



Says

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

This report deal's into the fascinating realm of business expenses and provides a visual exploration of the various expenditures incurred by different businesses

It showcases the distribution of expenses, identifies key cost drivers, and highlights areas of potential optimization or concern.

The visual representations allow for intuitive analysis, facilitating a deeper understanding of expenditure patterns and their implications for business performance.

Thinks



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

Decision-makers, financial analysts, and stakeholders can gain valuable insights into the financial health of businesses, identify areas of inefficiency or opportunity, and make informed decisions to optimize resources and drive growth.

To Extract the Insights from the data and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool.

Proper data preparation ensures that the data is accurate, consistent, and ready to be used effectively to derive meaningful insights .



Persona's name

Short summary of the persona

Postures, movements, nonverbal and verbal behavior

the systematic recording of behavior by an external observer.

the brain attempts to simulate the responses that would occur if these situations actually happened

**Fear is an emotional reaction to a specific, real danger, while anxiety is an excessive and unfocused fear that may be triggered by a variety of stimuli**

Physically relax:  
Take a spa day, get a massage, or simply sit in a comfortable chair and relax for a few minutes

When a person feels frustration, anger, tension or fear, they are more likely to act aggressively towards others.



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?