



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?



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 services.

Specify the business problem

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

The consumption and production of marketed food are spatially separated.

Business requirements

Literature Survey



Persona's name
industry

Analyzing spending behavior and identifying opportunities for growth can provide crucial market insights for businesses looking to optimize their strategies and increase market share.

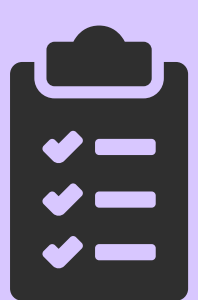
Pricing Optimization: Analyze the relationship between pricing and spending behavior to identify pricing strategies that maximize revenue while maintaining customer satisfaction.

A literature survey for the project involves reviewing academic articles, books, and other sources related to the related industry including statistical, economic, financial models.

Purchase Patterns: Analyze the frequency and timing of customer purchases to identify seasonal trends or patterns that can guide inventory management and marketing campaigns.

A literature survey for the project involves reviewing academic articles, books, and other sources related to the related industry including statistical, economic, financial models.

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



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?

