

## Says

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

Walmart Sales
Analysis For Retail
Industry With Machine
Learning

Thinks
What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



We need accurate sales forecasts to make informed decisions.

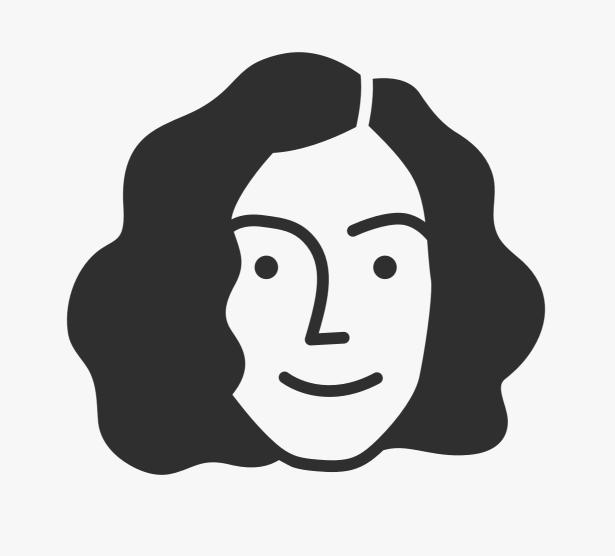
Promotional events are crucial for attracting customers

We rely on these forecasts to plan our inventory and staffing

We need to align markdowns with holidays for maximum impact.

I need to analyze the data thoroughly to provide reliable insights

Accurate
forecasts will help
us optimize our
resources and
serve our
customers better.



Plans and coordinates promotional events, provides input on markdowns

Collaborates with the team, adjusts store operations based on forecasts

Runs algorithms, analyzes past sales, considers holiday impacts Focused, determined, analytical

Excited about boosting sales during holidays, pressure to deliver successful promotions

Anxious about holiday rushes, concerned about meeting targets



## 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?



