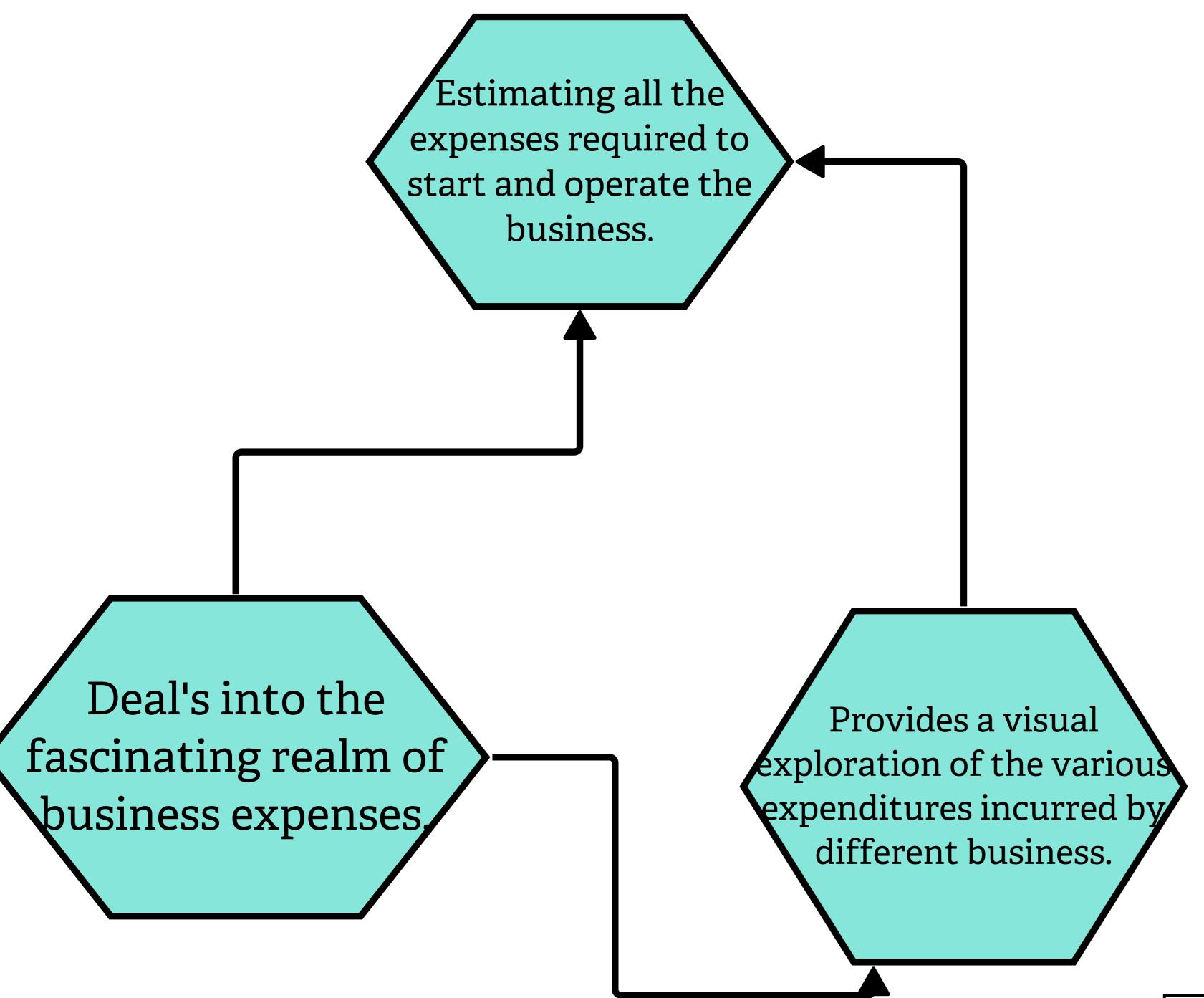
## Says

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

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



**Thinks** 



Showcases the distribution of expenses.

Identifies key cost drivers and highlights areas of potential optimization.

Decision makers, financial analysts and stakeholders can gain valuable insights.

Creates a detailed budget.

Prioritize essential expenses.

Monitor and

analyze

financials.

The analysts can identity the areas of inefficiency or opportunity and make informed decisions to optimize resources and drive growth.

Business owners can better plan their budget and avoid unexpected expenses.

There are many cost saving opportunities and facilitates a deeper understanding of expenditure patterns.



## Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?





**BUSINESS ANALYSIS**