



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

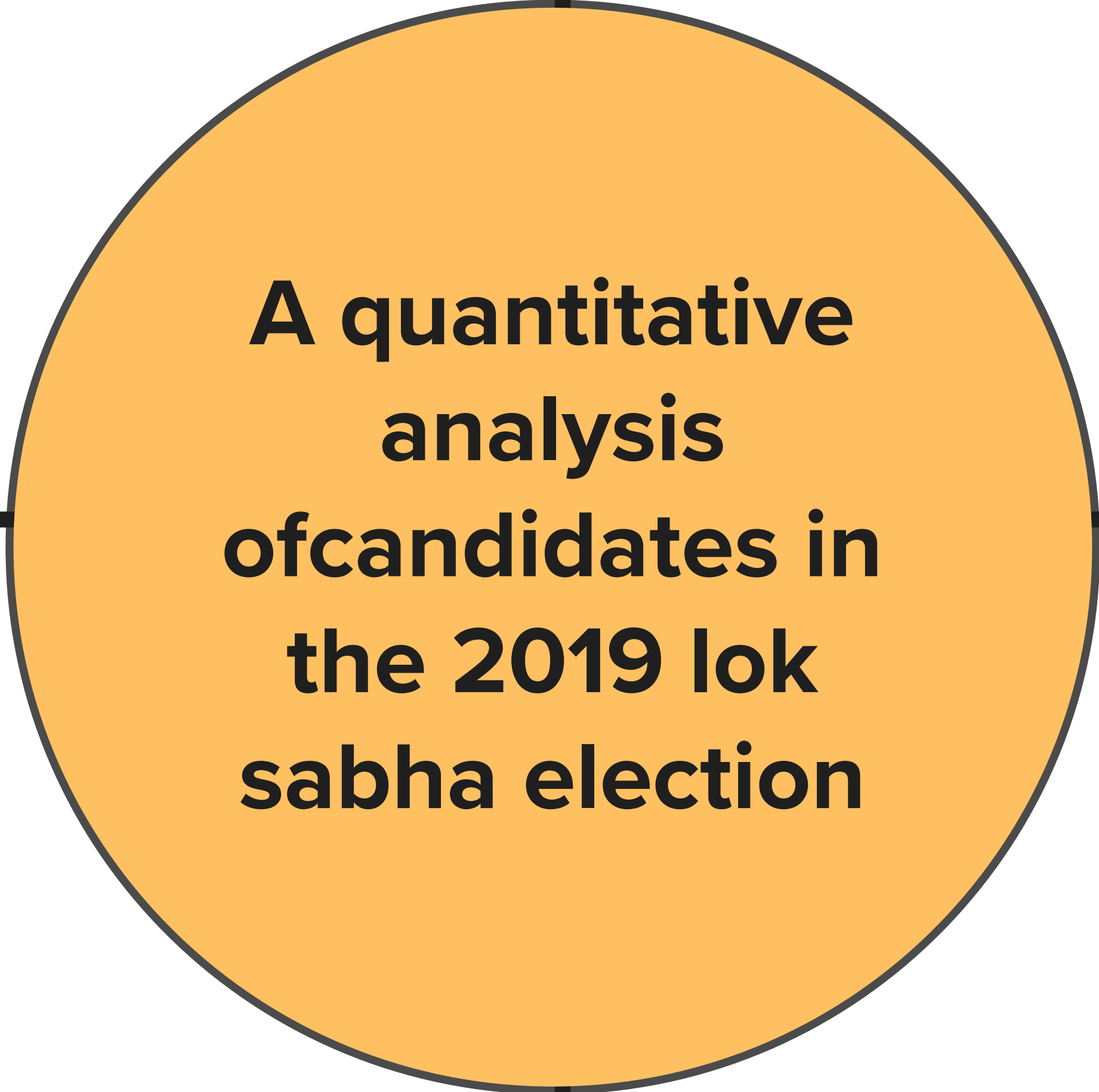
What behavior have we observed?  
What can we imagine them doing?



Feels

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

See an example



**Project Description**  
The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage. The Constitution of India allows for a maximum of 550 members in the House, with 530 members representing the States and 20 representing the Union Territories.

The Bharatiya Janata Party received 37.56% of the vote, the highest vote share by a political party since the 1989 general election, and won 303 seats, further increasing its substantial majority. In addition, the BJP-led National Democratic Alliance (NDA) won 353 seats.

The 17th Lok Sabha was formed by the members elected in the 2019 Indian general election. Elections, all across India, were conducted in seven phases from 11 April 2019 to 19 May 2019 by the Election Commission of India.

**Data extraction is also known as data collection** as it involves gathering data from different sources such as web pages, emails, flat files, Relational Database Management Systems (RDBMS), documents, Portable Document Format (PDFs), scanned text, etc

The importance of data extraction cannot be ignored as it is an integral part of the data workflow that transforms raw data into competitive insights that can have a real bearing on a company's bottom line. Any successful data project first has to get the data portion of the project right as inaccurate or faulty data can only lead to inaccurate results regardless of how well-designed the data modeling techniques may be.

For example, without Data Extraction, data from web pages, social media feeds, video content, etc., will be inaccessible for further analysis. In today's interconnected world, the data derived from online sources can be used to gain a competitive advantage through sentiment analysis, gauging user preferences, churn analysis, etc. Therefore, it means that any serious data operation has to fine-tune the data extraction component to maximize the chances of a favorable outcome.

**Data preparation :**Data preparation is the process of gathering, combining, structuring and organizing data so it can be used in business intelligence (BI), analytics and data visualization applications.

Data preparation work is done by information technology (IT), BI and data management teams as they integrate data sets to load into a data warehouse, NoSQL database or data lake repository, and then when new analytics applications are developed with those data sets.

**Data Visualization:** Is a technology used to represent data in a graphical or pictorial format. It is used to help people understand complex data sets and make decisions quickly.

**Customisable dashboards allow your business to set specific KPIs that help you track the information you need to see how you're doing in multiple areas and across departments.**

**Publishing** is the activity of making information, literature, music, software, and other content available to the public for sale or for free [1]  
Traditionally, the term refers to the creation and distribution of printed works, such as books, comic books, newspapers, and magazines. With the advent of digital information systems, the scope has expanded to include digital publishing such as ebooks, digital magazines, websites, social media, music, and video game publishing.

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• Stress testing - involves testing an application under extreme workloads to see how it handles high traffic or data processing ...

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