

**Name:** Lisa Burns

**Age:** 28

**Background:** 4 years as a data analyst in the healthcare industry and looking to transition to the finance industry

**Job search style:** Passively seeking

**Skills:**

- SQL
- Python
- Data cleaning/validation
- Advanced proficiency in Excel

**Challenges:**

- Lack of time to seek new opportunities  
Irrelevant job alerts
- Limited knowledge of financial industry

**Needs:**

- High quality job suggestions
- Analysis of skill transferability
- Access to learning resources

