



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 discovery of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjective data analysis.

Informed decision-making, targeted marketing, and a competitive edge.

Which team members are suffering burnout, which teams have leaders at risk of exit, and which teams have the most high performers.

Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit

Wholesaling or distributing is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated service

The consumption and production of marketed food are spatially separated.

A deep understanding of a situation (or person or thing).

Collecting research and data points that fit into several focus areas.

Four main consumer insights research types.

Production is primarily in rural areas while consumption is mainly in urban areas

In today's highly competitive business landscape, gaining deep market insights is essential for businesses to thrive and grow.

This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making.



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?