



Says

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

Opportunity:Expansion of access to resources, such as new products and services, capital and people, etc. Higher productivity in business. Change in customer experience; enhanced customer service

Behaviour analysis: This analysis gives insight into the variables that influence your audiences and the motives, priorities, and decision-making methods customers consider during their journey. It also helps you understand how customers feel about your company and if that perception aligns with their core values.

Data collection:One of the main use cases for marketing data collection is to improve and optimize campaigns in order to maximize the ROI and profitability of marketing efforts.

Segmentation:Market segmentation creates subsets of a market based on demographics, needs, priorities, common interests, and other psychographic or behavioural criteria used to better understand the target audience.



unveiling market insights:
Analysing spending behaviour and identifying opportunities for growth

Customer feedback:Customer feedback is a powerful information that can give you crucial insights into every part of your company helping you make more money or cut marketing expenses.

Payment method: Are consumers primarily using credit cards, debit cards, Google Play balance, and other payment methods you use to make purchases? This can provide insights into their preferences and habits.

Customer loyalty : They will boost your brand by leaving good reviews, telling friends and family, and posting on social media.

purchase amount : what is the average transaction value ? Are consumers making large or small purchases? Understanding the spending range is crucial

Environmental and ethical concerns:
Consumers worry about how marketing can affect the environment and the concept of externalities. Assess how your business aligns with these concern.

Competitor analysis:Understanding industry standards so that you can meet and exceed them. Discovering untapped niche markets.Differentiating products and services.Fulfilling customers’ desires and solving their problems better than competitors.Distinguishing your brand.Standing out in your marketing .Measuring your growth

Survey and focus group: make survey and focus group discussion to directly ask customers about their fear and frustrations related to your industry or product. Encourage open and honest feedback.

Trends:Find Trends
Market Research
Reports and industry analysis for market segmentation data, market growth and new business opportunities.



Thinks

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

Wants and needs : A consumer’s wants usually reflect the desired preferences for specific ways of satisfying a need. Thus, people usually want particular products, brands, or services that satisfy their needs in a specific way. A person is thirsty but wants something sweet, so perhaps they choose a Coke

Someone may need a new car, but they want a pickup truck because they live on a farm (a truck will best fit their needs) but they want Ford because “they’re tough” or perceived a dependable.

People's attitudes are often a good predictor of their behaviour. If someone has a positive attitude towards something, they're more likely to act in a positive way towards it. Likewise, if someone has a negative attitude, they're more likely to act in a negative way.

Hopes:That you will reply to their phone call on the same day as they rang.You will greet them when they walk into your store.You will have what they came in for or that you will offer a suitable alternative.Your team will show them empathy and care about their needs. You will deliver the product when you said.



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?