Says

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

sales for goods to retailer

wholesale businesses

commercial

Thinks

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

Gaining deep market

Business landscape

Businesses to thrive and grow

Persona's name

Short summary of the persona

Optimize their marketing strategies

Improve product offerings

to drive revenue growth

Data-driven decision-making

Identify opportunities for growth by leveraging this analytics

Analyse customer spending behaviour

Does

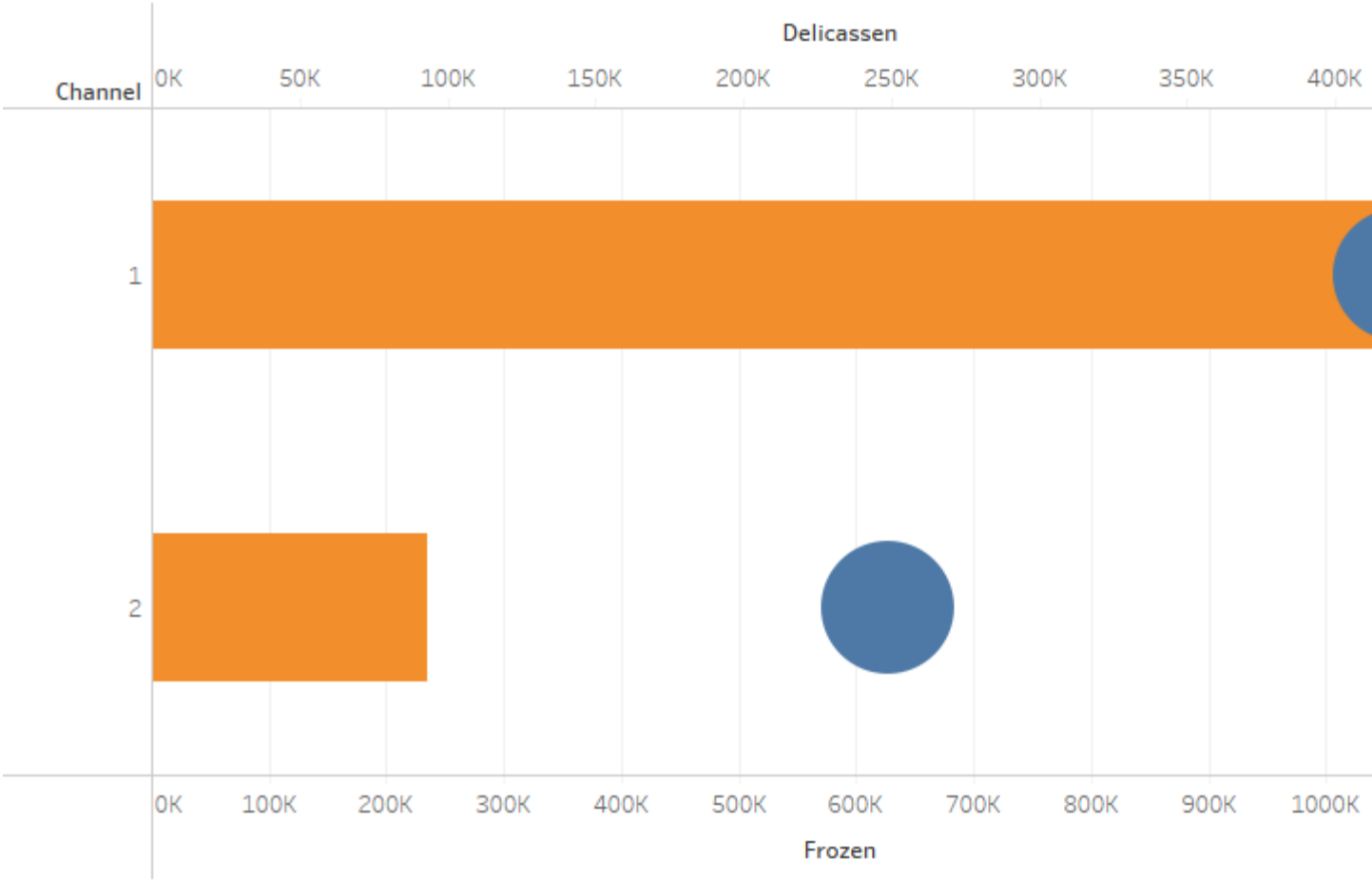
What behavior have we observed?
What can we imagine them doing?

Feels

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

See an example

Sheet 6


Delicassen
Channel
0K
50K
100K
150K
200K
250K
300K
350K
400K
1
2
0K
100K
200K
300K
400K
500K
600K
700K
800K
900K
1000K
Frozen

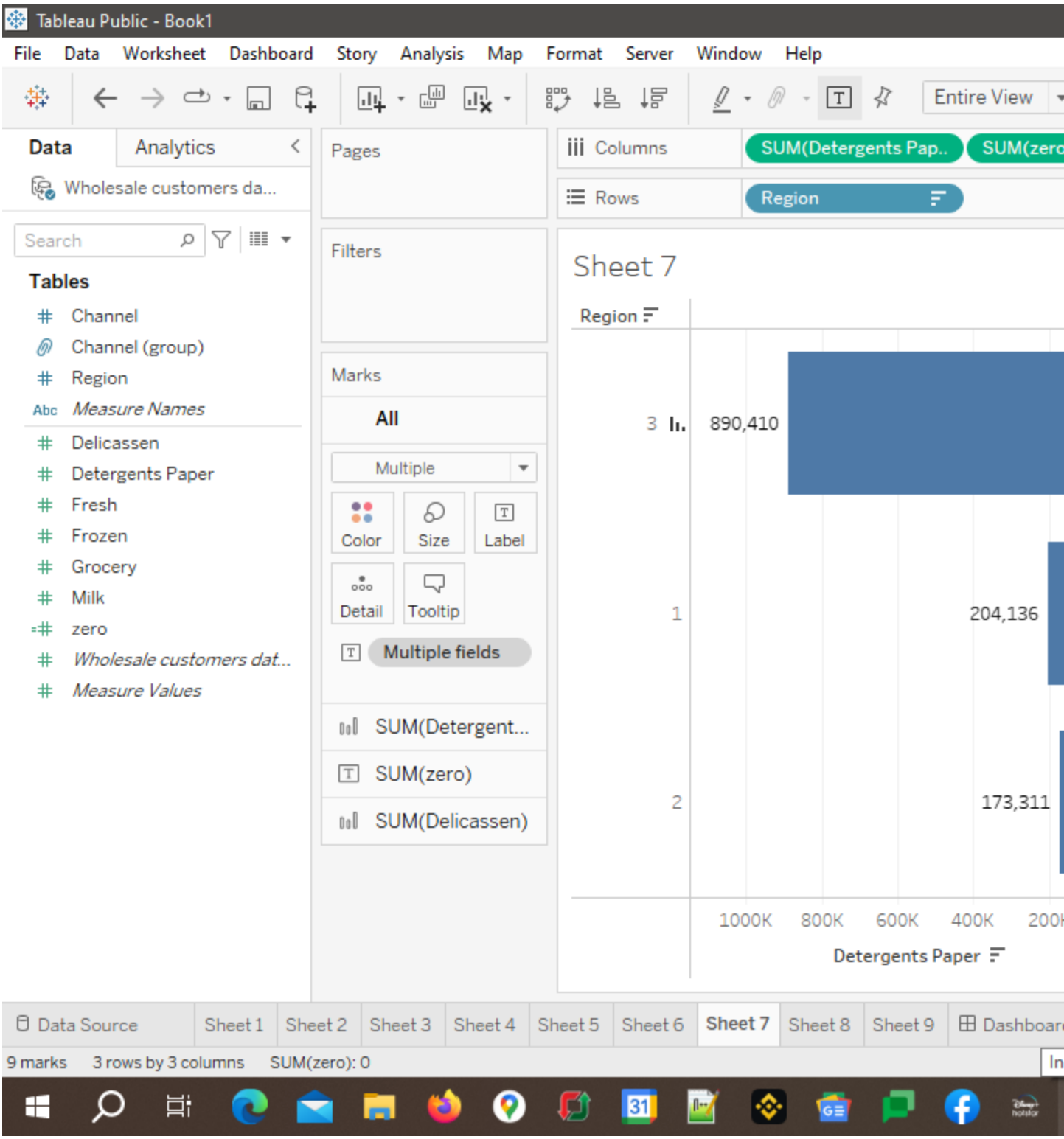


Tableau Public - Book1
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Entire View
Data
Analytics
Wholesale customers da...
Search
Tables
Channel
Channel (group)
Region
Measure Names
Delicassen
Detergents Paper
Fresh
Frozen
Grocery
Milk
zero
Wholesale customers dat...
Measure Values
Pages
Filters
Marks
All
Multiple
Color
Size
Label
Detail
Tooltip
Multiple fields
SUM(Detergent...
SUM(zero)
SUM(Delicassen)
Columns
SUM(Detergents Pap..
SUM(zero
Rows
Region
Sheet 7
Region
3
890,410
1
204,136
2
173,311
1000K
800K
600K
400K
200K
Detergents Paper
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
9 marks
3 rows by 3 columns
SUM(zero): 0

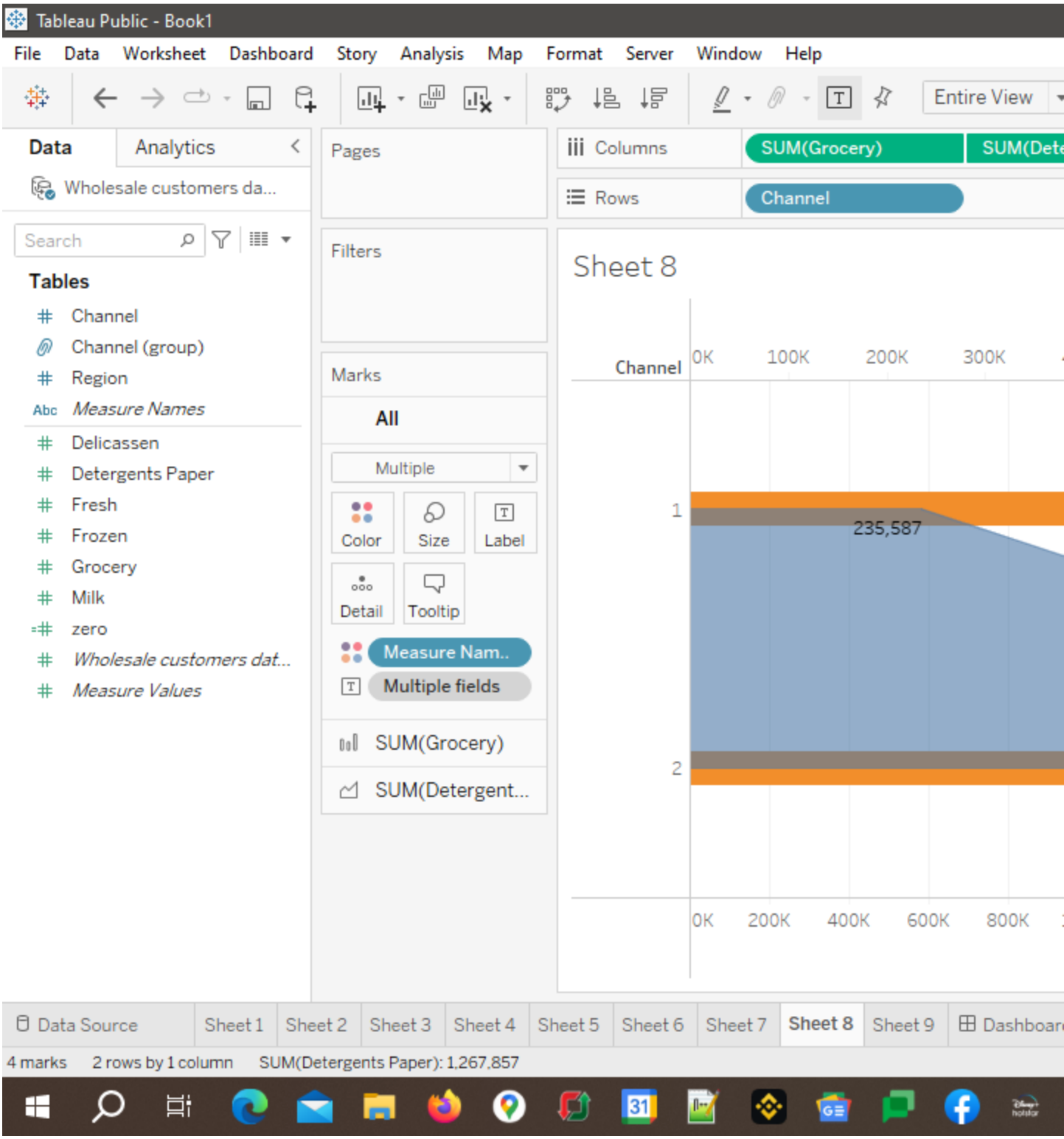


Tableau Public - Book1
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Channel (group)
Region
Measure Names
Delicassen
Detergents Paper
Fresh
Frozen
Grocery
Milk
zero
Wholesale customers dat...
Measure Values
Pages
Filters
Marks
All
Multiple
Color
Size
Label
Detail
Tooltip
Measure Nam..
Multiple fields
SUM(Grocery)
SUM(Detergent...
Columns
SUM(Grocery)
Rows
Channel
Sheet 8
Channel
0K
100K
200K
300K
1
235,587
2
0K
200K
400K
600K
800K
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
4 marks
2 rows by 1 column
SUM(Detergents Paper): 1,267,857

Wholesaler Custom

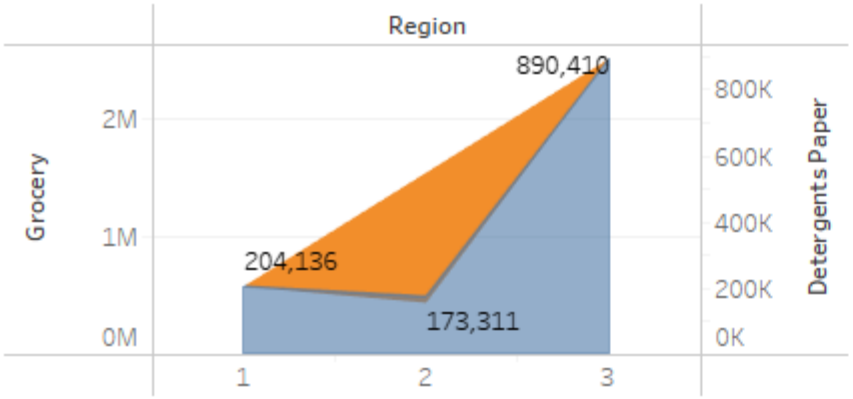
Sheet 1

Fresh
5,280,131

Sheet 2

Milk
2,550,357

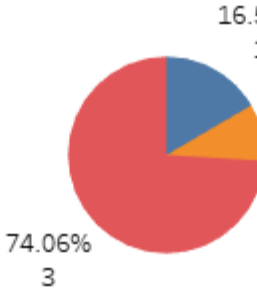
Sheet 4



Measure Names
- Detergents Paper
- Grocery

Region
- 1
- 2
- 3

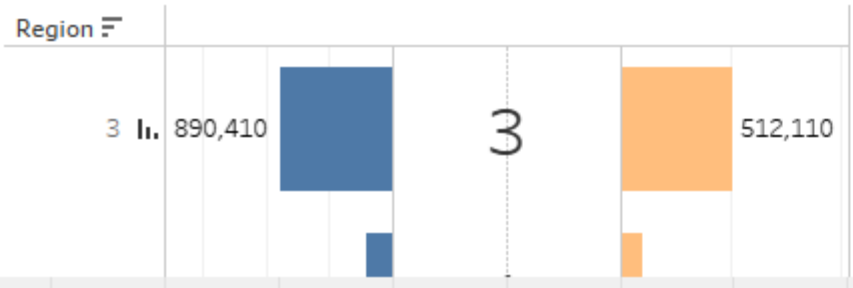
Sheet 5



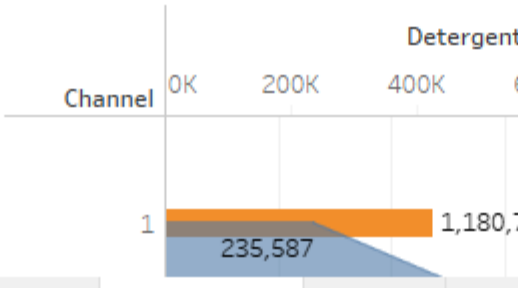
Milk
2,550,357

Frozen
234,671
400,000
600,000
800,000
1,000,0
1,116,9

Sheet 7

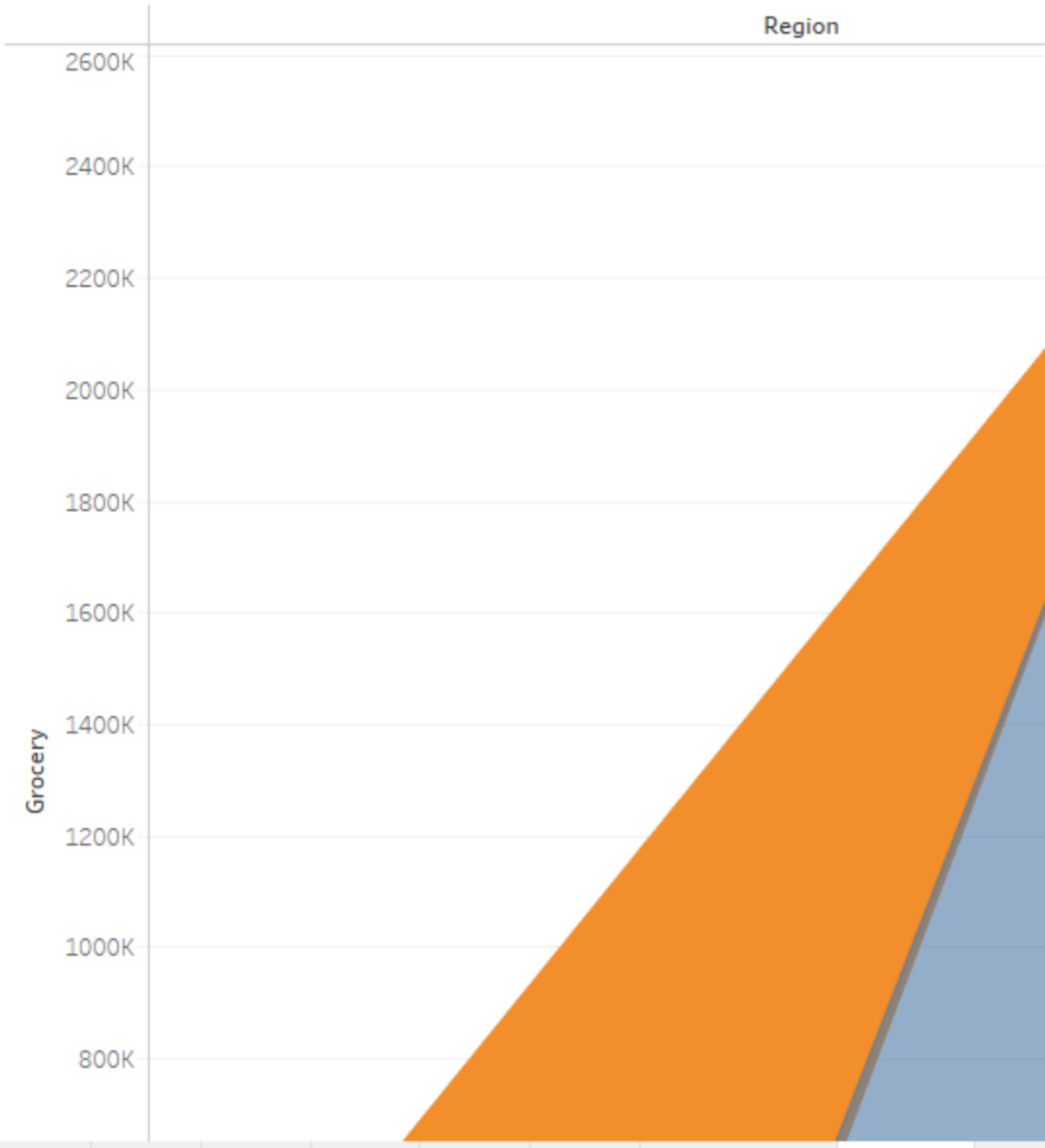


Sheet 8



Story 1

Fresh Kpi | Milk Kpi | Grocery Kpi | Region W Detergen Grocerv



Sheet 1 | Sheet 2 | Sheet 3 | Sheet 4 | Sheet 5 | Sheet 6 | Sheet 7 | Sheet 8 | Sheet 9 | Dashboard 1 | **Story 1**

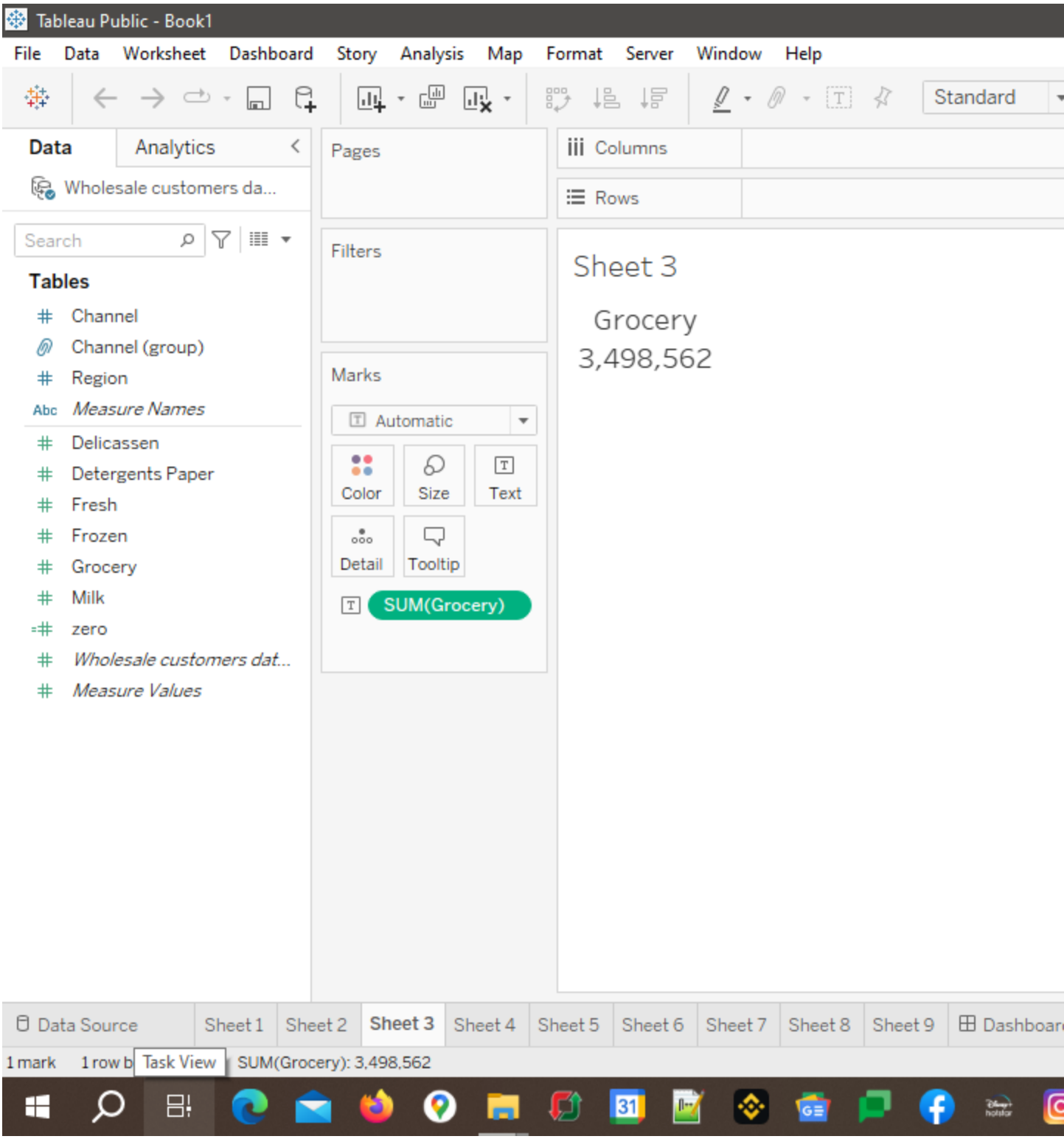
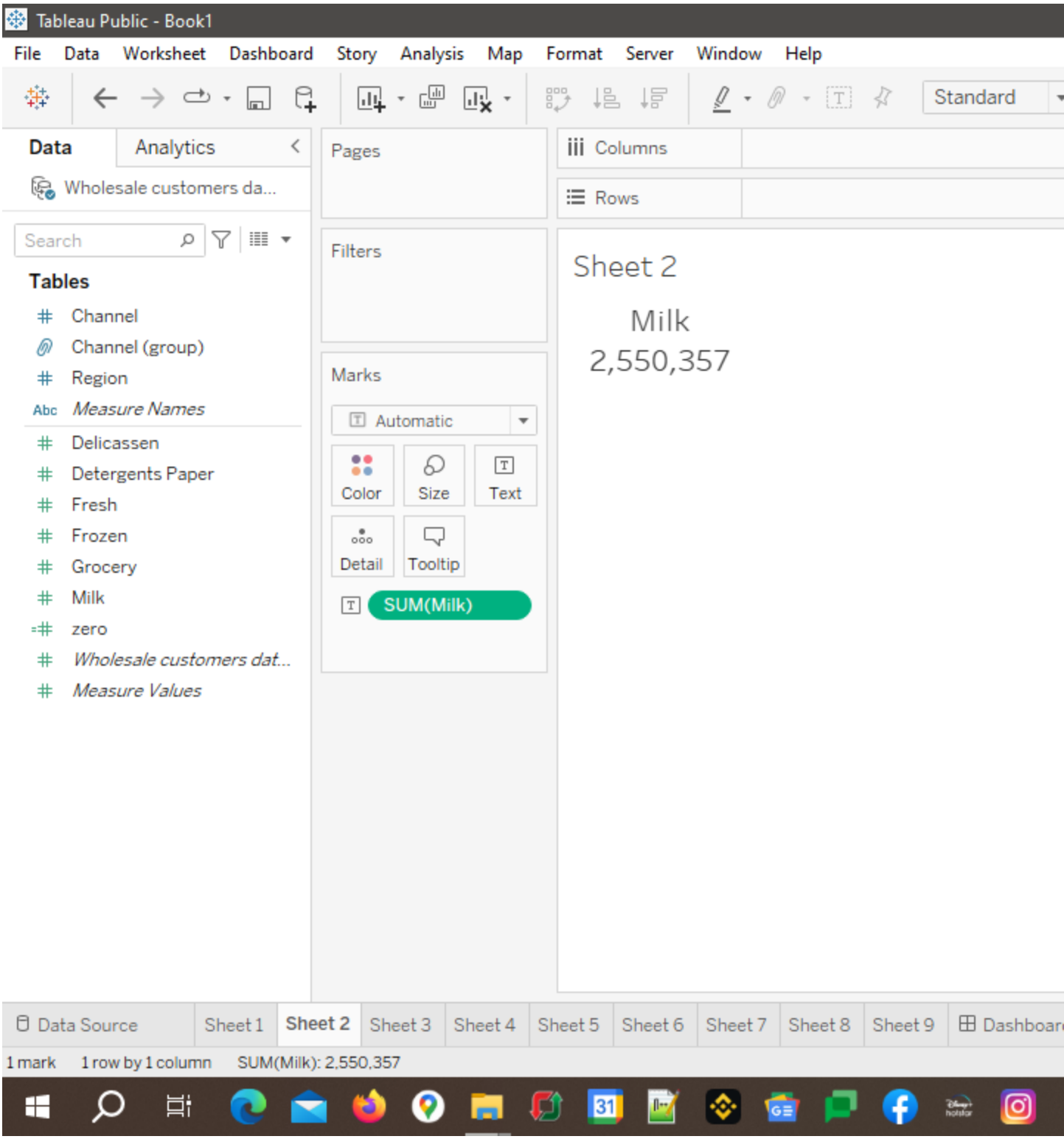


Tableau Public - Book1
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Data
Analytics
Wholesale customers da...
Search
Tables
Channel
Channel (group)
Region
Measure Names
Delicassen
Detergents Paper
Fresh
Frozen
Grocery
Milk
zero
Wholesale customers dat...
Measure Values
Pages
Columns
Rows
Filters
Marks
Automatic
Color
Size
Text
Detail
Tooltip
SUM(Grocery)
Sheet 3
Grocery
3,498,562
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
1 mark
1 row b
Task View
SUM(Grocery): 3,498,562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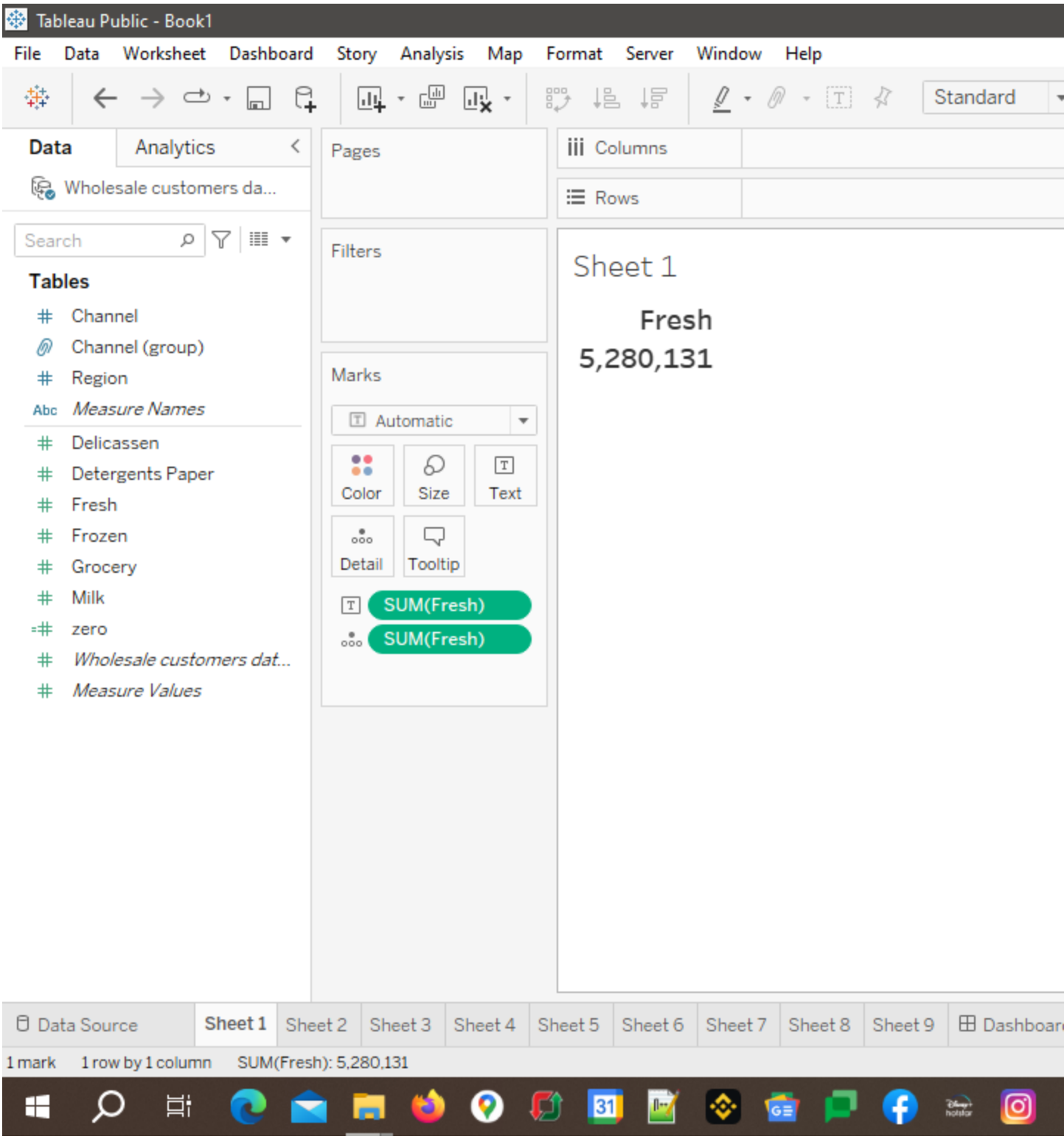
Detergents Paper
Fresh
Frozen
Grocery
Milk
zero
Wholesale customers dat...
Measure Values
Pages
Columns
Rows
Filters
Marks
Automatic
Color
Size
Text
Detail
Tooltip
SUM(Milk)
Sheet 2
Milk
2,550,357
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
1 mark
1 row by 1 column
SUM(Milk): 2,550,357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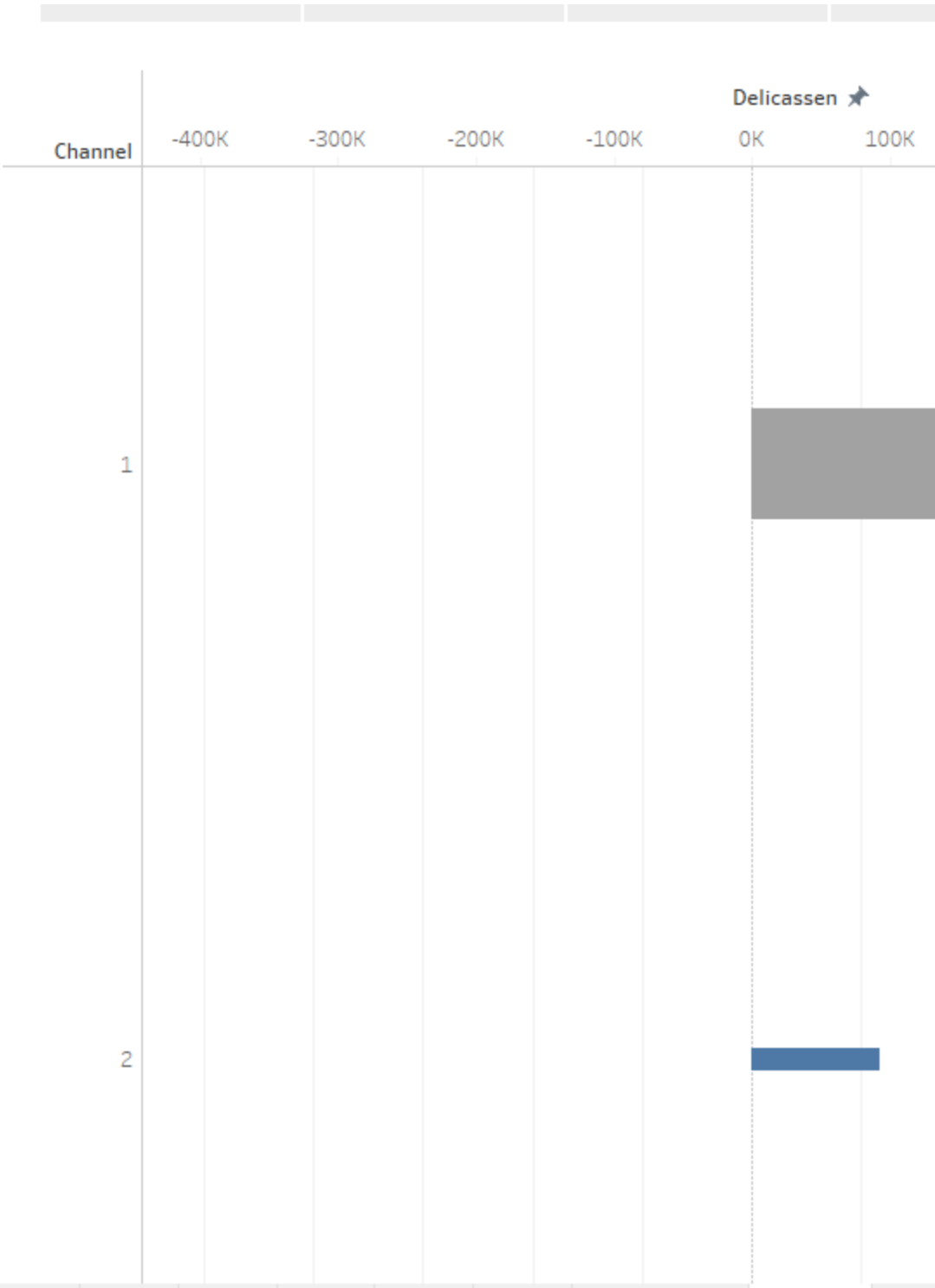
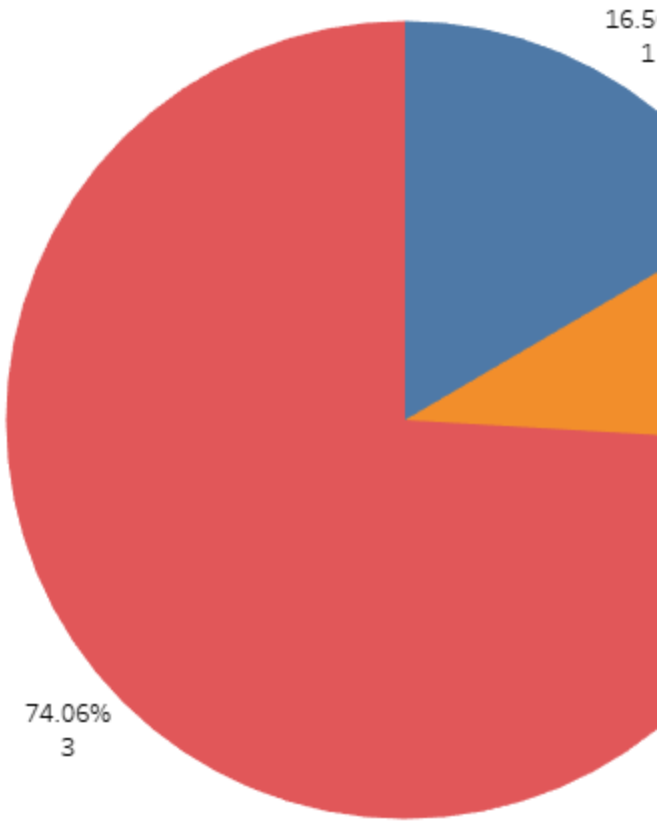
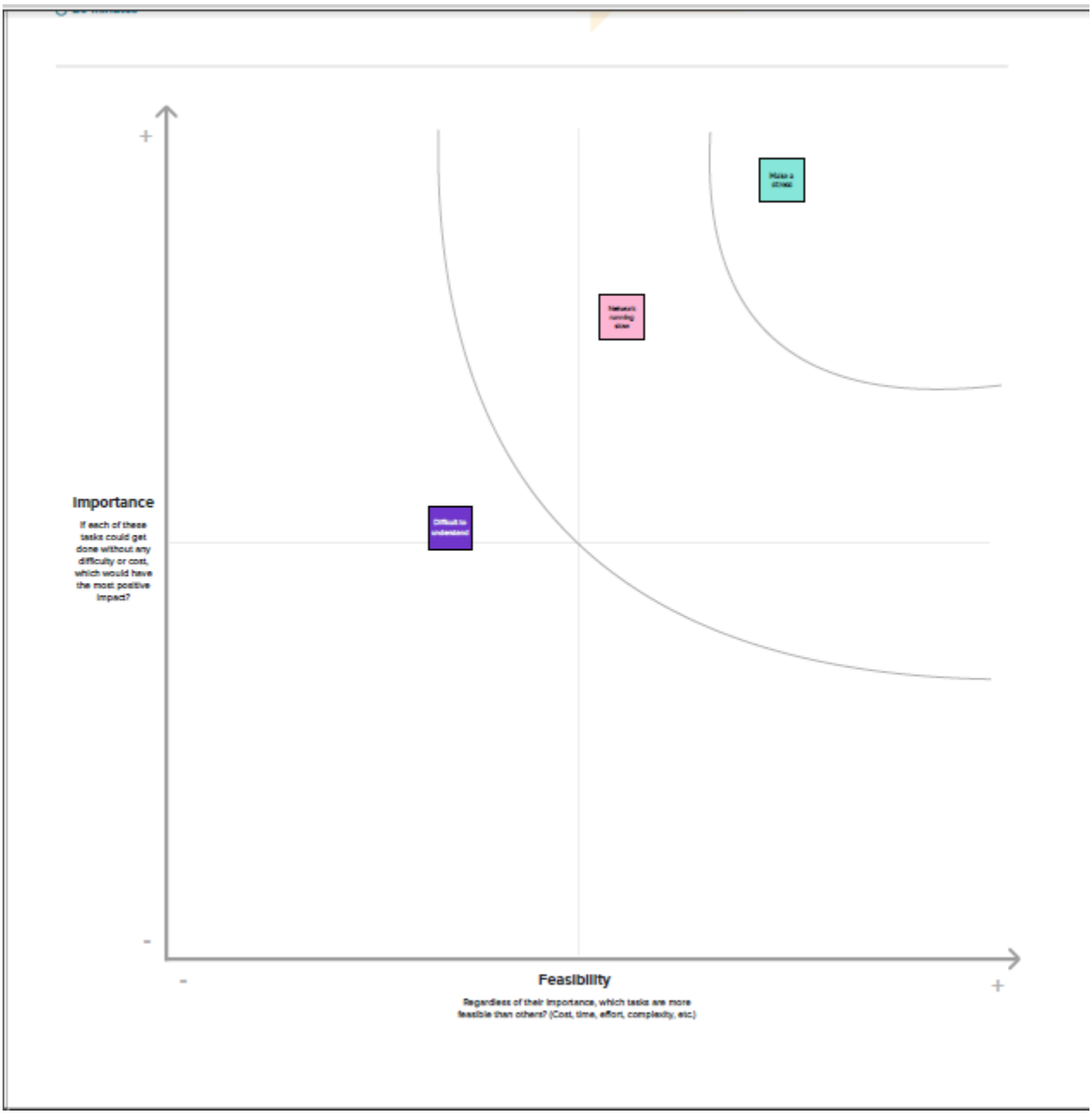
Detergents Paper
Fresh
Frozen
Grocery
Milk
zero
Wholesale customers dat...
Measure Values
Pages
Columns
Rows
Filters
Marks
Automatic
Color
Size
Text
Detail
Tooltip
SUM(Fresh)
SUM(Fresh)
Sheet 1
Fresh
5,280,131
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Sheet 9
1 mark
1 row by 1 column
SUM(Fresh): 5,280,131


Delicassen
Channel
-400K
-300K
-200K
-100K
0K
100K
1
2


16.5
1
74.06%
3


+
Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?
-
-
Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)
+