



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?

"What are the key trends in spending behavior?"

"We need to understand our customers better."

"Where can we find growth opportunities?"

"Are we missing out on potential revenue streams?"

"I want data-driven insights to make informed decisions."

"How can we improve customer satisfaction?"

Unveiling Market Insights: Analysing Spending Behaviour And Identifying Opportunities For Growth

Attends industry conferences and webinars.

Curious about market trends and consumer preferences.

Conducts market research and data analysis

Reviews sales reports and customer feedback.

Anxious about missing out on opportunities.

Hopeful that insights will lead to business growth.



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?