

Unveiling market insights;  
Analysis spending Behaviour  
And Identifying  
Opportunities For Growth

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### 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?

I want products  
that offers good  
values for  
money

Concerned about  
making informed  
purchasing  
decisions

I like to try  
new products  
and  
experiences

I prefer shopping  
online for  
convenience  
and better deals

Value products  
that align with  
their personal  
values

Desire convenience  
efficiency and  
simplicity in their  
shopping  
experiences



## Business Marketing Strategy

Unveiling market  
insights

Read and ride  
reviews on  
product and  
services

Seek and sense of  
belonging status or  
exclusivity through  
their purchases

Research and  
compare  
prices before  
making a  
purchase

Share  
recommendations  
with friends and  
family

Feel excited about  
discovering new  
products or  
opportunities

Feedback and  
opinions from  
other customers on  
social media gives  
bad feeling



### Does

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

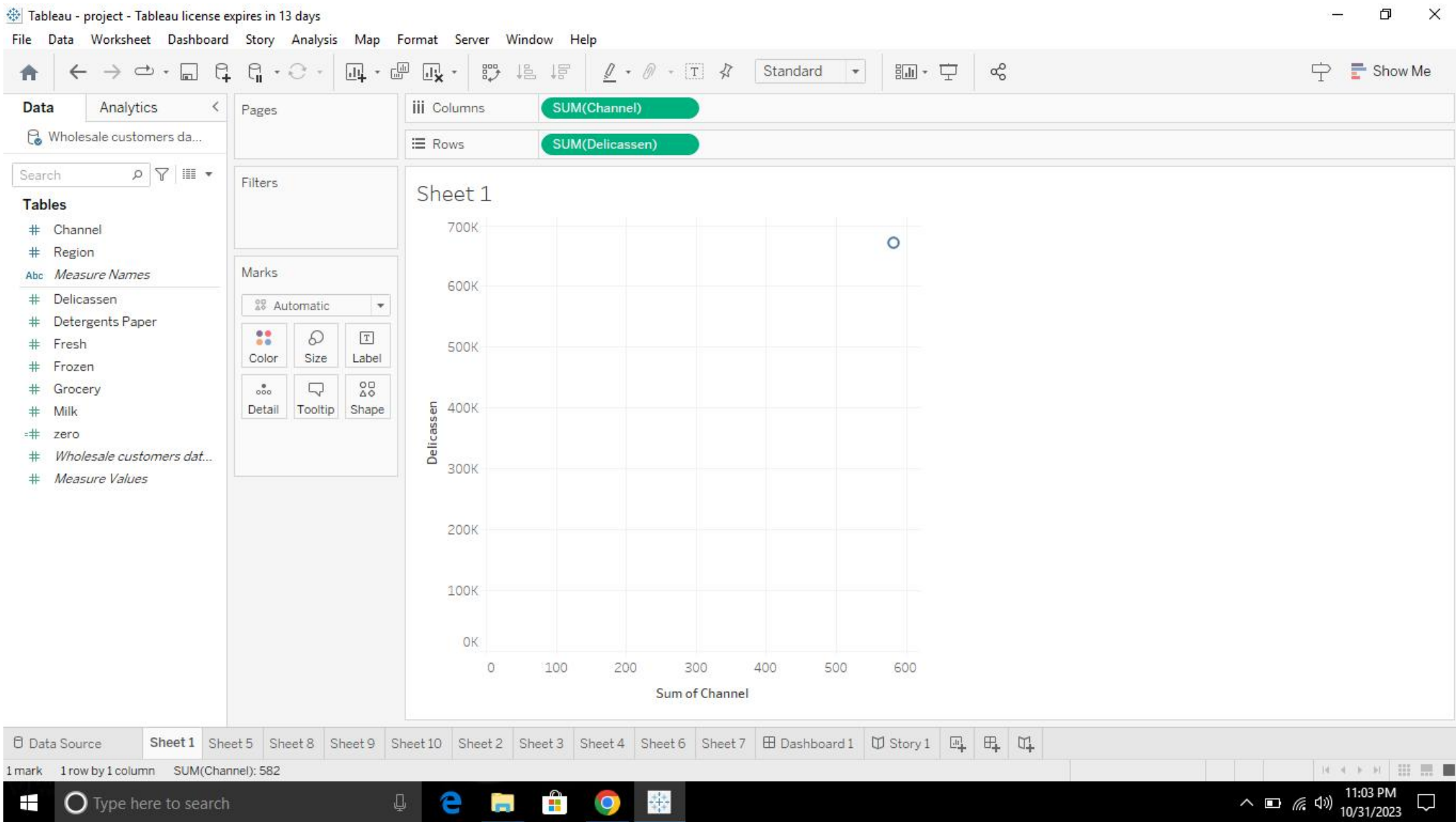


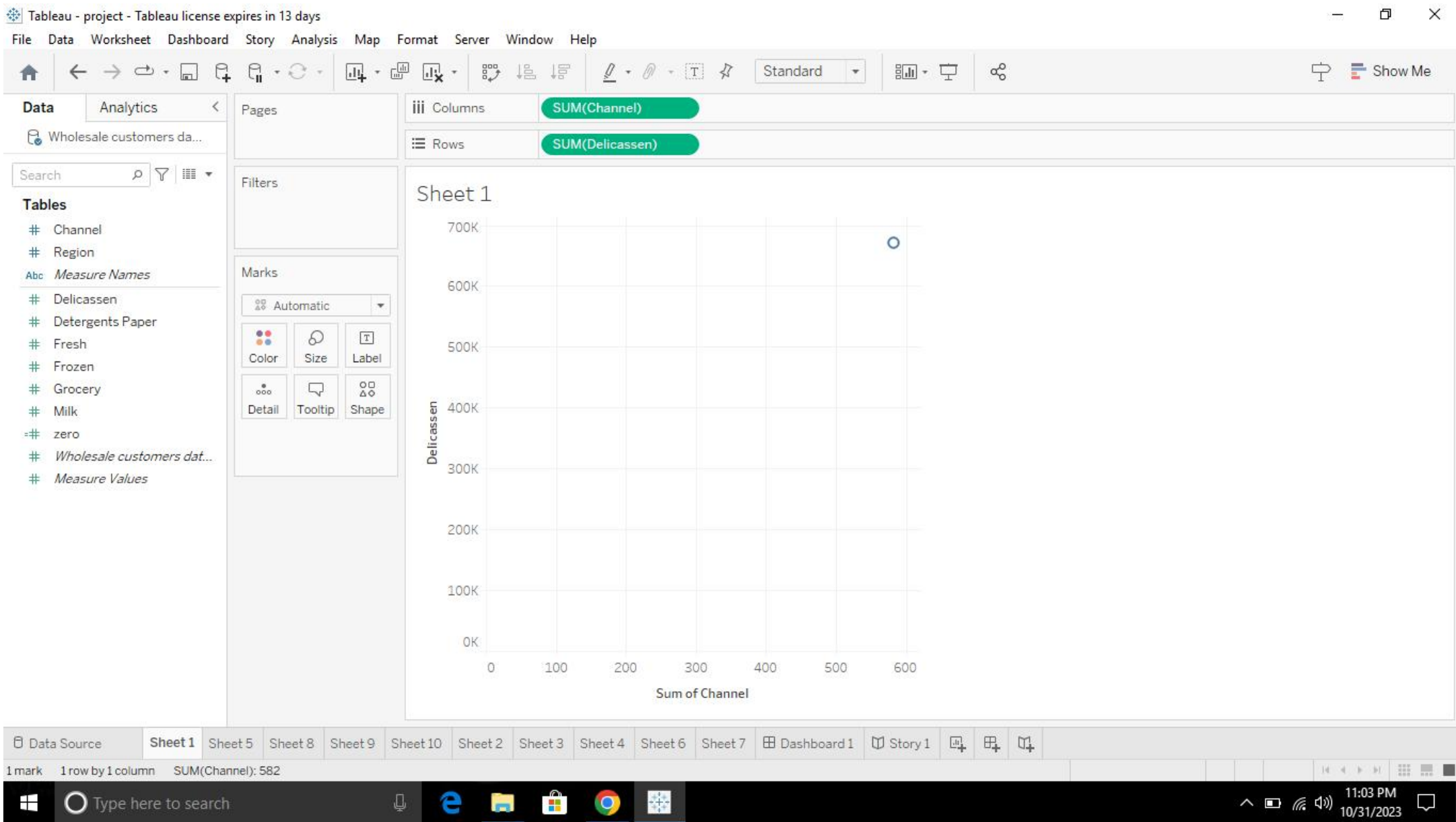
### Feels

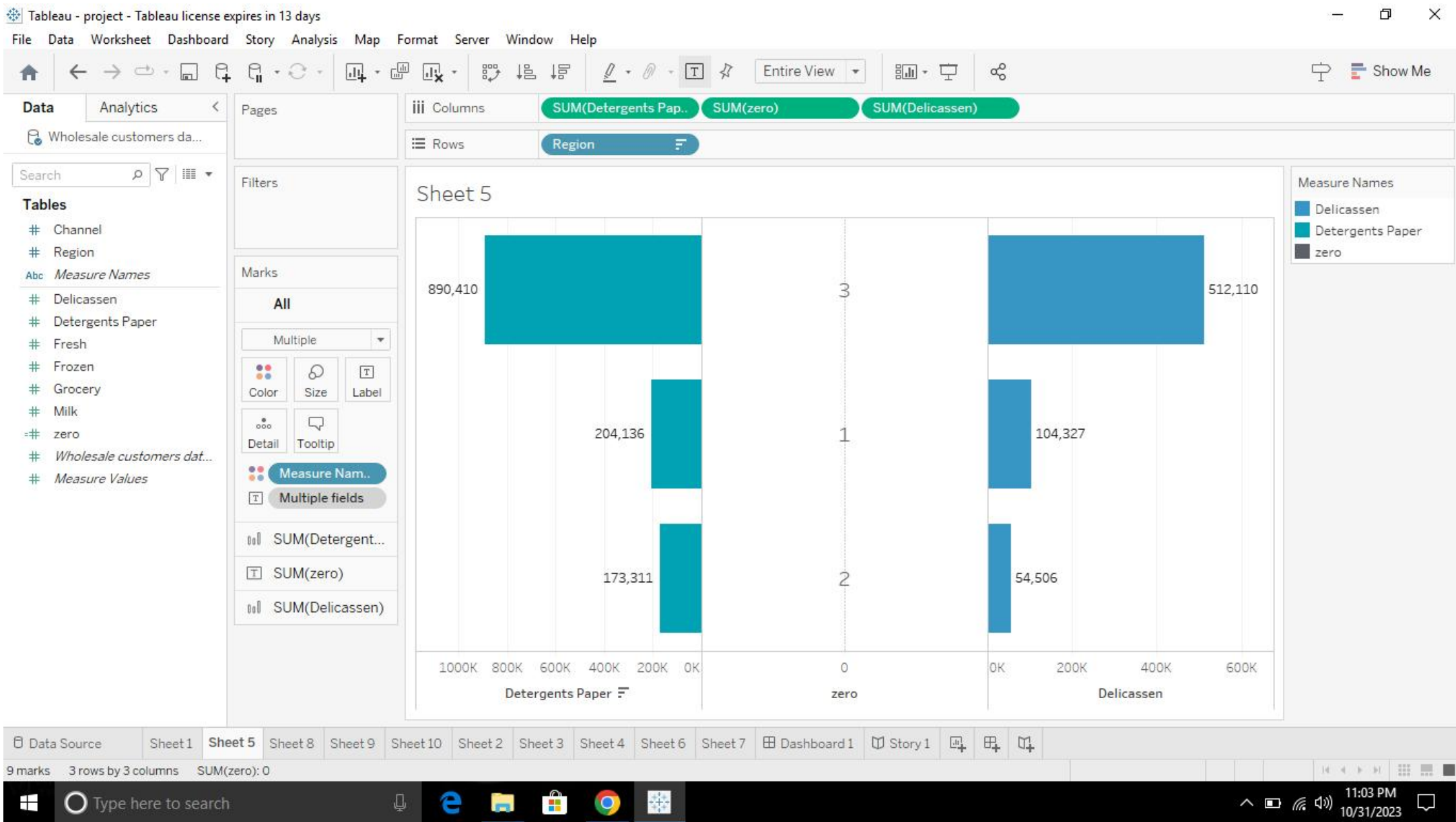
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

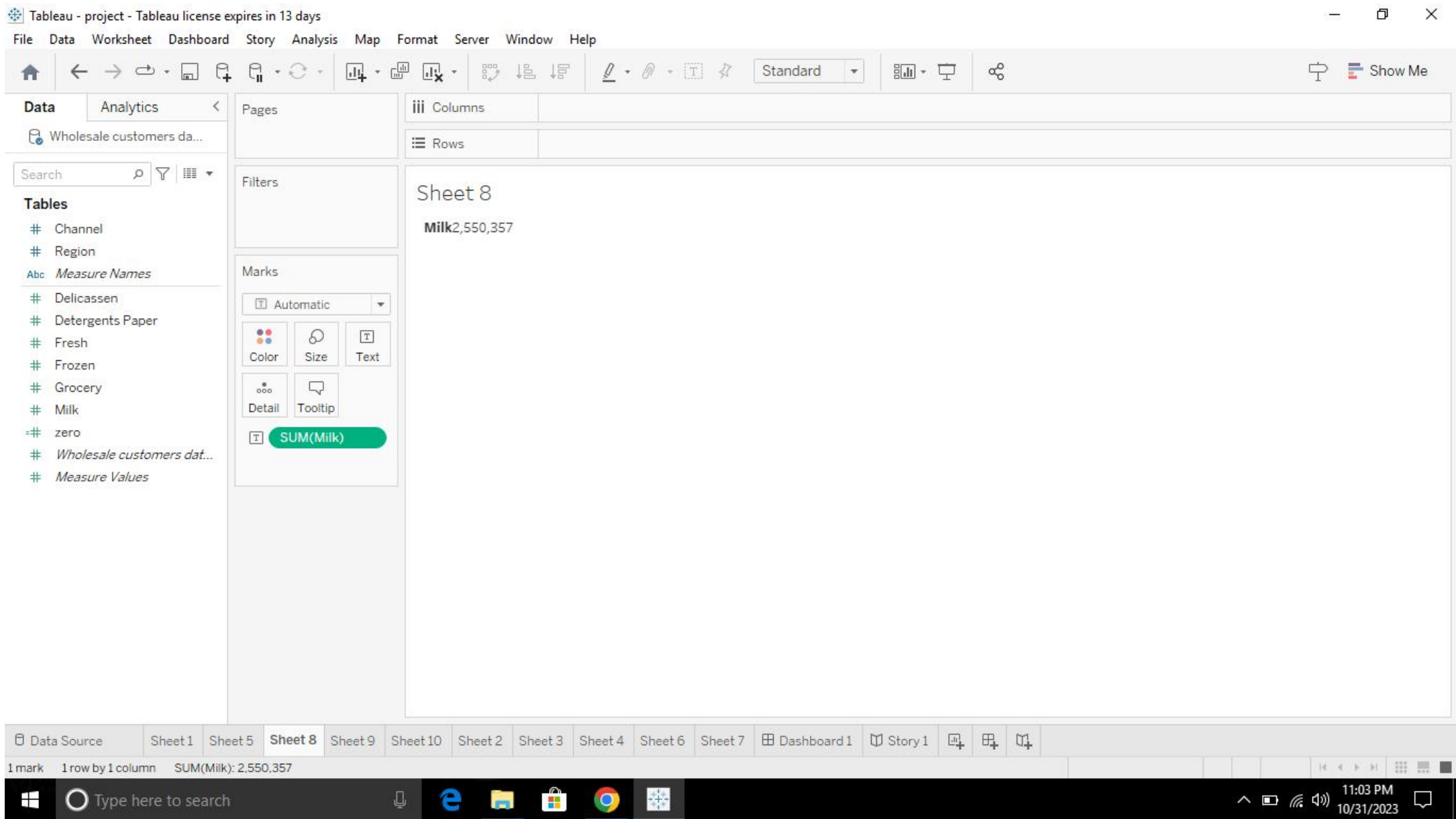
[See an example](#)

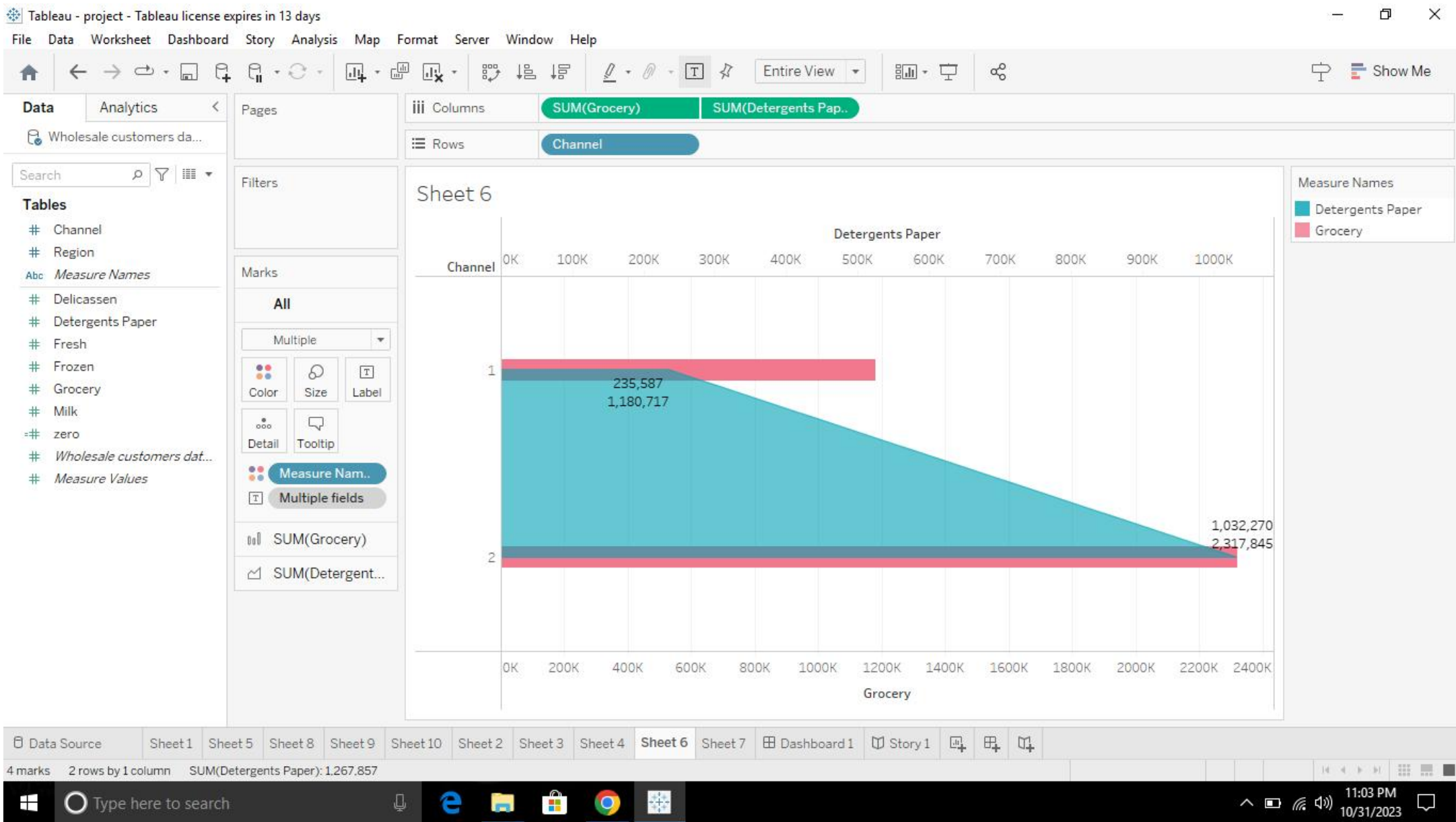




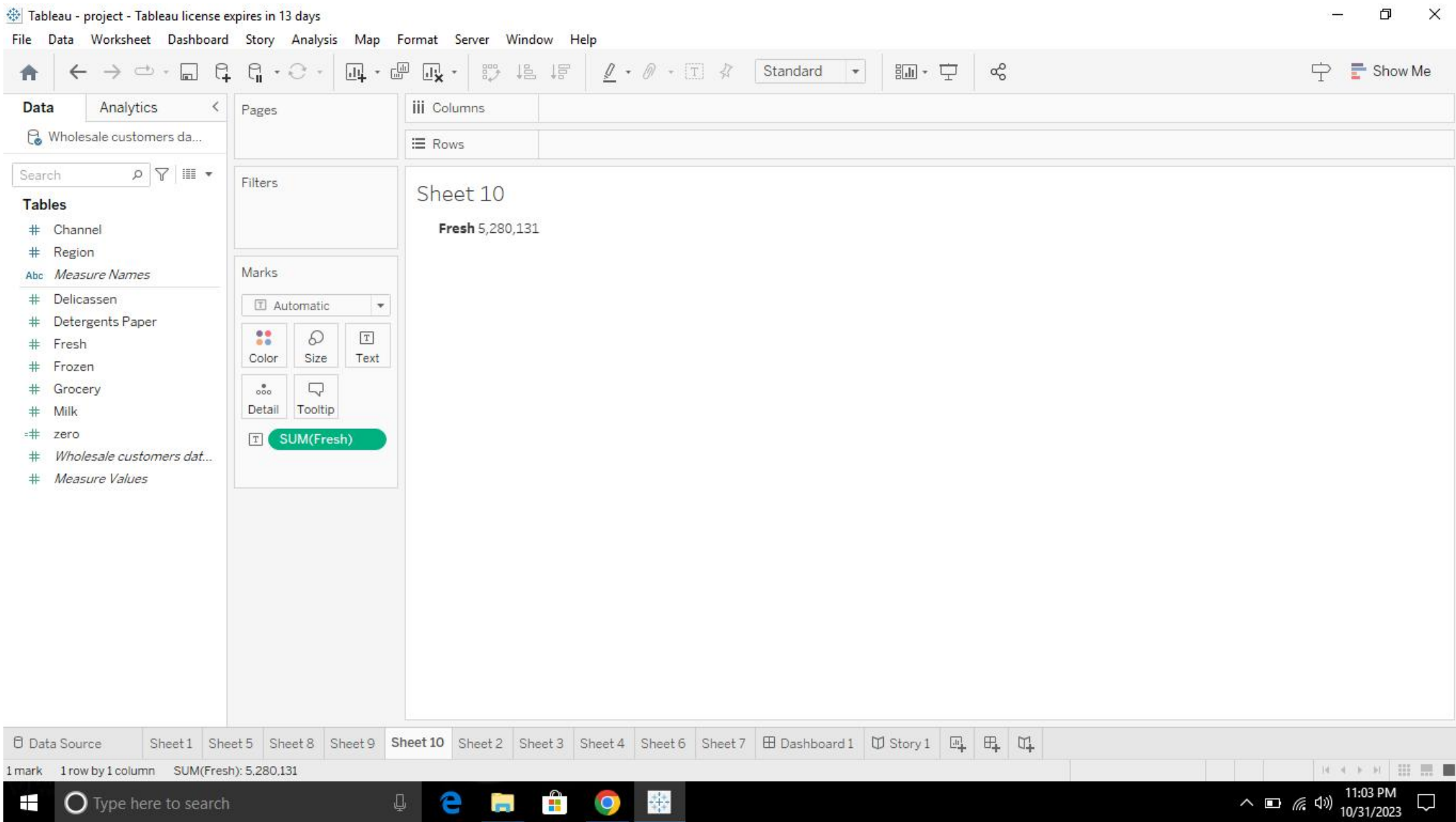


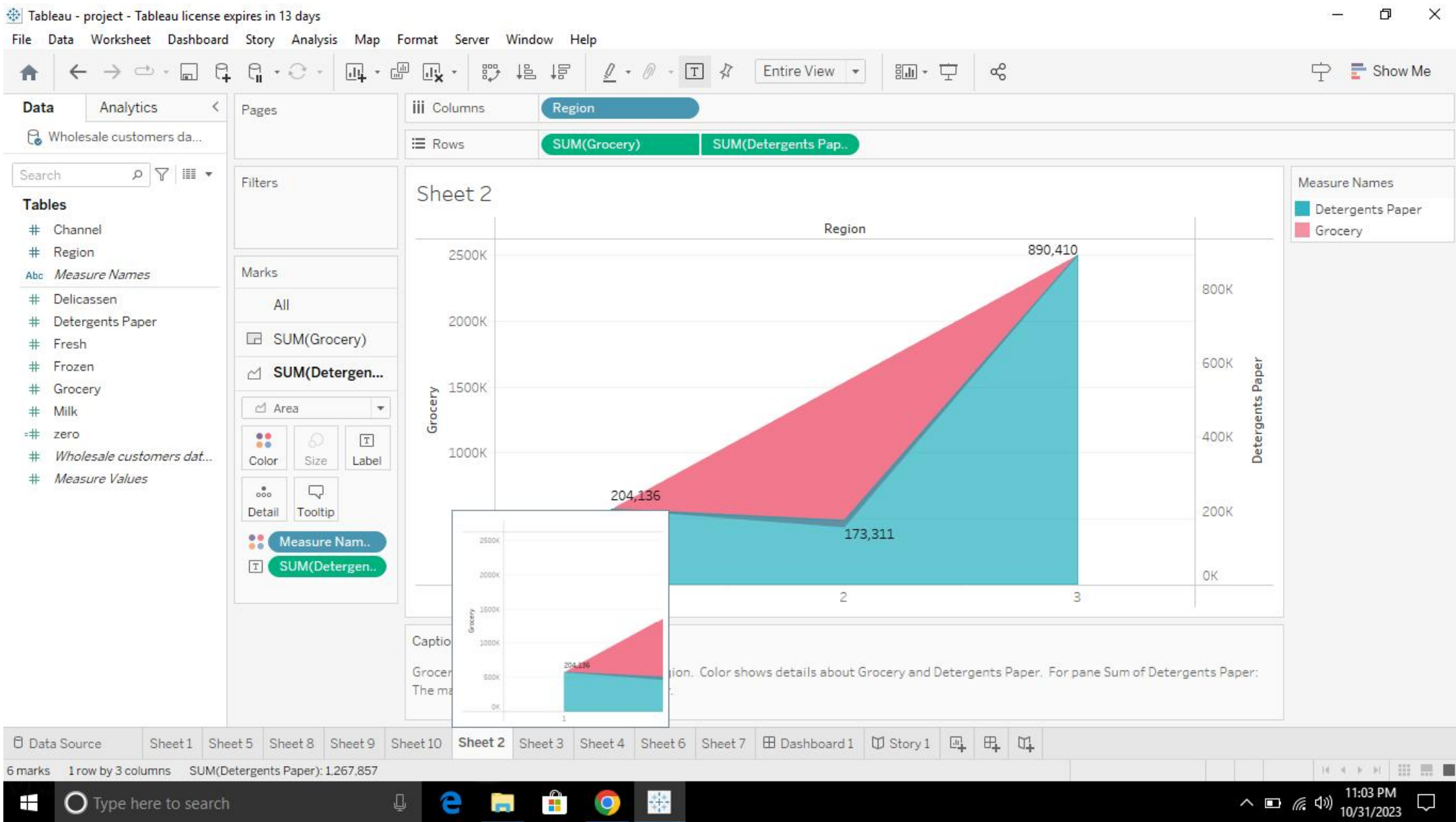


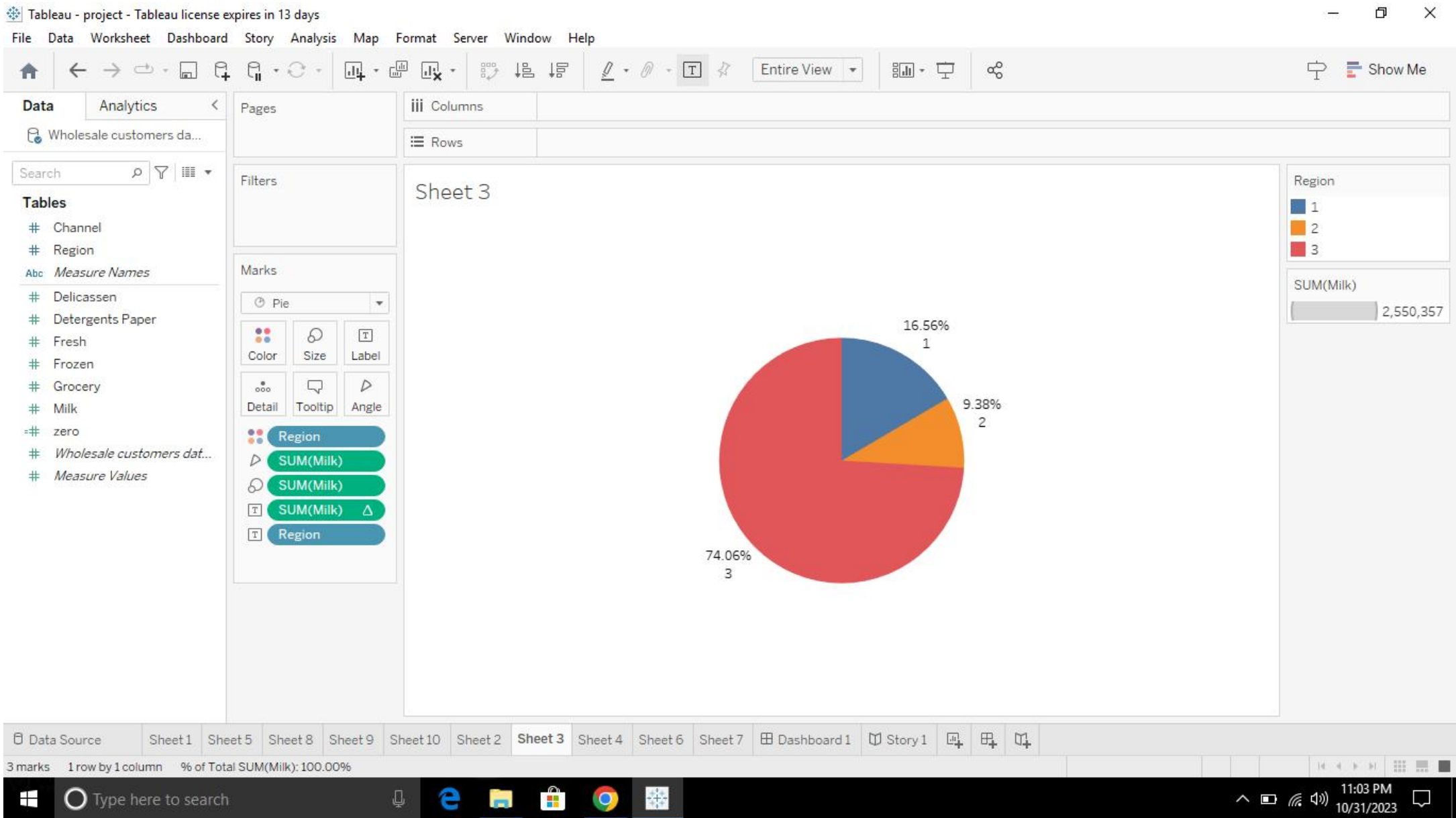


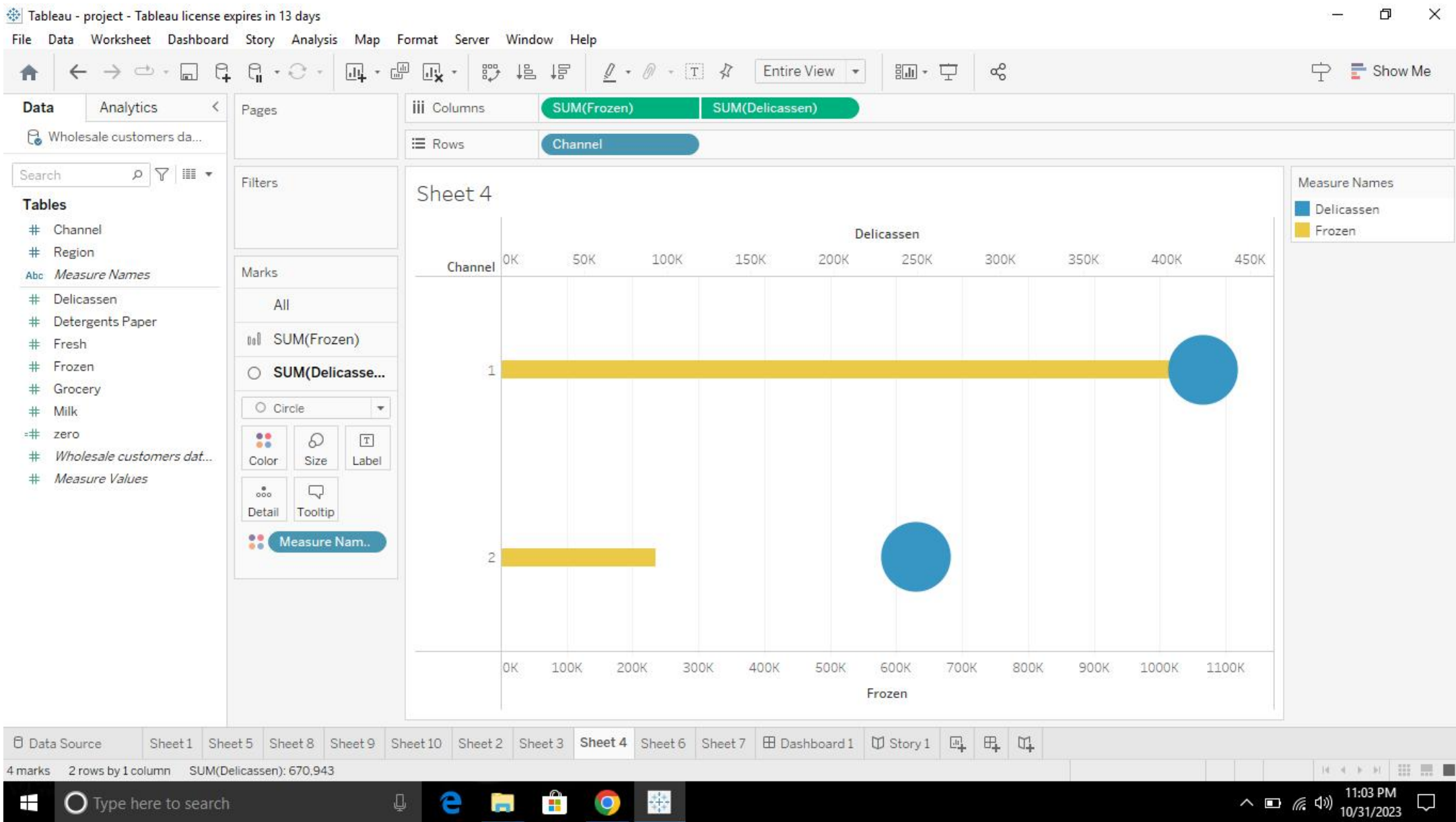














Story Layout

New story point

Blank Duplicate

- Sheet 1
- Sheet 5
- Sheet 8
- Sheet 9
- Sheet 10
- Sheet 2
- Sheet 3
- Sheet 4
- Sheet 6
- Sheet 7
- Dashboard 1

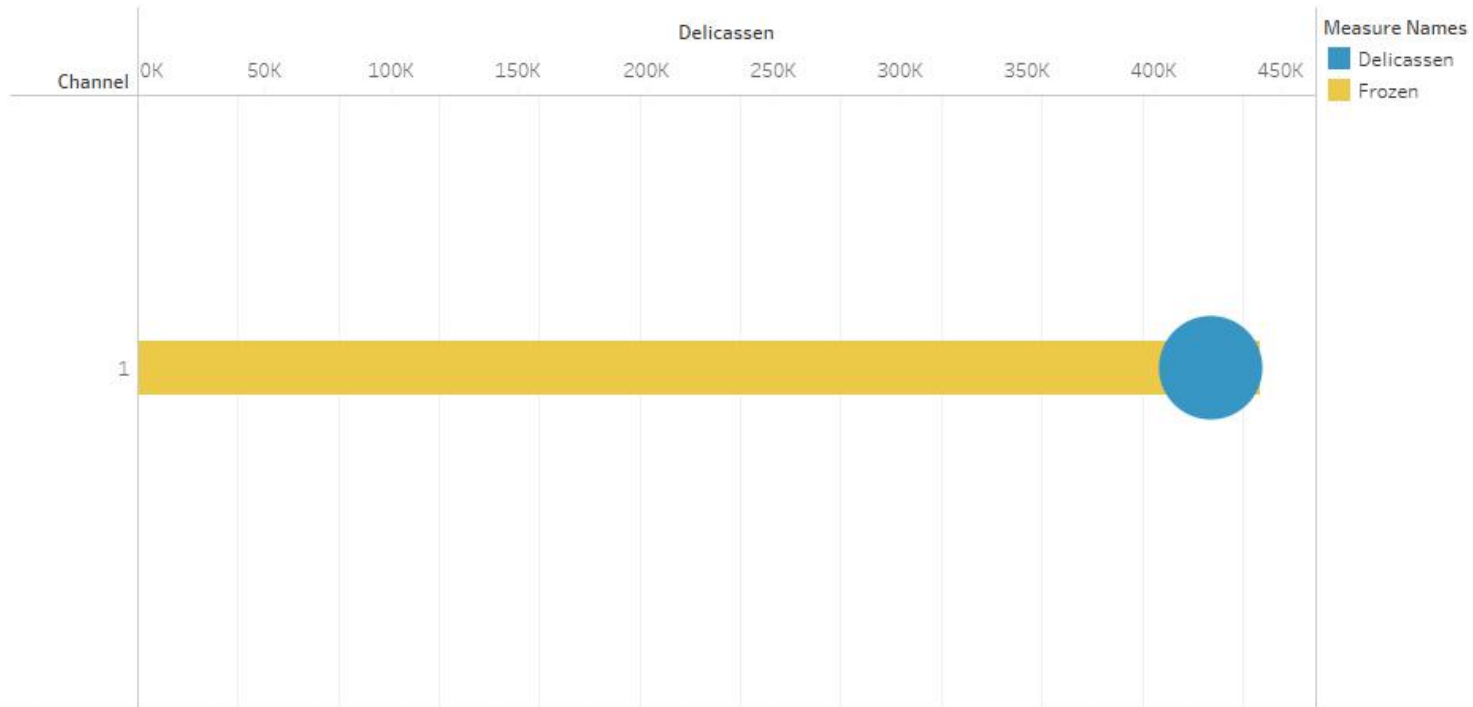
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Size

Story (1016 x 964)

## Story 1



Data Source Sheet 1 Sheet 5 Sheet 8 Sheet 9 Sheet 10 Sheet 2 Sheet 3 Sheet 4 Sheet 6 Sheet 7 Dashboard 1 Story 1

Tableau - project - Tableau license expires in 13 days

FileDataWorksheetDashboardStoryAnalysisMapFormatServerWindowHelp

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Style

Standard

Fullscreen

Share

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Data

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Wholesale customers da...

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Tables

# Channel

# Region

Abc Measure Names

# Delicassen

# Detergents Paper

# Fresh

# Frozen

# Grocery

# Milk

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# Wholesale customers dat...

# Measure Values

Pages

Columns

Rows

Filters

Marks

Automatic

Color

Size

Text

Detail

Tooltip

Sheet 7

Drop field here

Drop field here

Data Source

Sheet 1

Sheet 5

Sheet 8

Sheet 9

Sheet 10

Sheet 2

Sheet 3

Sheet 4

Sheet 6

Sheet 7

Dashboard 1

Story 1

Visuals

Grid

Fullscreen

Windows

Type here to search

Taskbar

System Tray



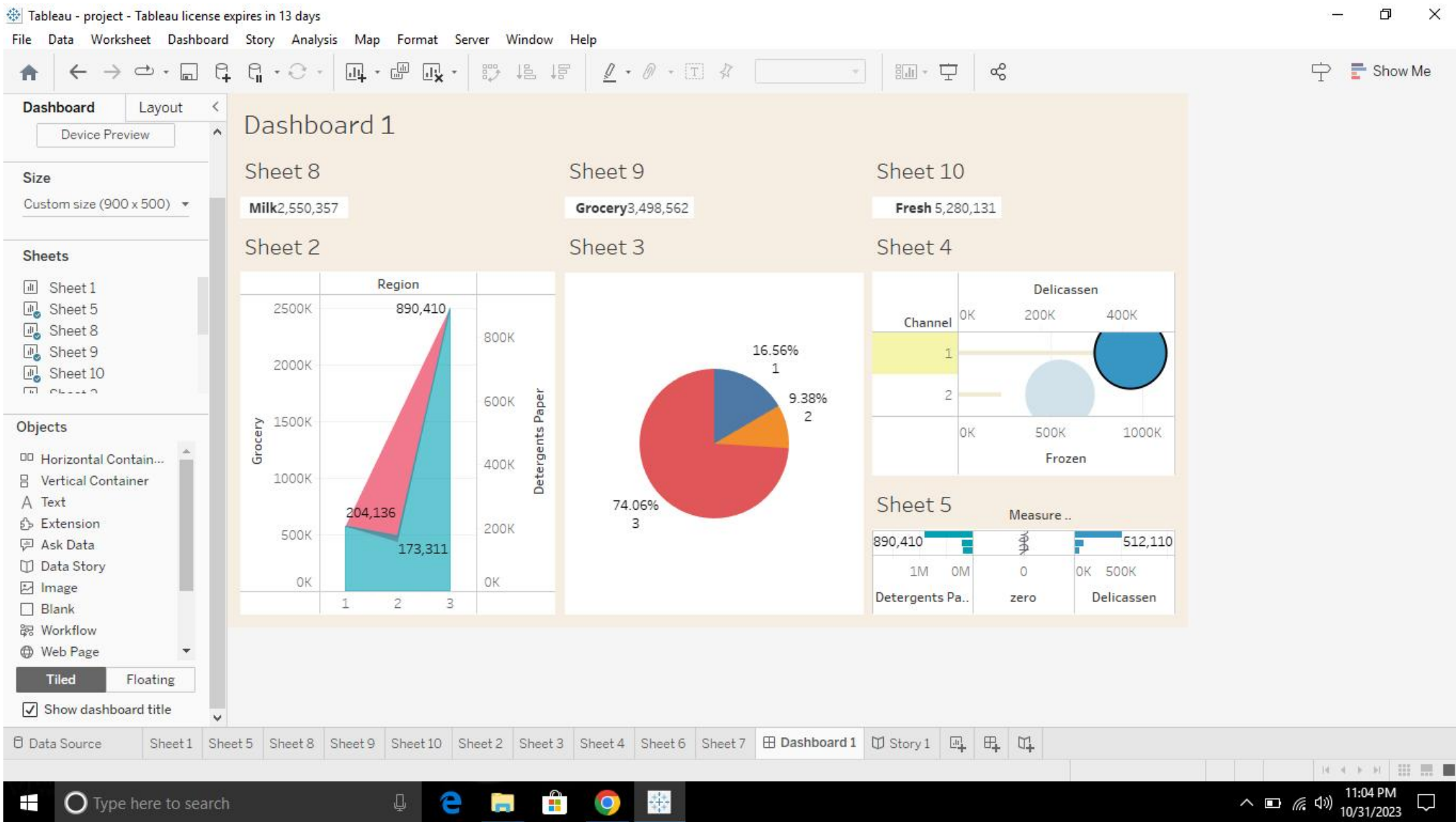
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Story 1

milk kpt

Grocery kpt

Fresh kpt

Region wise  
detergents papper  
andGrocery

Channel wise  
detergent papper and  
grocery

Region wise milk

Cha  
del

Grocery3,498,562

Data Source

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Story 1

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Story 1

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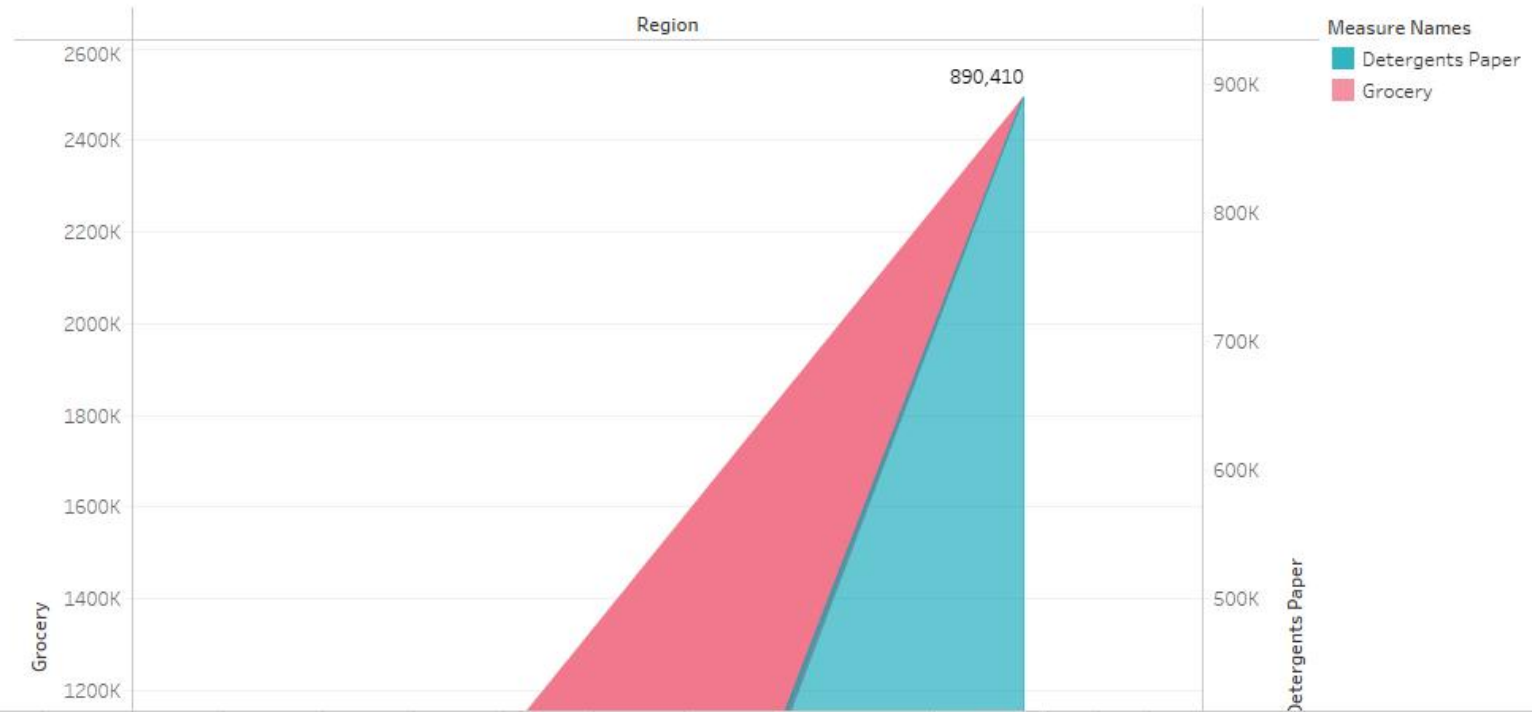
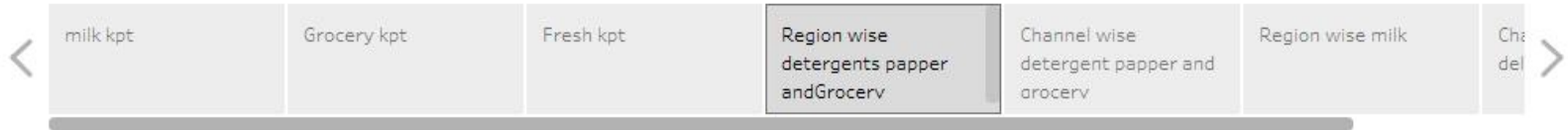
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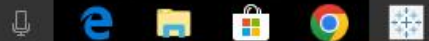
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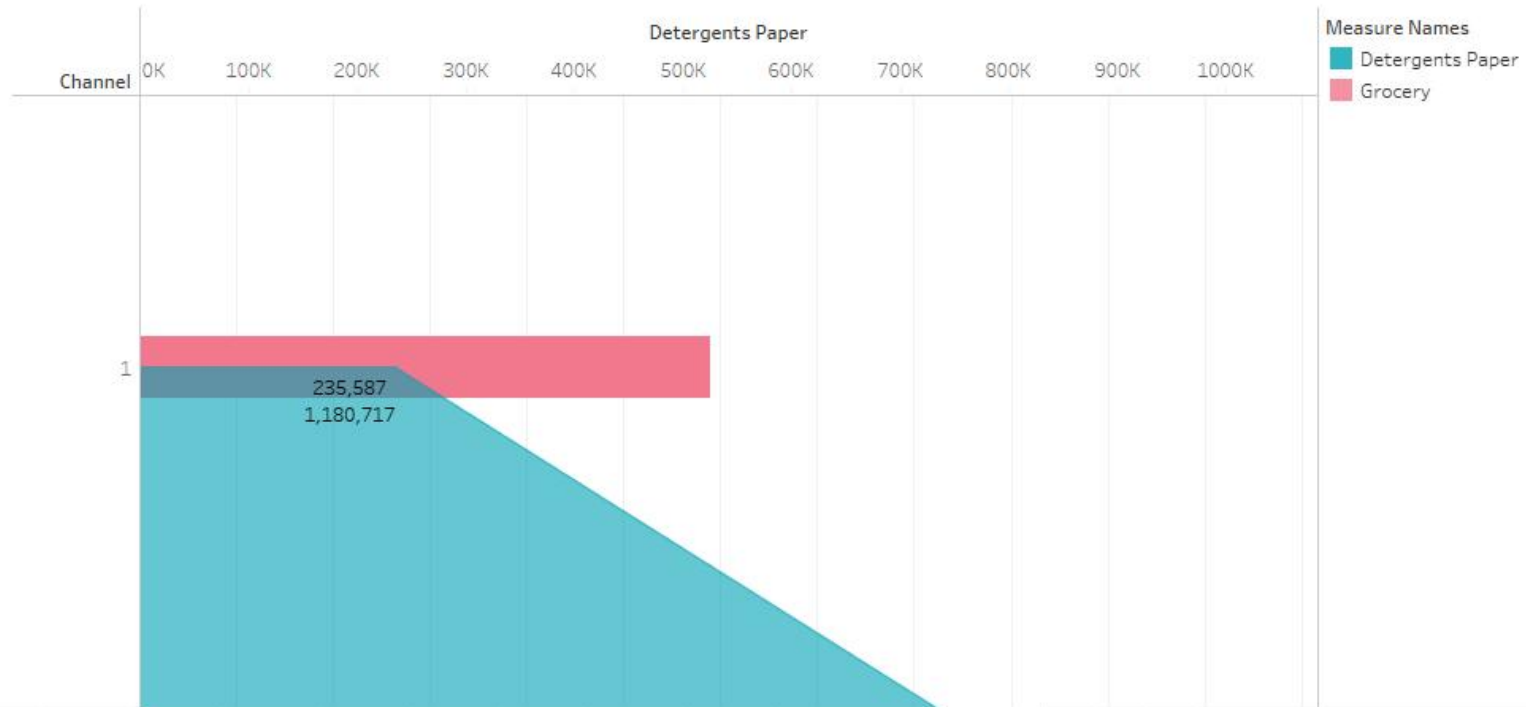
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