



**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?

unrealized  
reality about  
target  
market.

To know the  
profit and  
loss of  
company

it makes the  
customers  
aware of your  
product of  
the services.

The result of  
deep,  
subjective data  
analysis.

To raise the  
standard of  
company.

To know the  
business  
communications.



unveiling market  
Insights: Analyzing  
Spending Behavior  
and Identifying.

Satisfies  
audience  
need

To create  
competitions  
to other  
companies

It is useful  
for economic  
growth

To helps to  
guide  
marketing  
strategies.

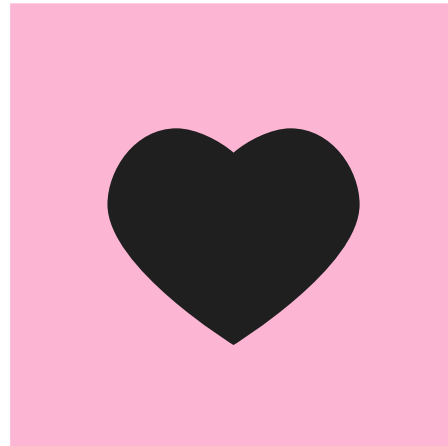
It is essential  
to know  
about the  
market  
business

It is useful for  
company  
developement.



**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?