* **What does he think or feel?**

Wants to know whether existing marketing strategies have scope for improvement in terms of ROI.

Wants to increase the market share of his products by adapting suitable marketing strategies

Help them to know how different marketing strategies would increase their revenue

* **What influences him?**

Curiosity in exploring different marketing strategies.

Findings that reinforce

AI & ML driven solutions for a problem.

Every step towards betterment of human health by providing higher quality of food and nutrition

* **What his primary goals?**

Maximize ROI

To take better decision on marketing

To improve the reach of products.

* **What keeps him awake in night or What are the hurdles in his life today?**

The strategies are less optimal in France.

Analysing and forecasting of strategies are time consuming process.

Experimenting with different strategies

Getting influenced from strategies from different fields (other than marketing)/region and trying to extract points and implementing in his strategies.

* **What matter to him?**

To achieve different milestones that takes the company to the zenith.

Success rate of strategies implemented

Improvised solutions for existing and future problem.

To achieve his goals and to be able to implement effective marketing strategies.