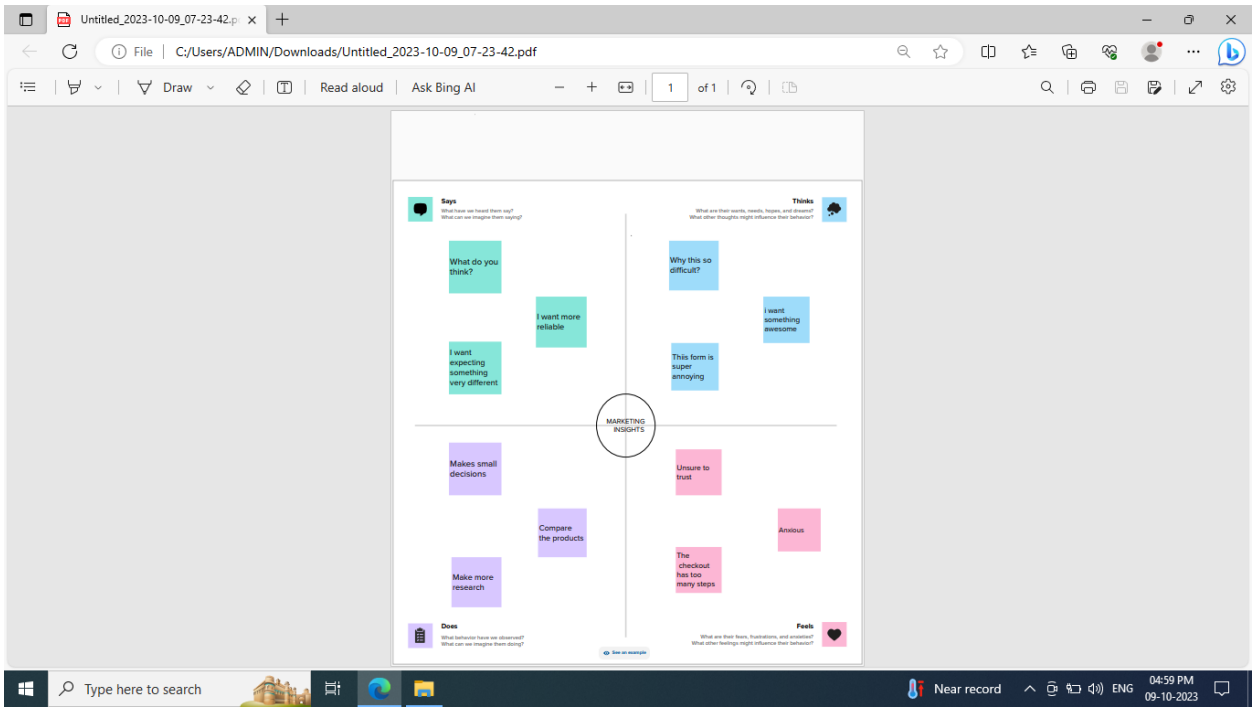
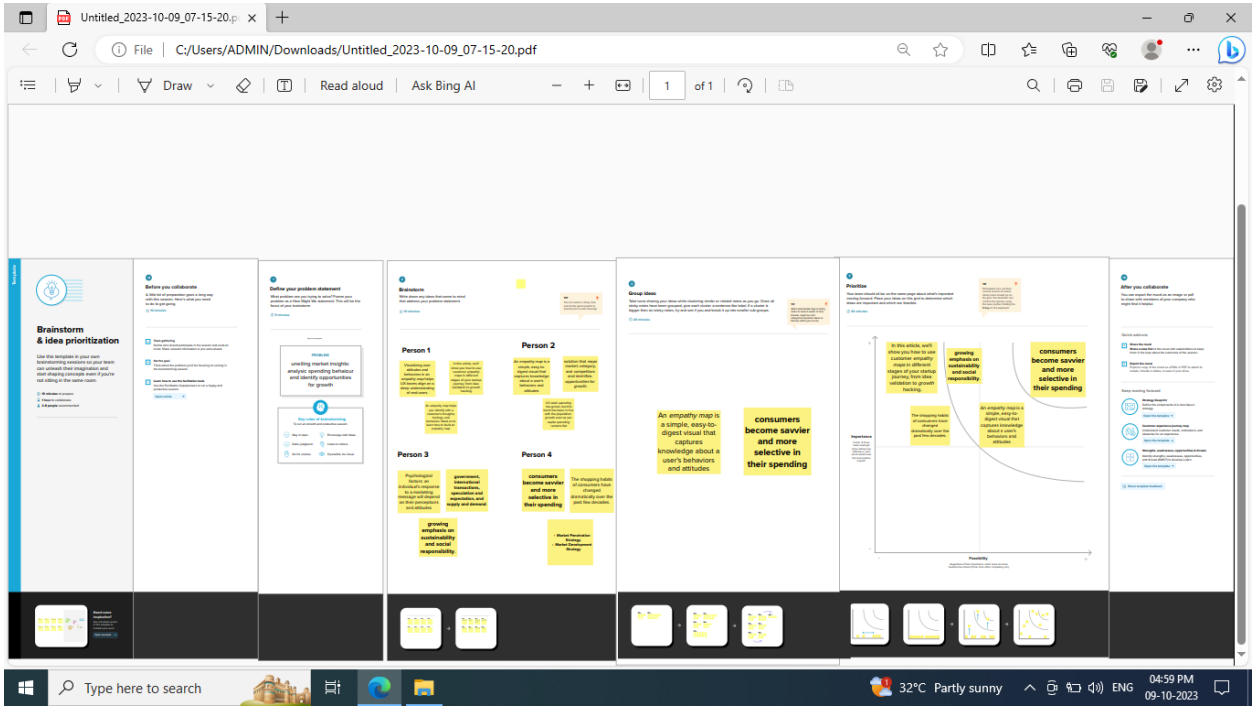
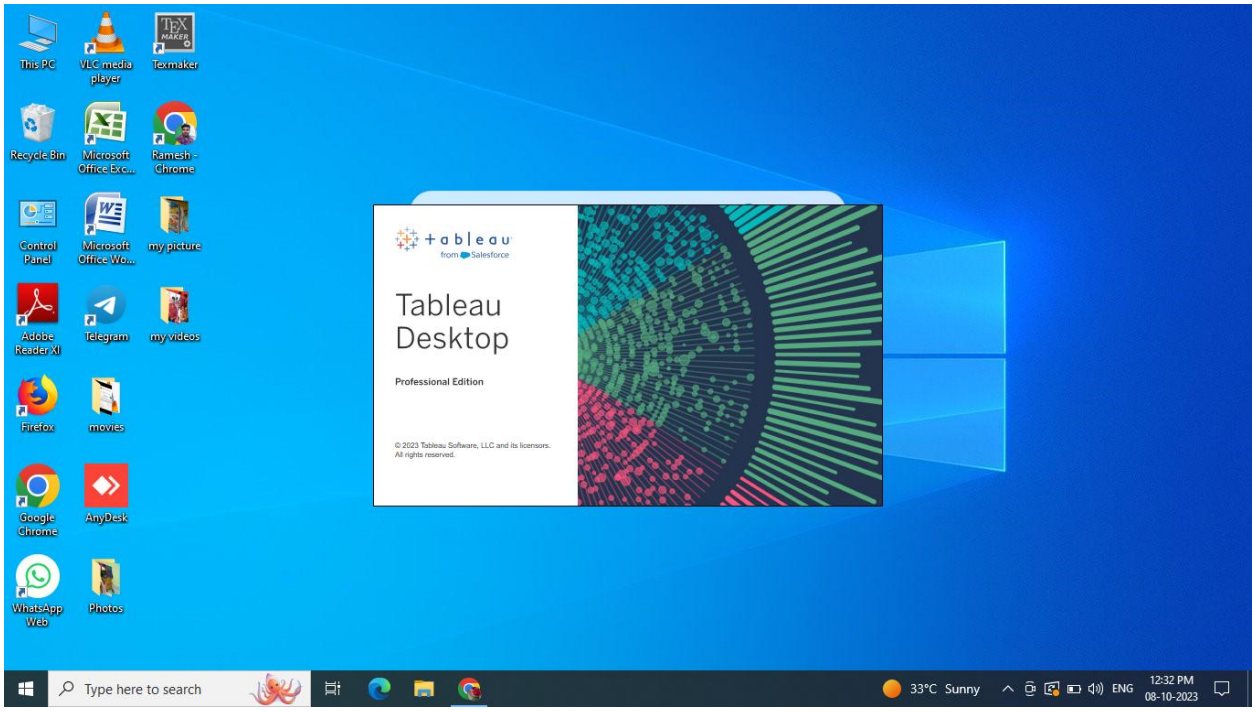

Says
What have we heard them say?
What can we imagine them saying?
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
What do you think?
I want more reliable
I want expecting something very different
Why this so difficult?
I want something awesome
This form is super annoying
MARKETING INSIGHTS
Makes small decisions
Compare the products
Make more research
Unsure to trust
Anxious
The checkout has too many steps
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


Brainstorm & idea prioritization
Person 1
Person 2
Person 3
Person 4
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes
consumers become savvier and more selective in their spending


This PC
VLC media player
Texmaker
Recycle Bin
Microsoft Office Exc...
Ramesh - Chrome
Control Panel
Microsoft Office Wo...
my picture
Adobe Reader XI
Telegram
my videos
Firefox
movies
Google Chrome
AnyDesk
WhatsApp Web
Photos
tableau
from Salesforce
Tableau Desktop
Professional Edition
© 2023 Tableau Software, LLC and its licensors.
All rights reserved.
Type here to search
33°C Sunny
ENG
12:32 PM
08-10-2023

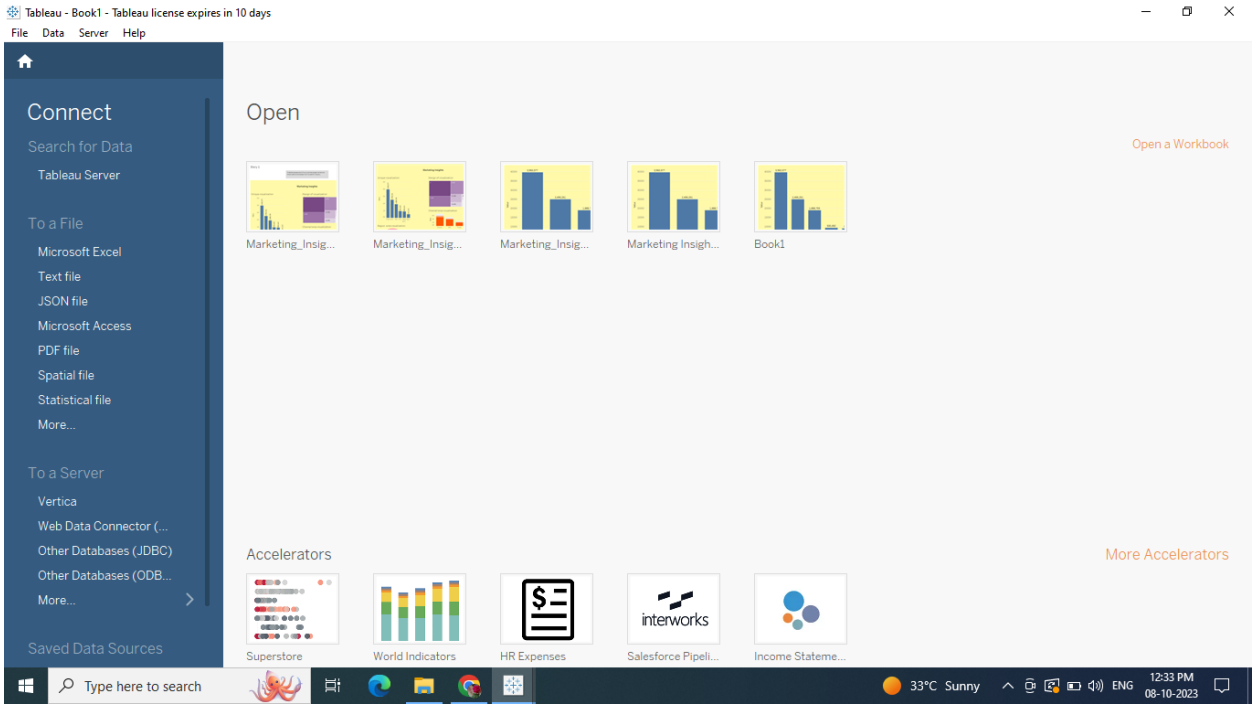


Tableau - Book1 - Tableau license expires in 10 days
File Data Server Help
Connect
Search for Data
Tableau Server
To a File
Microsoft Excel
Text file
JSON file
Microsoft Access
PDF file
Spatial file
Statistical file
More...
To a Server
Vertica
Web Data Connector (...
Other Databases (JDBC)
Other Databases (ODB...
More...
Saved Data Sources
Open
Open a Workbook
Marketing_Insig...
Marketing_Insig...
Marketing_Insig...
Marketing Insigh...
Book1
Accelerators
More Accelerators
Superstore
World Indicators
HR Expenses
Salesforce Pipeli...
Income Stateme...
Type here to search
33°C Sunny
ENG
12:33 PM
08-10-2023

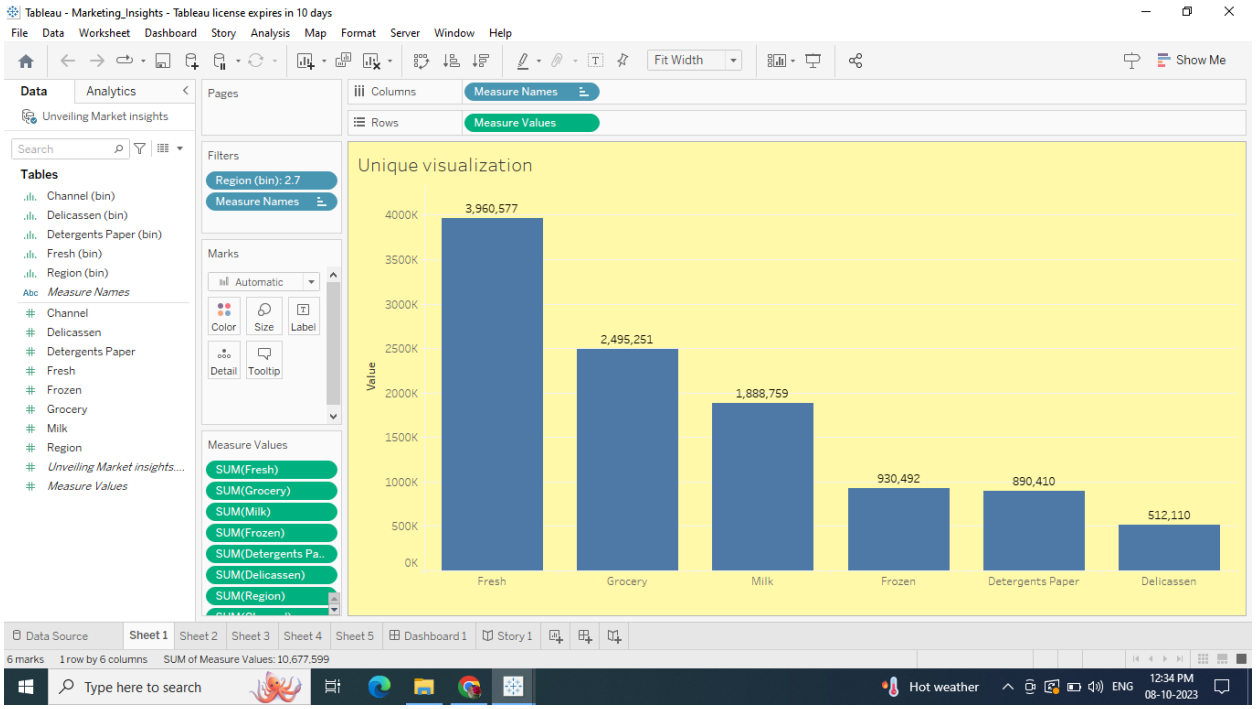


Tableau - Marketing_Insights - Tableau license expires in 10 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Fit Width
Show Me
Data
Analytics
Unveiling Market insights
Tables
Channel (bin)
Delicassen (bin)
Detergents Paper (bin)
Fresh (bin)
Region (bin)
Measure Names
Channel
Delicassen
Detergents Paper
Fresh
Frozen
Grocery
Milk
Region
Unveiling Market insights....
Measure Values
Pages
Filters
Region (bin): 2.7
Measure Names
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Measure Values
SUM(Fresh)
SUM(Grocery)
SUM(Milk)
SUM(Frozen)
SUM(Detergents Pa..
SUM(Delicassen)
SUM(Region)
Columns
Measure Names
Rows
Measure Values
Unique visualization
Value
4000K
3500K
3000K
2500K
2000K
1500K
1000K
500K
0K
3,960,577
2,495,251
1,888,759
930,492
890,410
512,110
Fresh
Grocery
Milk
Frozen
Detergents Paper
Delicassen
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Dashboard 1
Story 1
6 marks
1 row by 6 columns
SUM of Measure Values: 10,677,599
Type here to search
Hot weather
ENG
12:34 PM
08-10-2023

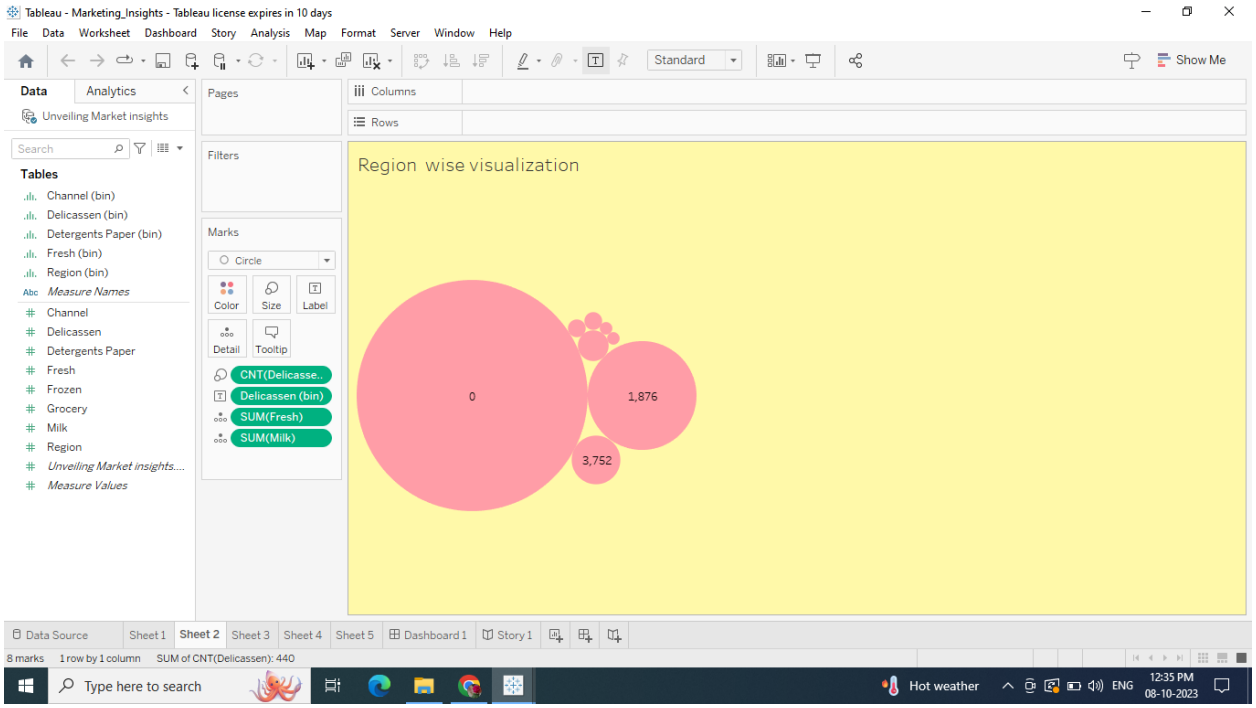


Tableau - Marketing_Insights - Tableau license expires in 10 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Show Me
Data
Analytics
Unveiling Market insights
Tables
Channel (bin)
Delicassen (bin)
Detergents Paper (bin)
Fresh (bin)
Region (bin)
Measure Names
Channel
Delicassen
Detergents Paper
Fresh
Frozen
Grocery
Milk
Region
Unveiling Market insights....
Measure Values
Pages
Filters
Marks
Circle
Color
Size
Label
Detail
Tooltip
CNT(Delicasse..
Delicassen (bin)
SUM(Fresh)
SUM(Milk)
Columns
Rows
Region wise visualization
0
1,876
3,752
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Dashboard 1
Story 1
8 marks
1 row by 1 column
SUM of CNT(Delicassen): 440
Type here to search
Hot weather
ENG
12:35 PM
08-10-2023

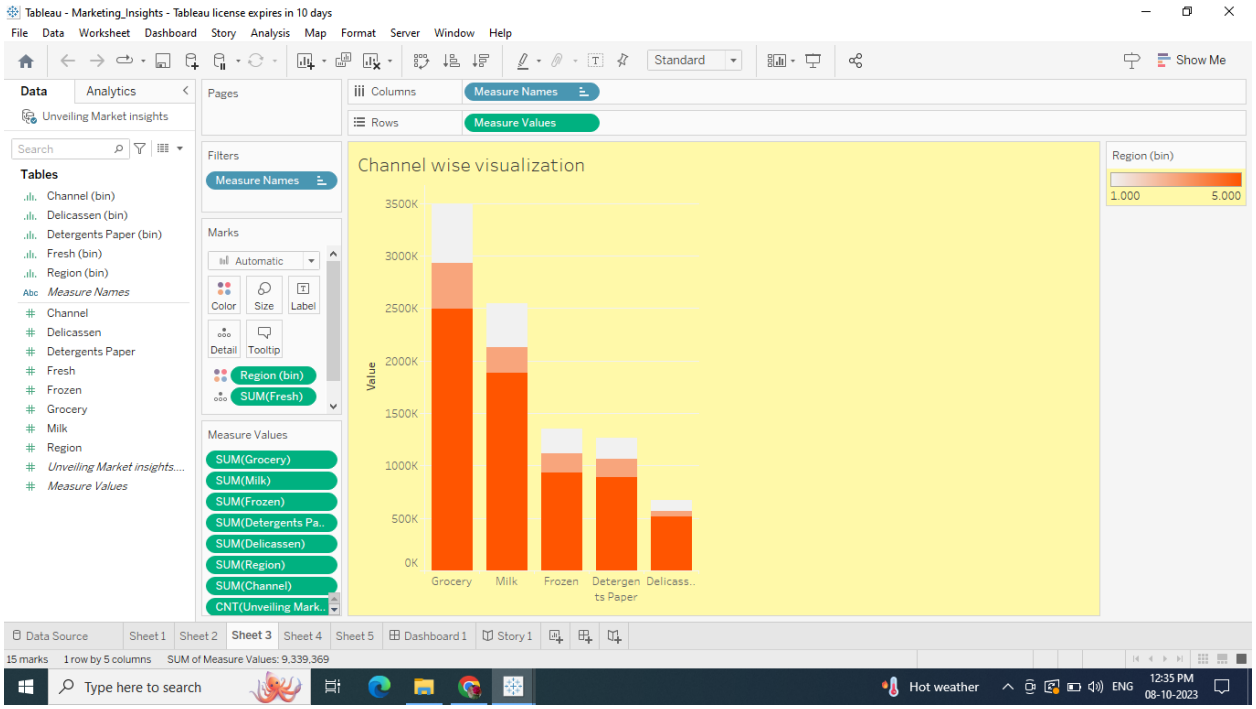


Tableau - Marketing_Insights - Tableau license expires in 10 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Data Analytics
Unveiling Market insights
Tables
Channel (bin)
Delicassen (bin)
Detergents Paper (bin)
Fresh (bin)
Region (bin)
Measure Names
Channel
Delicassen
Detergents Paper
Fresh
Frozen
Grocery
Milk
Region
Unveiling Market insights....
Measure Values
Pages
Filters
Measure Names
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Region (bin)
SUM(Fresh)
Measure Values
SUM(Grocery)
SUM(Milk)
SUM(Frozen)
SUM(Detergents Pa..
SUM(Delicassen)
SUM(Region)
SUM(Channel)
CNT(Unveiling Mark..
Columns
Measure Names
Rows
Measure Values
Channel wise visualization
Value
3500K
3000K
2500K
2000K
1500K
1000K
500K
0K
Grocery
Milk
Frozen
Detergent ts Paper
Delicass..
Region (bin)
1.000
5.000
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Dashboard 1
Story 1
15 marks
1 row by 5 columns
SUM of Measure Values: 9,339,369
Type here to search
Hot weather
ENG
12:35 PM
08-10-2023

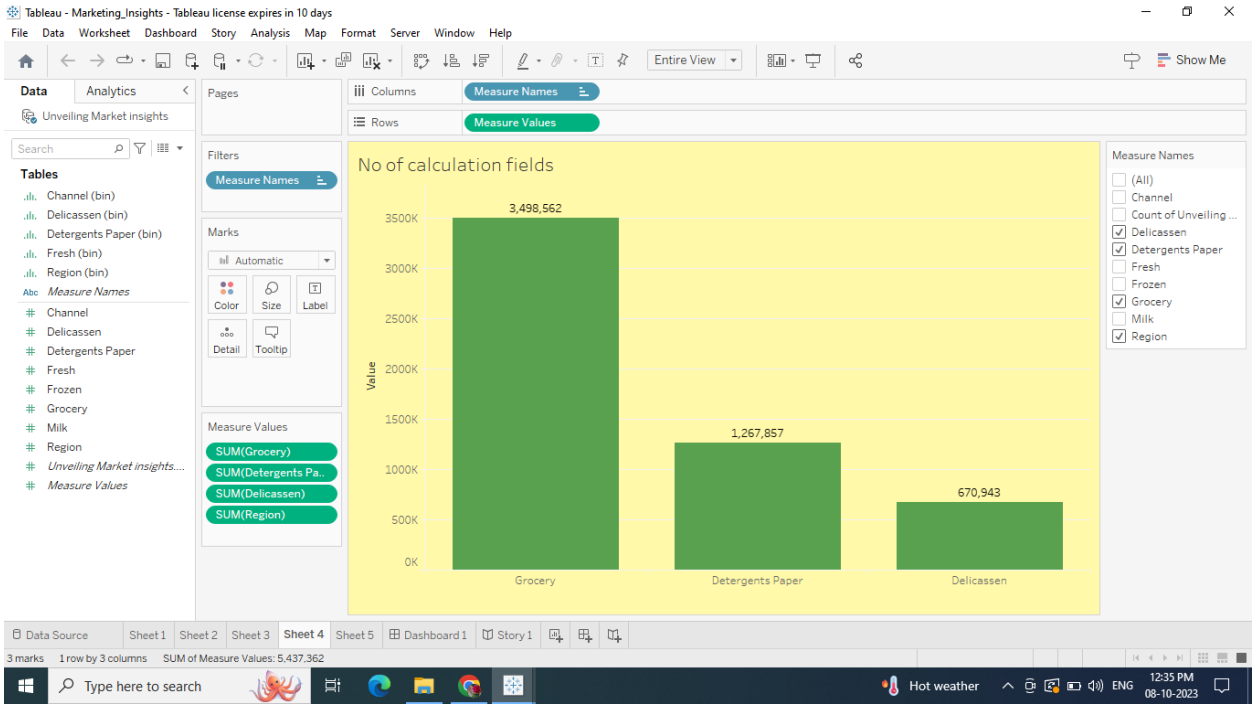


Tableau - Marketing_Insights - Tableau license expires in 10 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Entire View
Data Analytics
Unveiling Market insights
Tables
Channel (bin)
Delicassen (bin)
Detergents Paper (bin)
Fresh (bin)
Region (bin)
Measure Names
Channel
Delicassen
Detergents Paper
Fresh
Frozen
Grocery
Milk
Region
Unveiling Market insights....
Measure Values
Pages
Filters
Measure Names
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Measure Values
SUM(Grocery)
SUM(Detergents Pa..
SUM(Delicassen)
SUM(Region)
Columns
Measure Names
Rows
Measure Values
No of calculation fields
Value
3500K
3000K
2500K
2000K
1500K
1000K
500K
0K
3,498,562
1,267,857
670,943
Grocery
Detergents Paper
Delicassen
Measure Names
(All)
Channel
Count of Unveiling ...
Delicassen
Detergents Paper
Fresh
Frozen
Grocery
Milk
Region
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Dashboard 1
Story 1
3 marks
1 row by 3 columns
SUM of Measure Values: 5,437,362
Type here to search
Hot weather
ENG
12:35 PM
08-10-2023

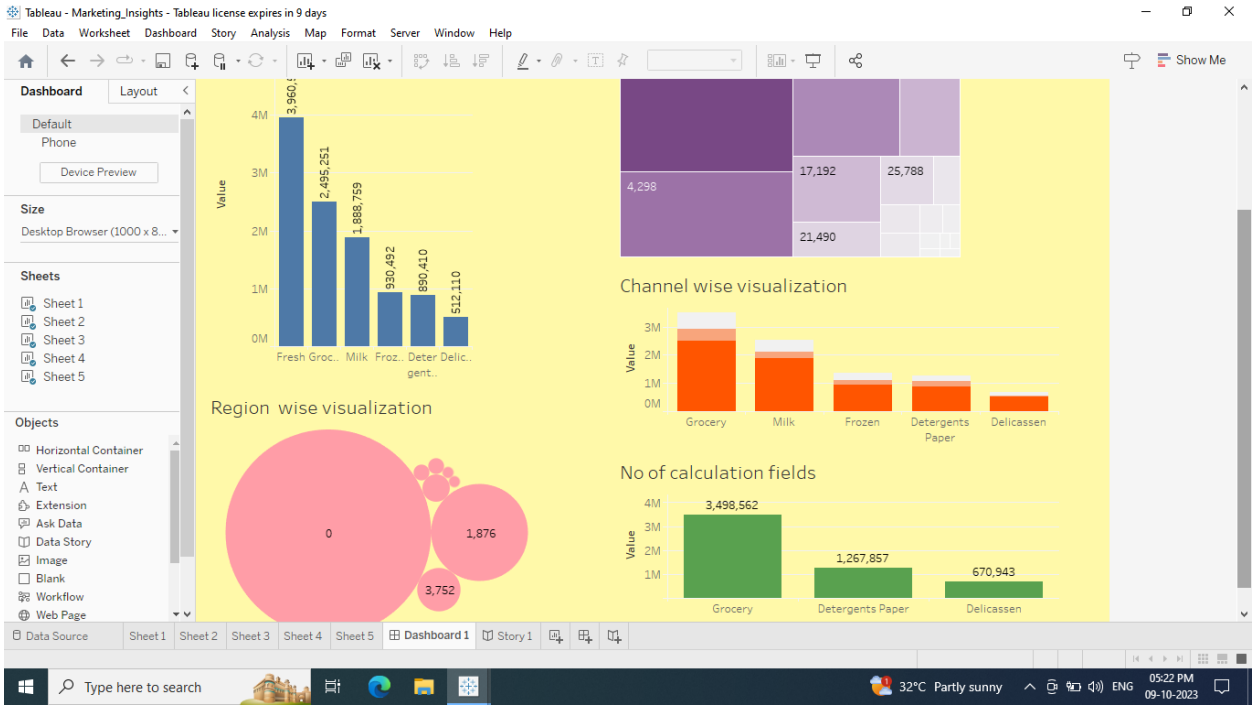


Tableau - Marketing_Insights - Tableau license expires in 9 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Show Me
Dashboard
Layout
Default
Phone
Device Preview
Size
Desktop Browser (1000 x 8...
Sheets
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Objects
Horizontal Container
Vertical Container
Text
Extension
Ask Data
Data Story
Image
Blank
Workflow
Web Page
Value
4M
3M
2M
1M
0M
3,960,
2,495,251
1,888,759
930,492
890,410
512,110
Fresh
Groc..
Milk
Froz..
Deter gent..
Delic..
4,298
17,192
25,788
21,490
Channel wise visualization
Grocery
Milk
Frozen
Detergents Paper
Delicassen
Region wise visualization
0
1,876
3,752
No of calculation fields
3,498,562
1,267,857
670,943
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Dashboard 1
Story 1
Type here to search
32°C Partly sunny
ENG
05:22 PM
09-10-2023

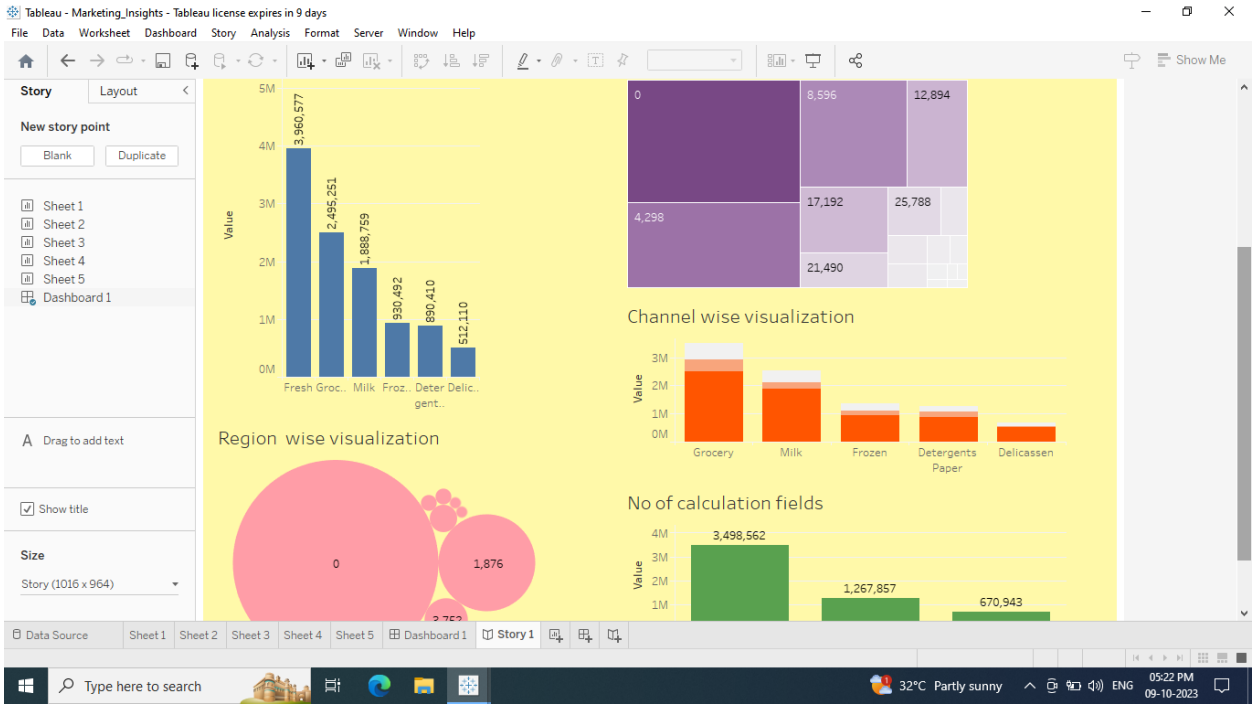


Tableau - Marketing_Insights - Tableau license expires in 9 days
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Show Me
Story
Layout
New story point
Blank
Duplicate
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Dashboard 1
Drag to add text
Show title
Size
Story (1016 x 964)
Value
5M
4M
3M
2M
1M
0M
3,960,577
2,495,251
1,888,759
930,492
890,410
512,110
Fresh
Groc..
Milk
Froz..
Deter gent..
Delic..
0
8,596
12,894
4,298
17,192
25,788
21,490
Channel wise visualization
Grocery
Milk
Frozen
Detergents Paper
Delicassen
Region wise visualization
0
1,876
No of calculation fields
3,498,562
1,267,857
670,943
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Dashboard 1
Story 1
Type here to search
32°C Partly sunny
ENG
05:22 PM
09-10-2023