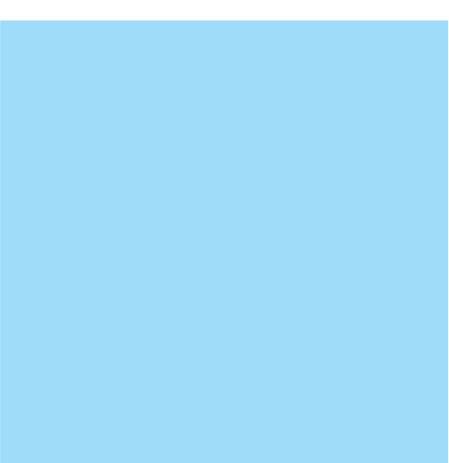




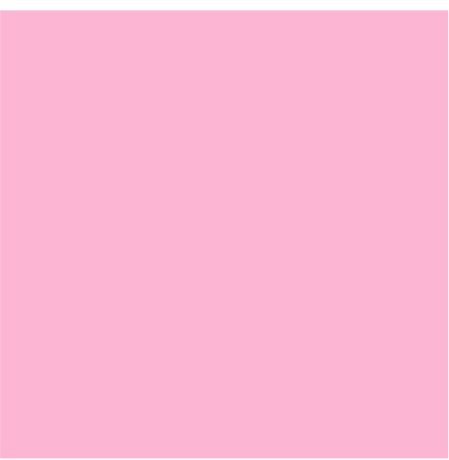
Says

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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example

unveiling market insights: market research analysis is the use of the data analysis technique to gather, process and interpret market data

expression:consumer behaviour, market trends, demants, crucial tools, informed decisions about product development.

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understanding what features are most important to customers, a business can prioritize product development designs and features.



unveining market insights

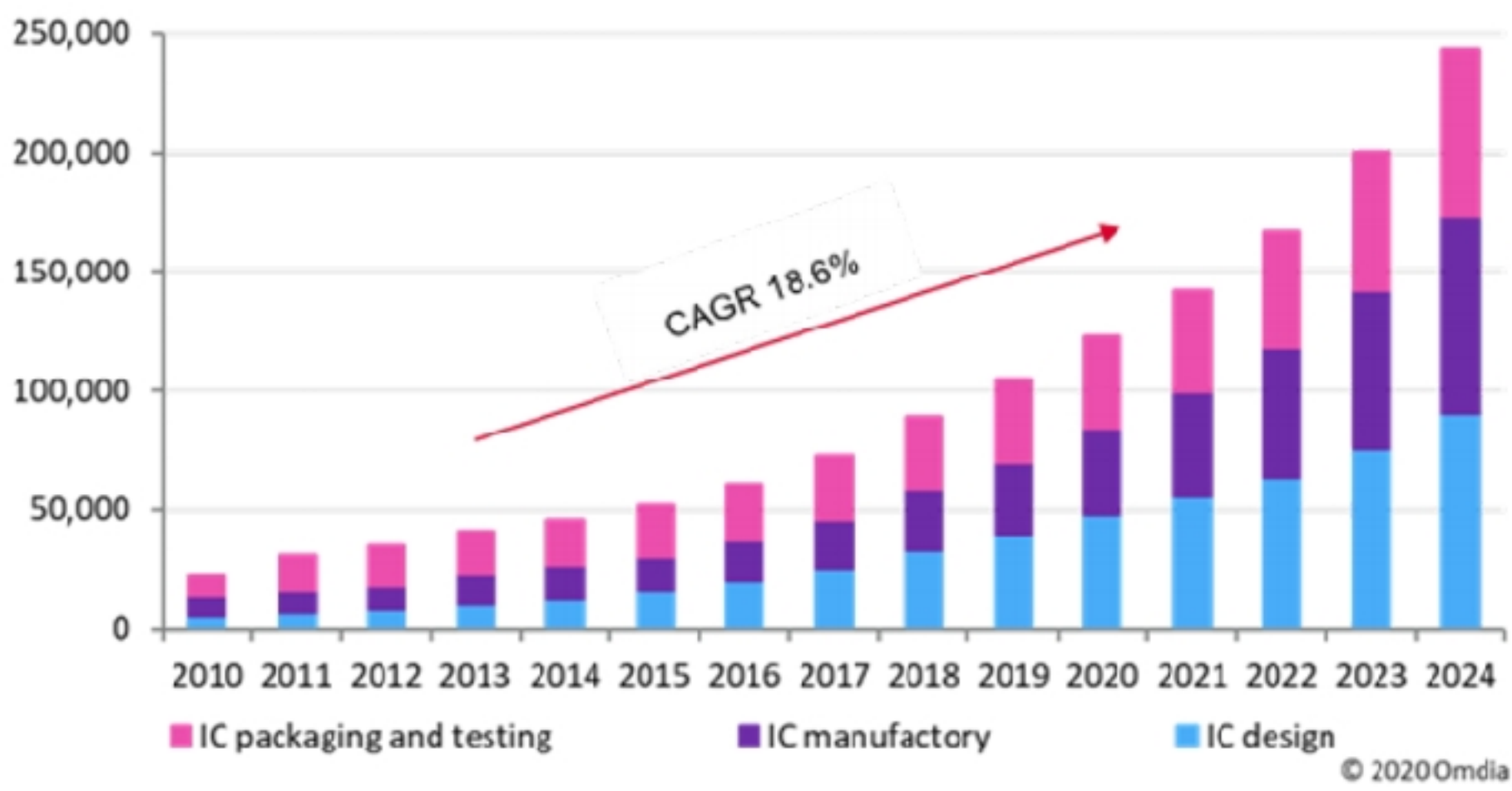
M.Akash

market trend analysis: market research analysis allows business to analyse market trends and customer behaviour to identify opportunities for growth and innovation

market research analysis enables business to segment their customer base into different groups

it is based on demographic, psychographic, and behaviour characteristics.

this information can be used to create targeted marketing campaign and to desiign products and services that better meet the needs of specific customer segment



Does

What behavior have we observed?
What can we imagine them doing?