



Eric Louvet

CEO @ ACME & CO

Demographics:	Male, Early 50s
Location:	Paris - France
Education:	MBA in Marketing
Technology Literacy:	Intermediate
Decision Role:	Decision Maker / End User
Report Line:	N.A

Story / Background & relationship with other personas

It’s easy to imagine the founder and CEO Eric as a decider. He is now very busy, rushing back and forth between the old and the new office. All the while he manages his company while trying to keep up with everything that is happening within his business.

You can describe Eric as a control-freak, he needs to know everything about the business performance in order to take the right decisions. As he’s planning to scale up his business to other markets, he is checking on the company’s reports every now and then.

Pain Points to overcome

- Help the team to designate and keep track of all important KPIs to each department.
- Ability to regroup all the imporant KPIs in one place.
- Excel is a time-consuming solution to keep track of the company’s KPIs and Metrics.

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.

Jobs-to-be-done using CaptainDash

- Sign-up to CaptainDash.
- Manage Payments.
- Preview the reports in Data Visualization