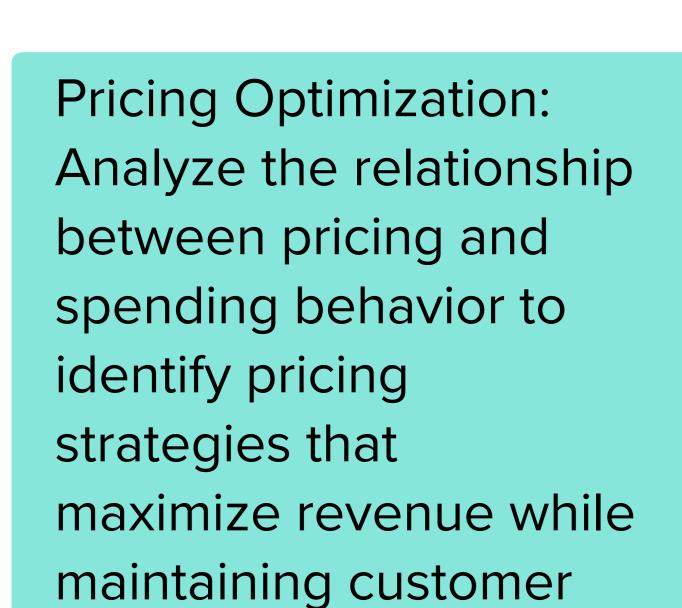
## Says

What have we heard them say? What can we imagine them saying?

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret.

Problem Understanding, also known as Problem Definition or Problem Identification, is the initial and critical phase of any data analysis or problem-solving process

Personalization and Targeted Marketing: With insights from spending behavior analysis, businesses can personalize marketing efforts and promotions. This targeted marketing approach reduces unnecessary advertising noise and enhances the relevance of promotional messages for consumers.



satisfaction.

Competitor Analysis: Compare your spending behavior data with competitors to understand your market position, pricing strategies, and areas where you can gain a competitive advantage.

Purchase Patterns: purchases to identify seasonal trends or and marketing

Analyze the frequency and timing of customer inventory management

patterns that can guide

campaigns.

## Does

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



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Revenue Growth: Leveraging market insights to identify growth opportunities can lead to increased sales and revenue for businesses. Understanding customer preferences and optimizing product offerings can attract more customers and improve customer

retention.

A literature survey for the project involves reviewing academic articles, books, and other sources related to the related industry including statistical, economic, financial models. It also discusses various factors that affect consumer spending nature etc

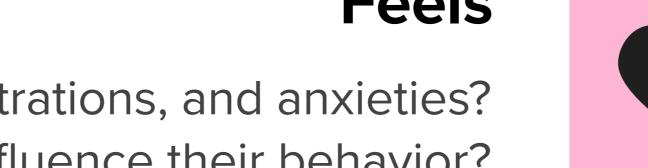
Analyzing spending behavior and identifying opportunities for growth can provide crucial market insights for businesses looking to optimize their strategies and increase market share.

The responsiveness and design of a dashboard for this project is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centered design, clear and concise information, interactivity, a datadriven approach, accessibility, customization, and security.

Tableau Public is a free cloudbased platform provided by Tableau Software specifically designed for sharing interactive data visualizations with the world. When you publish to Tableau Public, your visualizations become accessible to anyone on the web, and you can embed them in websites, blogs, and social media.

Data preparation, also known as data preprocessing, is a crucial step in the data analysis process. It involves transforming raw data into a clean, structured, and suitable format for analysis.

## **Feels**



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



Persona's name

Short summary of

the persona

