



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?

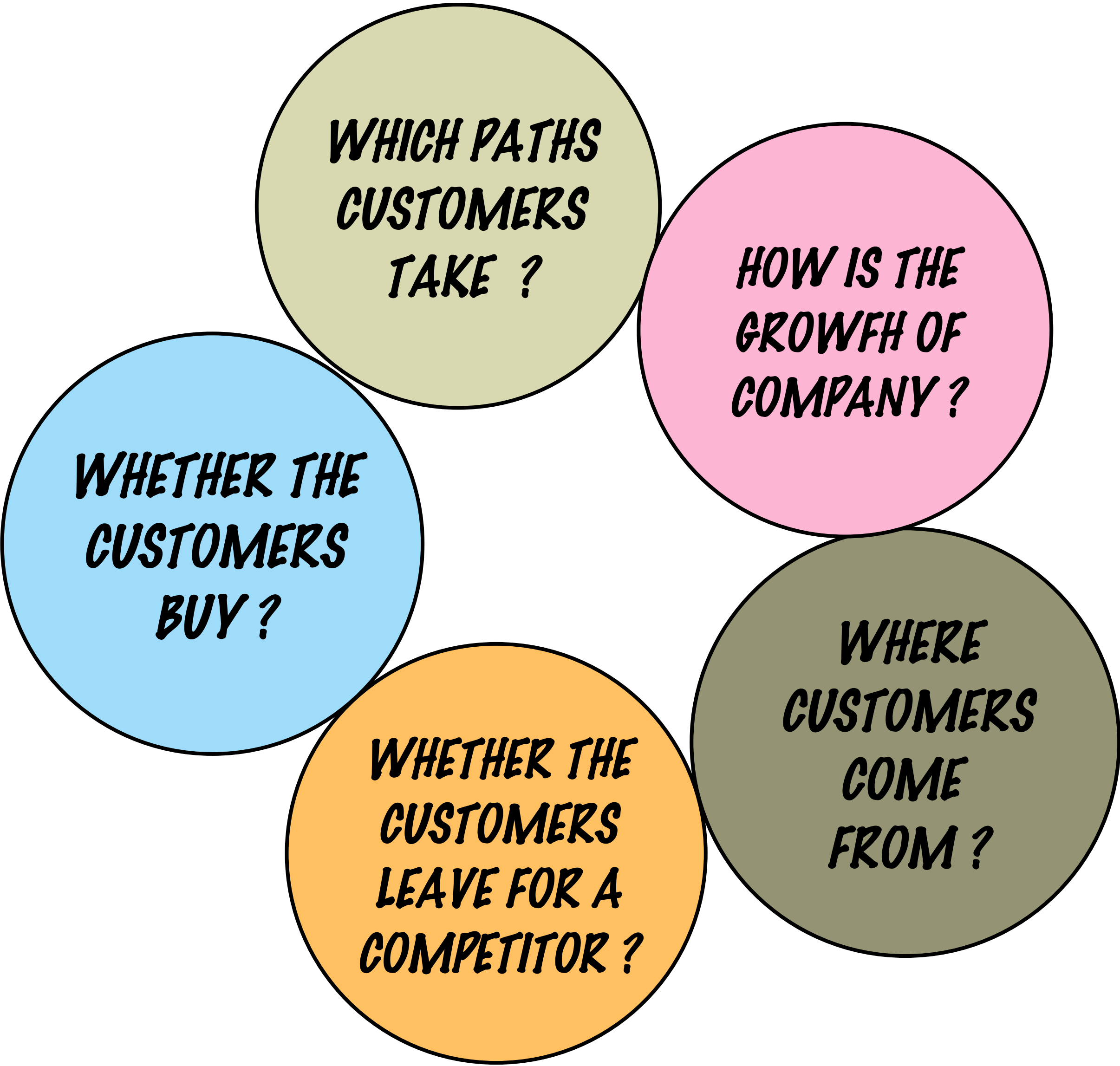
KEY TO STARTING
THE BUSINESS IN A
RIGHT WAY

ANALYSING OF
SPENDING
BEHAVIOUR HELPS
IN MAKING KEY
BUSINESS DECISION

ESSENTIAL FOR
IDENTIFYING
CUSTOMER
NEEDS

PREVIOUSLY
UNREALIZED REALITY
ABOUT A TARGET AS
THE RESULT OF
DEEP,SUBJECTIVE DATA
ANALYSIS

TO UNDERSTAND
CUSTOMER SPENDING
PATTERNS,PREFERENCES
AND TRENDS ACROSS
VARIOUS DIMENSIONS



GROUP I

UNVEILING
MARKET INSIGHTS :
ANALYSING
SPENDING
BEHAVIOUR AND
IDENTIFYING
OPPORTUNITIES
FOR GROWTH

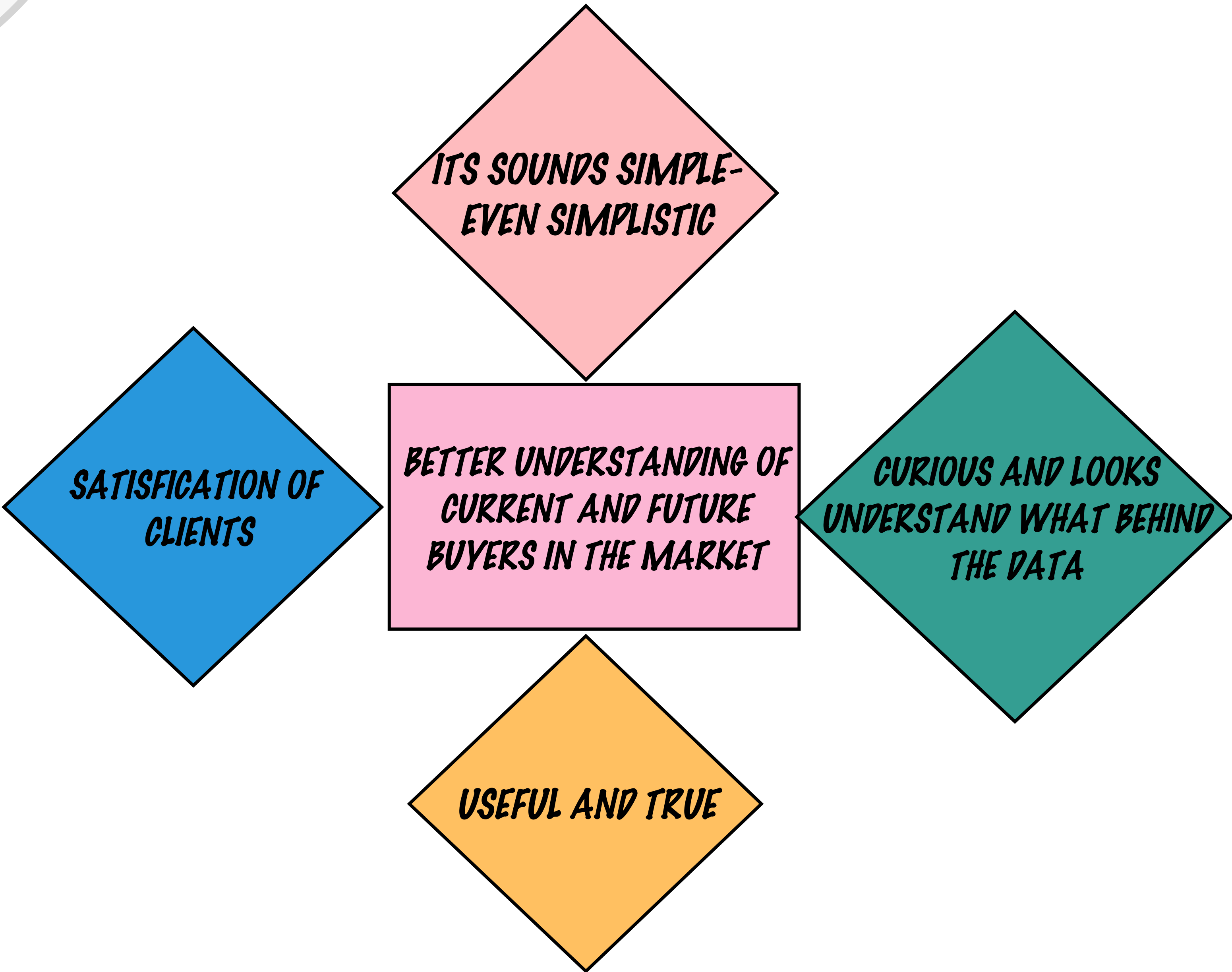
INSIGHTS HELP YOU
MAKE BETTER
PREDICTIONS OF WHAT
MIGHT HAPPEN IN
FUTURE AND MAKE
BETTER DECISIONS

INSIGHTS SHOULD
INFORM YOU ABOUT
YOUR CUSTOMERS
AND PROSPECTS

HELPS A COMPANY
ACHIEVE A BETTER
UNDERSTANDING OF
THE CURRENT MARKET
AND HOW THEY FIT
INTO IT

THE ABILITY TO MEET
THE WANTS OF YOUR
TARGETAUDIENCE
BASED ON THEIR
SPENDING HABITS AND
ATTITUDES

HELP YOU TO MAKE
INFORMED DECISIONS
FOR GROWTH
STRATEGY



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?