



Says

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



Thinks

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

This project aims to analyze customer spending behavior and identify opportunities for growth by leveraging data analytics and data-driven decision-making. The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions..

Business analysis services involve the systematic examination of an organization's operations, processes, and data to identify areas for improvement and growth. They leverage various tools, methodologies, and techniques

dynamic and rapidly evolving business hub, requires organizations to have a deep understanding of its market dynamics

The change of life concept is the subjective factor of the change of consumer awareness.

As people's living standards continue to increase and incomes continue to increase, people's life concepts are constantly changing.

Differences in consumer personality are the internal motivations for changes in consumer awareness.



Persona’s name

Short summary of the persona

at scale, effortlessly converting unstructured data into structured data, resulting in complete, accurate

Historical Sentiment data  
Historical Safety Perception data  
Historical Spending data  
Historical

This is when the consumer identifies a need, typically defined as the difference between the consumer's current state and their desired or ideal state.

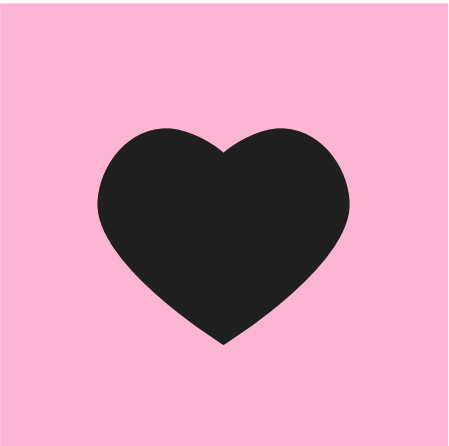
The first stage of the purchase decision process begins with problem recognition (also known as category need or need arousal).

A simpler way of thinking about problem recognition is that it is where the consumer decides that they are 'in the market' for a product or service to satisfy some need or want.



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?