



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?

Insights &
Analytics

Consumer &
Shopper
Insights

Translating
consumer insights
and big data into
concrete initiatives
that drive above-
market growth.

A company’s
ability to drive
above-market
growth hinges on
the depth of its
consumer insights

Consumer &
Shopper
Insights

Consumer &
Shopper
Insights



ANANTHI D

important to
identify
market
opportunities?

examples of
market
opportunities?

This can help you
conceptualize
whether your product
addresses a job to be
done and the size of
the audience that
could benefit from it.

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Higher
productivity
in business

Creation of new
markets for the
company's
products or
services.



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?