

Says

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

Thinks
What are their wants, needs, hopes, and dreams?



Analysing spending behaviour and idennntifying opportunities for growth

Wholesaling or distributing is the sale of goods to retailer to industrial,commerical,institutional or other professional businessman to other wholesalers and related subordinated services.

Wholesalling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate.

The retailer then sells the goods to the end consumer at a higher price making a profit.

The consumption and production marketed food are spatially separated.production is primarily in rural areas while consumption is mainly in urban areas.

What other thoughts might influence their behavior?

In today's highly competitive business landscape,gaining deep market insights is essential for businesses to thrive and grow.

This project aims to analyze customer spending behaviour and identify opportunities for growth by leveraging data analytics and datadriven decision-making



Persona's name

Short summary of the persona

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions..

Speak to prospects you've lost...or potential prospects full stop....

By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth

Talk to current costomers...

Undersatand the market..



What behavior have we observed?

What can we imagine them doing?

Does

See an example

Feels

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

