

Name: Dan White

Descriptor: A person who is good at making hot dog (the classic NYC food for travellers)

Quote: Everything you want in a hot dog, you'll find in the hot dog I make: the right amount of char; some flavor-enhancing mojo that packs all kinds of flavor; the essential crispy snap; and a natural blend of spices that gives a final soft touch.

Who is it: Dan is 26 years old, his family has been making hot dogs for generations in California. However, Dan wants to explore the hot dog market in New York as he prefers to live on the east coast. He loves football.

What goals: He wants to be the best Hot Dog vendor at New York!

What attitude: In order to decide the best location to open a hot dog restaurant, Dan decides to understand more of the market in New York. He wants to attract visitors first since locals might already have their own favorite Hot Dog restaurant. Therefore, he wants to understand the most popular tourist places in New York. One of the best ways is to understand where the hotels and Airbnb are situated.

Which behavior: Dan would want to know the average housing price and popularity of different New York areas. He thinks his target customers are people who can afford >30\$ hotdog. However, he is not good at math so he wants visualization of data that is easy to understand and straight forward. He doesn't like website that loads data slowly.