

Allan Mar

ENTREPRISE PERSONA

AGE 40

OCCUPATION Strategic Analyst

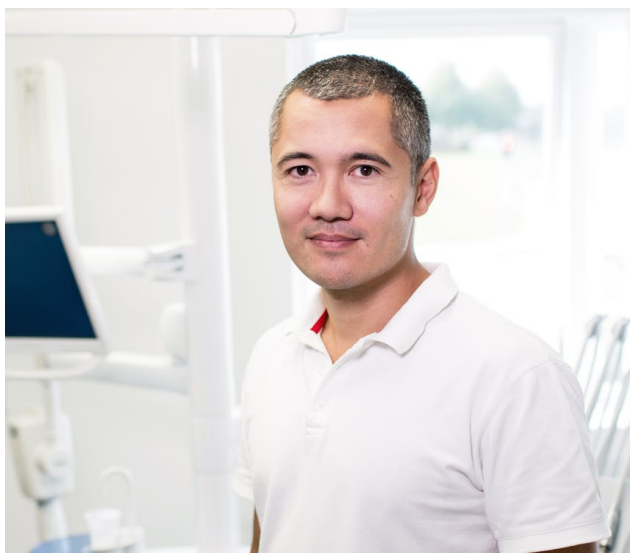
COMPANY Private sectors

GENDER Female

EXPERIENCE 10 years of experiences

ARCHETYPE Planner

Determination Decisiveness Practical



"Strategy is about making a choice and choosing to stick with your decision."

Description

I'm responsible for turning data into meaningful information to identify, analyze, and create a long-term business plan for the company. I work closely with various department heads to identify and execute the most important growth opportunities to ensure success in the marketplace.

GOALS

- To provide new business strategies that can help the company reaches or exceed business goals
- To help the organization succeeds in driving growth successfully and profitably

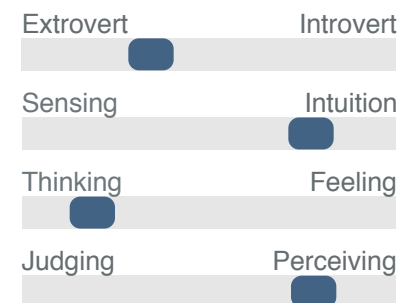
TASKS

- To collect data and transform it into meaningful planning decisions
- To identify, analyze, and monitor potential issues and solutions that might affect company's growth, productivity, profitability
- To develop long-term goals and strategic objectives for an organization

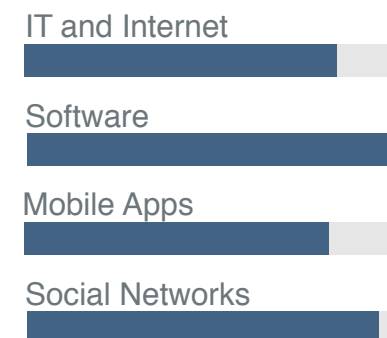
RELATIONSHIP TO INRIX

- Using traffic data to analyze the trade area zones of all existed stores from both her companies and competitors (Trips)
- Analyzing historical traffic data to predict how many customers new company stores can attract (Volume)

PERSONALITY



TECHNOLOGY



MOTIVATIONS

