Mathieu Romain

CTO @ ACME & CO

Demographics:	**Male, Mid 30s**
Location:	**Paris - France**
Education:	**Master in Softwear Eng**
Technology Literacy:	**Advanced**
Decision Role:	**Platform Admin**
Report Line:	**To CEO**

Story / Background & relationship with other personas

Mathieu is the person-to-call when anyone needs any technical help, he's very helpful and understanding, he helps Eric (the CEO) to decide on which platforms and technologies to adopt in order to succeed in the business while keeping it open for scalability. Mathieu helps his co-workers to sign-in to almost every platform the company is using (Slack, Email setup on Desktop...etc) and he's coaching and training new developers to become better and adapt to the company's culture.

Pain Points to overcome

- It's difficult to keep different departments in the loop.
- It's difficult to keep the KPIs up to date using Excel.
- It's difficult to make the reports collaborative.

Wants & Needs

- Connect / Upload all data sources to one platform;
- Practical way to visualize the company's main KPIs;
- Data visualization to improve decision-making.
- Need a collaborative platform to connect Data and customize the reports

Jobs-to-be-done using CaptainDash

- Connect API and upload CSV files to Data Source.
- Add team members.
- Customize the dashboard to match the company's needs.
- Create Detailed Reports using multiple data sources.