

# Learner Persona

## Business Becky

1. Background: Becky is a fourth year undergraduate student at Ohio State University majoring in finance. She's 22 years old and excited to be graduating soon. She hears a lot about 'business analytics', and it sounds interesting to her, but she didn't specialize in it because she was afraid of having to learn a lot of programming syntax.
2. Experience: Becky has used Excel in many classes, and in her internship last summer. She uses pivot tables, and excel charts frequently to explore things like return on investments and cost analysis. She used R in a two-hour workshop before, but forgot most of it because she didn't see any practical application.
3. Perceived Needs: She knows there's ways to make better charts than in Excel, and wants to learn how before she starts a full time position so she can compile more professional and interpretable reports.
4. Special Considerations: Beverly is a very involved student who is taking a full load of classes, and working part time. She's also spending a lot of time job hunting so she is very time limited and will only be around a couple more months before graduating. She's a very good student, but doesn't like learning things on her own.

## Concept Map

