**PERSONA TEMPLATE**

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| User | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| 1. Complete the development of e-commerce website within half a year. 2. Establish data warehouse. | 1. Some data access will have limitations,which need to be broken through. 2. Poor quality data needs to be handled. 3. Extend data analysis is a big challenge. |
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| **QUOTATION** | |
|  | |
| **NAME** | |
| Tony | |
| **AGE** | |  |  |
| 22 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | 1. An error occurred during data mining. | **BOOKS** |
| Male | | **《Top of data》** |
| **LOCATION** | | **BLOGS** |
| Hangzhou,Zhejiang | | **ITeye Technical website** |
| **OCCUPATION** | | **CONFERENCES** |
| Data development engineer | |  |
| **JOB TITLE** | | **EXPERTS** |
| Technology department | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Undergraduate college | |  |
| **ANNUAL INCOME** | | **WEBSITES** |