



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?

Market research surveys one popular method is market analysis

marketing strategies improve produuct offerings

A market insights expert must be able to breakdown data and draw out relevant information

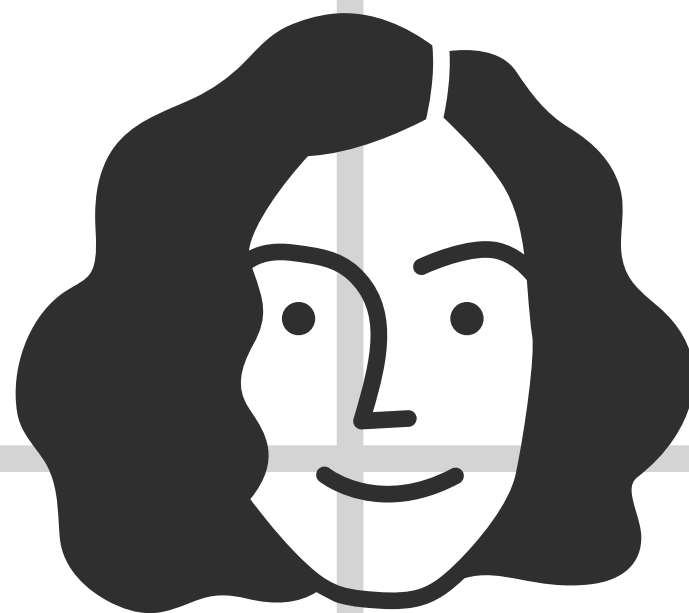


A major way you can minimize risks is by ensuring there is demand for a product

Enhance customer engagement to drive revenue growth



Deciding whether a product should be diiscontinued or modified



Keeping track of social mediaabout market analysis

we know the collection of data about a company target audience



choosing whether to open a new retail location

informed decision making , targeted marketing and a competitive edge



pricing product in a way that maintains margins and appeals to customers

select a design or product that will connect with your audience



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?