



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?

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TEAM ID:NM2023ID37055
PROJECT
TITLE:UNVELLING
MARKETS INSIGHT
ANALYSING SPENDING
BEHAVIOUR AND
IDENTIFYING
OPPORTUNTIES FOR
GROWTH

INCREDIBLY
POWERFUL

CONSUMER
VIEW
QUALITIVE
PRODUCT

INFORMATION
UNDER
STANDABLE

PERSONAL
USE

INCREASE
YOUR
SALES

PRIMARY
DATA
SOURCES

TALKING TO
YOUR
SHOPPERS


DRIVES
CONSUMER
ACTION

WORK AND
POTENTIALLY

PROFITABLE
CONSUMER

INCREASES
VALUE

CALCULATED
COLUMNS



Persona's name
Short summary of the persona

INSIGHTS
&ANALYTICS

CONSUMER

IMPROVE
YOUR
BUSSINESS

SHARE
YOUR
LEARNING

MARKETING
ANALYTICS

SHOPPER
INSIGHT

VALUBALE
TOOL

MULTIPLE
DATA
SOURCES

INVESTMENTS

TO
DEVELOPE
STRONGER

REDUCING
THE
COMPLEXITY

DOING
SOMETHING
FOR
SOCIETY



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?