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| Name - Jane Wilson | | Photo by [Yusron El Jihan](https://unsplash.com/@yusronell?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) on [Unsplash](https://unsplash.com/s/photos/muslim-women-face?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) |
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| Age (approx.) | 29 |
| Sex | Female |
| Group – Business Intelligence/report developer | |
| Background and description | | |
| *They are creative and open to new ideas. Feel that work not always give them the creative freedom they might like. They are passionate about their job and have a lot of expertise in what they do.* | | |
| Motivation | | |
| *Attend the session to see if there are new ideas they have not seen before. They are curious about what this speaker will talk about* | | |
| Data Literacy | | |
| *Highly data literate* | | |
| Technological expertise | | |
| They are comfortable writing SQL code and some other languages. Expertise in creating reports means the technical requirements that meet the customer's needs. Yet with that, something different the customer does not expect yet always appreciates. | | |
| Goals for this attendee | | |
| They might have good solid grounding in creating reports using various tools. They are always keen to learn more, hoping to find something that will give them a creative edge, which they might be missing. | | |