



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?

Social media posts showcasing the impact of market insights on business


What is inconvinence rise amoung custmore though our market.

Custmers providing feedback that alings with or contrdicts existing assumptions

How about the communication between marketing sales team regarding data tindings

Understanding customer feedback deeper level

Potential to identity important market segments though data anglysis



Persona's name
Short summary of the persona

Collaborate with data scientists to build predictive models for market trends

Excited about the invoations and growth of market

Organise training sessions to enhance data lliteracy across departments

Experiment with new marketing startegies bases on data driven recommendations

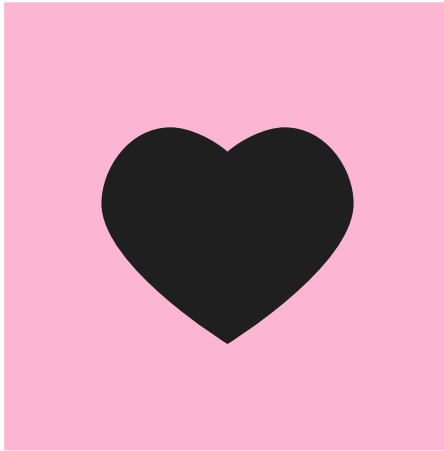
Curious about understanding customer behavious and preferences

Anxious about making informed business decissions



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?