



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?

Examples include inventory,payroll and rent.Fixed expenses are regular and don't change much-thinks like rent and insurance.variable expenses are expected,but they can change.

Business expenses need to be considered ordinary and necessary for them to be tax-deductible.

business expenses are recorded on an income (profit and loss) statement.

Build Better client relationships

ensure you understand what the project involves

determine if you have enough cash



estimation helps set a profit margin and sales price.

Businesses evaluate the expenses involved in the manufacturing of a product or service.

in product management,this method gives investors an idea of the approximate expenses incurred in the completion of the project.

ordinary and necessary costs incurred to operate your business.

Decision-makers,financial analysts, and stakeholders can gain valuable insights into the financial health of businesses,identify area of inefficiency or opportunity,and makeinformed decisions to optimize resource and drive growth.

Extract the insights from the data and put the data in the from of visualizations,Dashboards and story we employed tabeau tool.



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?