



Says

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



Thinks

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



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Unveiling Markrt  
Insights:Analysing  
Spending Behaviour  
and Identifying  
Opportunities for  
Growth.

Let me take you on a fascinating journey so you can learn more about what those who fill this incredible position do.

Their main objective is to give important information and viewpoints to company decision-makers, helping them to make wise decisions and create plans.

Data on the market, consumers, and competitors must be gathered, analysed, and interpreted by individuals in this role.

The goal of the field of market insights is to learn about and analyse the market.

Working in the field of market insights requires a special set of skills which allow both efficient market research and the creation of insightful data

Here are some qualities everyone should have:

A Market Insights expert must be able to break down data and draw out relevant information

It's essential to have the ability to differentiate between hidden patterns and a broader context.

The key to success in this industry involves possessing a strong drive to investigate unique trends, go into unknown territories, and understand customer behaviour.

This quality is maybe the most crucial.

You must be able to clearly and persuasively present your findings while working with company decision-makers and data.

You must be an effective communicator, verbally and in writing.



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?