

# Angel



## Job Title

**data analyst**

## Age

**18 to 24 years**

## Highest Level of Education

**Bachelor's degree (e.g. BA, BS)**

## Social Networks



## Industry

**Technology**

## Organization Size

**11-50 employees**

## Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Social Media
- Face-To-face

## Tools They Need to Do Their Job

- CRM Software
- Content Management Systems
- Email
- Invoicing Software
- Reporting Software
- Employee Scheduling Software
- Word Processing Programs
- Business Intelligence Dashboards

## Job Responsibilities

content analysis

## **Their Job Is Measured By**

team productivity

## **They Gain Information By**

trusted online sources data provided to them

## **Goals or Objectives**

Better information access and a way to update information that is given to her

## **Scenario**

Angel starts her day with a morning coffee, then heads up to the office to start her job. She spends 4 hours checking if there is any new data provided and adds it to her current data set.

Once that has happened she then looks at the trends in the data . she currently says her data is really hard to read and is not in a simple format.

## **Biggest Challenges**

- Resources
- Professional Development
- Problem Solving & Decision Making

### Needs and expectations

- she wants a more effective way to represent her data because it is currently not formatted.
- would love to have a system with automated features/advanced features that can represent only a part of the data.

### Anxieties and motivations

- About adopting a new system of gaining information on the population to have the most effective way of selling products
- motivated to create a new working system