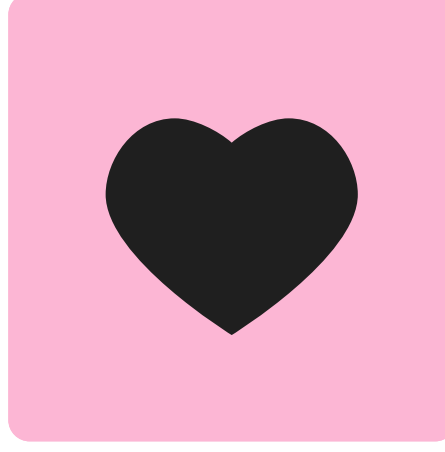
**Thinks**

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



**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?

DATE: 12/09/2023  
NM ID: 2023TMID37177  
TITLE: iREVOLUTION:  
A DATA DRIVEN  
EXPLORATION OF  
APPLE'S IMPACT IN  
INDIA

ONE CAN  
ANALYZE THE  
BROAD LEVEL  
TRADING RANGE  
IN THE STOCK

USING TOOLS  
AND SOFTWARE  
DESIGNED TO  
HANDLE DATA  
PREPARATION

IMPROVES SALES  
CUSTOMERS  
BETTER  
IMPROVES  
CUSTOMER  
TARGETING

TRANSFORMING  
RAW DATA PRIOR  
TO PROCESSING  
AND ANALYSIS

ANALYZE  
BUSINESS  
INFORMATION  
AND  
TRANSFORM

TECHNOLOGY-  
DRIVEN  
PROCESS FOR  
ANALYZING  
DATA

SYMBOL  
MAPS AND  
LOCATER  
MAPS

COMMUNICATING  
INSIGHTS AND  
FINDING TO  
OTHERS

THE GRAPICAL  
REPRESENTATION  
OF INFORMATION  
AND DATA

THE ABILITY  
TO READ AND  
WRITE IN THE  
LANGUAGE  
OF DATA

INCREASES  
STATE  
CAPACITY AND  
THE SUPPLY OF  
PUBLIC GOODS

ROLE OF  
TRADE  
FINANCE-  
EXTREMELY  
IMPORTANT



Persona's name

Short summary of  
the persona

DATA  
ANALYSIS

DATA  
PREPARATION

DATA  
LITERACY

PERFORM  
MORE  
EFFICIENTLY

MAXIMIZE  
PROFIT

PREPARING  
RAW DATA

DATA  
VISULIZATION

ECONOMIC  
RAMIFICATION

BUSSINESS  
INTELIGIGENCE

INTERCHANGE  
COVERS THE  
COST  
CONVERT

COMMUNICATE  
WITH DATA

GUIDED  
DECISIONS