



About this persona:

Name: Sam

Background: Financial Analyst

Challenges: Data management and communication

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**Pains**  
Fears, frustration and anxieties
- Information Overload
- Market volatility
- Emotional biases
- Competitiveness
- Market saturation

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**Jobs to be done**  
What are they trying to do and why is it important for them?
- Conducting fundamental analysis
- Evaluating market trends
- Performing technical analysis
- Creating financial models

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**Gains**  
Wants, needs, hopes and dreams
- In-depth knowledge of the stock market
- Career advancement
- Analytical skills development
- Networking opportunities:

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**Reality**  
How do they achieve those goals today? Any barriers in their way?
- Understand the market
- Conduct thorough research
- Use financial modeling
- Develop a strong network:

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**Stories and observations**  
Write down quotes or observations that best describe their experience

A financial analyst may observe stock market bubbles, where the price of certain stocks becomes inflated beyond their actual value. This can lead to a sudden drop in stock prices, and a financial analyst must be able to identify these trends to provide sound investment advice.

Financial analysts may observe the impact of behavioral finance , which looks at the psychological factors that impact investor behavior. For example , fear and greed can drive investors to make irrational decisions, which can impact the stock market. Financial analysts may use this knowledge to inform their investment recommendations.

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**Context**  
Are there other factors that we should take in consideration?

Factors that affects the financial analyst during stock market analysis :-

Technical Factors: Technical factors such as chart patterns and trading volumes can impact stock prices. Financial analysts may use technical analysis to identify trends and patterns in the stock market to inform their investment recommendations.

Investor Sentiment: Investor sentiment can influence stock prices, with fear and greed driving investors to make irrational decisions. Financial analysts must be aware of investor sentiment and how it may impact the stock market.

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