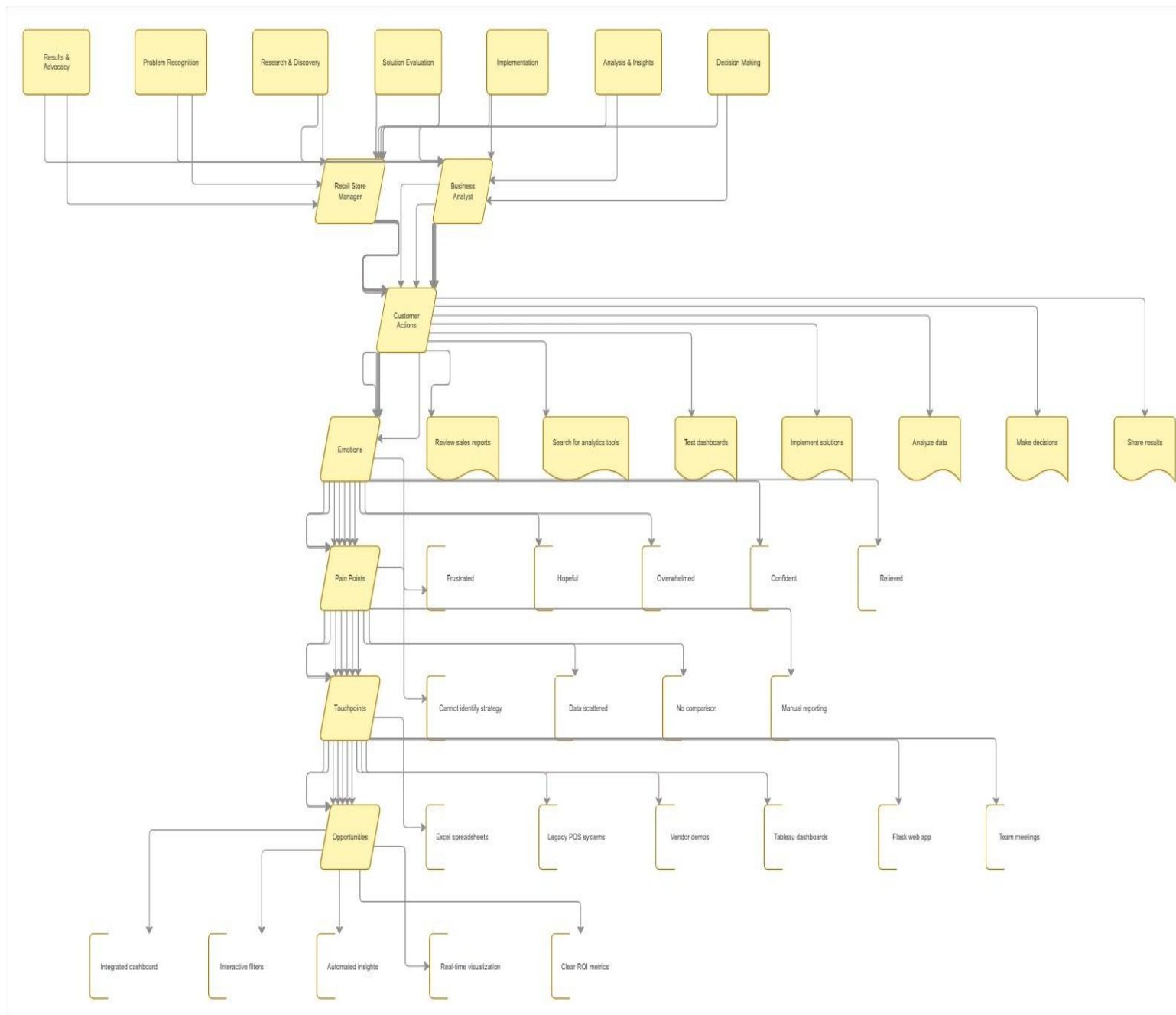# Customer Persona: Retail Store Manager / Business Analyst

➢ To identify and implement a data analytics solution that improves decision-making and business performance.

The customer journey map illustrates the end-to-end experience of a Retail Store Manager while searching for and implementing a data analytics solution. It captures key stages, customer actions, emotional responses, pain points, touchpoints, and potential opportunities for improvement. This analysis helps in identifying system requirements and designing features that address real business challenges effectively.