



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?

I want to buy quality products at reasonable prices.

Urban areas have a higher cost of living, which may affect prices.

Convenience and a variety of choices are essential for me.

I prefer shopping in urban areas where everything is easily accessible.

Wholesalers offer discounted rates, which can help retailers make a profit.

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Unwveiling Market Insights

We employ Tableau for data extraction and visualization to present information effectively.

Our goal is to provide decision-makers with actionable insights

We aim to create visualizations, dashboards, and stories that tell a compelling financial narrative.

Identifying potential areas of concern helps in risk mitigation.

We aim to create visualizations, dashboards, and stories that tell a compelling financial narrative.

We expect data-driven insights to drive strategic decisions and business growth.



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?