

# Eulalio Cociarelli

age: 33

residence: Rome, Italy

education: Master of Business Administration (MBA)

occupation: Food and Beverage Consultant

marital status: Married | Two children



*"I want to find out the pasta sales trends and predictions quickly and accurately"*

Eulalio often spends a lot of time and energy in analysing data to gain insights into pasta sales in the market. He wants a tool to automate data analysis and predictions.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- To find out the pasta sales trend of each brand quickly
- To forecast the demand for each brand in two years
- To forecast which brand will have the highest demand at a certain time

## Values

- Effective time management
- Working efficiently and productively
- Learning about new technologies

## Criteria For Success:

To save time in analysing data and getting credible results, so that more time could be spent in making recommendations for clients.

## Wants

- To be able to upload user's own dataset to the app
- To get access to the source of the dataset
- To get the general comment about the data from the app
- To get advice of further actions directly from the app

## Fears

- Sales predictions are inaccurate
- Complex layout with unnecessary content
- Low speed of the app