Aliyah Salemi, a 38-year-old Strategic Planning Manager at HSBC, seeks an easy-to-use dashboard like SAP BusinessObjects which is for a centralised suite for data reporting, visualisation, and sharing this she can use to tracking crucial data in her daily meetings.

She values clear data presentations that match the company's goals. Aliyah's goal is to contribute to HSBC's growth through strategic planning, influencing initiatives, and fostering innovation. To address challenges, she needs data-rich reports for informed decisions, ensuring they align with the company's objectives.