



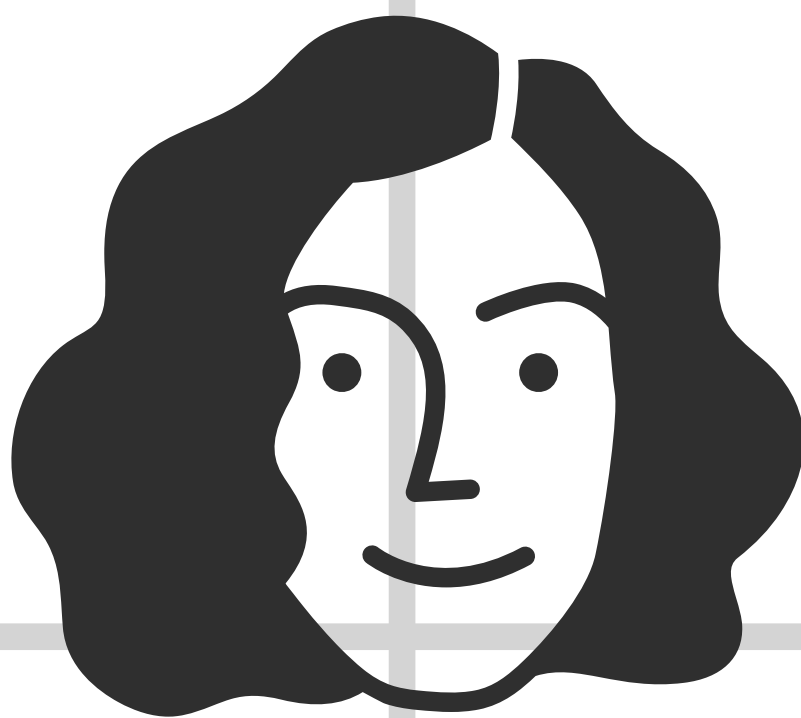
Says

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?



The consumption and production of marketed food are spatially separated.

Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions

Problem Understanding, also known as Problem Definition or Problem Identification, is the initial and critical phase of any data analysis or problem-solving process.

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Data preparation, also known as data preprocessing, is a crucial step in the data analysis process.

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the informatio

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format

They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and table

The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insight

Once you have created views on different sheets in Tableau, you can pull them into a dashboard.

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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?