



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?



Feels

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



Does

What behavior have we observed?
What can we imagine them doing?

Unveling Market
Insights:
Analysing Spending
Behaviour Identifying
Opportunities for
growth

Decide a product
to make in a
marketing and
to analysis its
unit

Make well
informed
business
decision

To target the
audience by
our product

To understand
customer
inclination
towards
purchasing
products

Higher
productivity
in business

Purchasing
situation
analysis

Accurate
launch of
new
products

Collecting
and
interpreting
data and
information

Enhance
existing
products
and service

Understanding
the demand
and supply
chart of the
target market

Developing
well-
thoughts
marketing
plans

Reveal your
innovation's
true to target
marketing