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?

Spend analysis converts raw data into usable information

Analyze customer by leveraging data analytics and data driven decisions making

Provide crucial market insights for business to optimize their strategies and increase market share.

The role of data analysis to help businesses of all sizes achieve their marketing goals

A spend analysis can help a business learn where it alloctes money and whether it's doing so efficiently

Help in minimize risks and measures business reputation

Persona's name

Short summary of the persona

See an example

Objectives help to define the type of spend analysis,a company should focus on.

A customer plan your business develops for collecting, understanding and interpreting data.

To identify trends, tracks consumer behaviour and create personalize marketing campaing.

Improves product offering and enhance customer engagement to drive revenue growth.

Cleanse and enrich spend data.

Individuals working on spend analysis can compile their findings into reports.



Does

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







