



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?

GROTH IDEAS

IDENTIFYING
OPPORTUNITIES
FOR GROTH

MARKET
ANALYSING

ANALYSIS
SPENDING
BEHAVIOURS

Think about data
collection methods
statistical
models,and
market trends

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

Consider how
this analysis
can impact
thier bottom
line and growth
strategy.



UNVEILING MARKET
INSIGHTS:
ANALYSING
SPENDING
BEHAVIOR AND
IDENTIFYING
OPPERTUNITIES
FOR GROTH

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

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

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

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?



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