



Says

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



Thinks

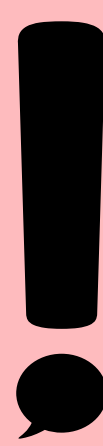
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Market research  
is an organised  
effort taken by  
the team



The goal of the  
field of market  
insights is to learn  
about and analyse  
the market

learn the  
relevance of  
marketing  
research.



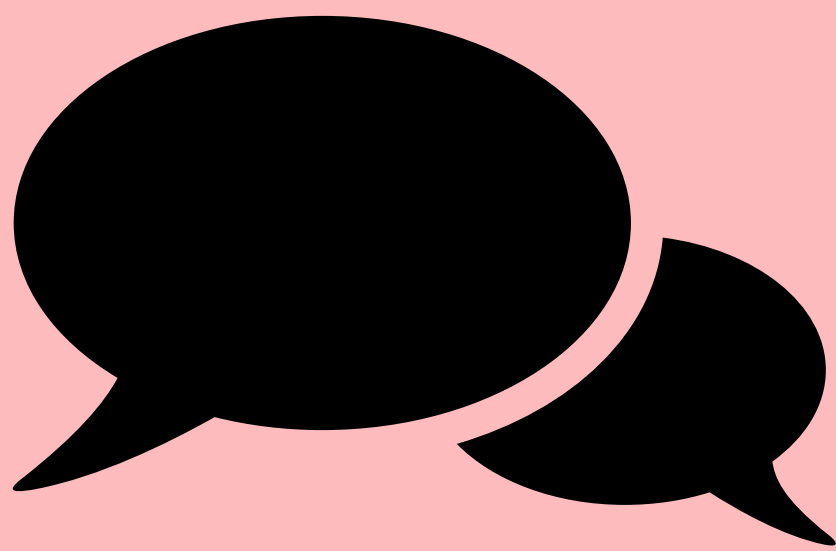
How  
dynamic is  
our  
market?

what do  
customer  
think about  
our product?

What  
struggles do  
our customer  
face?

Unveiling  
market  
Insights.

*we found that  
there are various  
types of  
marketing  
insights.  
countably seven.*



We have eagerly  
researched about  
Collection of data that  
provide marketers with  
valuable information on  
the wants and needs of  
the brand's target  
demographic.

*we thought about  
finding Essential for  
identifying customer  
needs,predicting  
trends,and  
developing effective  
strategies.*

It is very  
different and  
new to start!

Identify and  
clarify the real  
question about  
marketing  
strategy



we started to  
know about  
various thing  
that we didn't  
even imagine



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?