|  |  |  |
| --- | --- | --- |
| A person in a suit  Description automatically generated |  | **Goals**   * To extract meaningful patterns from vast datasets * To provide actionable insights through data visualization * To automate the generation of recurring reports * To influence strategic decisions with solid data-backed evidence   **Frustrations**   * Manual data extraction processes are time-consuming * Difficulty in communicating complex data insights to non-technical stakeholders   **Personality**   * Introvert / Extrovert: Balanced; enjoys solitary analysis but can collaborate effectively * Thinking / Feeling: Thinking; relies on logic and data over emotion * Sensing / Intuition: Intuition; able to perceive patterns and trends in raw data * Judging / Perceiving: Judging; appreciates structure and order in her work   **Motivation**   * Incentive: Loves seeing how her insights can lead to successful outcomes * Achievement: Driven by completing complex data projects and recognition for her analytical skills * Power: Interested in having a say in company decisions through her reports * Social: Finds satisfaction in contributing to the team and company success   **Preferred Channels**   * Professional: LinkedIn, Data Science Forums, and Webinars * Personal: Podcasts on Data Trends, Online Courses, and Blogs   **Bio**  Maria is a seasoned data analyst who brings to her role a passion for uncovering the hidden narratives in numbers. With a keen eye for detail and a rigorous approach to her work, Maria has championed the use of advanced analytics at her firm. Despite her accomplishments, she feels hampered by legacy systems that haven't kept pace with her ambition to harness real-time data. She envisions a workspace where agility in data handling is matched by robust, automated reporting tools, freeing her to delve deeper into strategic analysis rather than repetitive data cleansing. Outside of work, Maria enjoys mentoring young women in STEM and unwinding with a good book on the latest tech trends. |
| Maria  Data Analyst  *"Numbers speak to me not just as data, but as a story waiting to be told.”*  **Demographics**  Age: 30-35  Work: Data Analyst at a multinational corporation  Family: Married with a young daughter  Location: San Francisco, CA  Education: Master’s in Data Science  Character Traits: Meticulous, Analytical, Insightful  **Link to Professional Profile Picture**  https://chat.openai.com/g/g-2fkFE8rbu-dall-e/c/8aaecc0c-8864-4df4-80bc-d4ec4e33d60b |  |