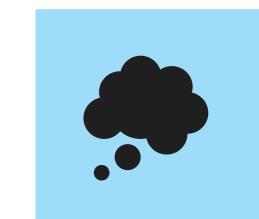


Says

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

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



IPENTIFYING OPPORTUNITIES FOR GROTH

MARKET ANALYSING Think about data collection methods statistical models, and market trends

Wonder abouat the factors influencing their own spending behavior and how businesses cater to their needs

Thinks

GROTH IDEAS

ANALYSIS SPENDING BEHAVIOURS

> UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOR AND IDENTIFYING OPPERTUNITIES FOR GROWTH

Act on the insighits by adjusting pricing strategies, marketing campaigns, or product offerings

> Continue their spending behavior, potentially influenced by changes they notice in the

market

Does

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

Collect and analyze data,builed models, and create reports to present findings

Feel a mix of anticipation and anxiety about the results as they could shape their business decisions

Feel excited about the potential to uncover valuable insightes but may also feel pressure to deliver accurate results

Consider how

this analysis

can impact

thier bottom

line and growth

strategy.

Feel curious about how their behavior is being analyzed and may have concerns about data privacy.

Feels

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



