



Says

What have we heard them say?
What can we imagine them saying?

What size
is best?

What
brand you
like?

Where
should i
start?

What do
you think?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Two many
acronyms

I want
something
awesome.

Why is this
so hard?

What is
best for
me?



MARKETER

Short summary of
the persona

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

The retailer then
sells the goods to
the end consumer
at a higher price
making a profit.

The consumption
and production of
marketed food
are spatially
sperated.

Production is
primarily in rural
areas while
consumption is
mainly in urban
areas.

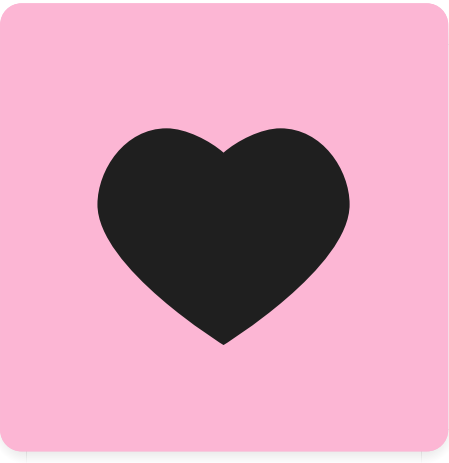
This project aims to
analyze customer
spending behavior and
identitfy opertunities for
growth by leveraging
data analytics and data-
driven decision-making.

In today's highly
competitive business
landscape,gaining
deep market insights
is essential for
businessses to thrive
and grow.



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?