

## Word Search

# Identifying and Understanding Customers

Words to Find:

SEGMENTATION  
BEHAVIOURAL  
LOYALTY  
RETENTION  
METRICS

DEMOGRAPHICS  
PROFILING  
INSIGHTS  
ANALYSIS  
NEEDS

PSYCHOLOGY  
FEEDBACK  
PERSONA  
PATTERNS  
VALUES

A	L	F	J	Y	P	R	O	F	I	L	I	N	G	Q
F	N	A	E	E	H	M	E	T	R	I	C	S	E	Y
S	P	A	S	E	B	I	E	Q	F	D	O	E	T	V
E	T	S	L	E	D	E	N	J	B	W	A	L	W	S
G	W	F	X	Y	Z	B	R	S	J	N	A	N	D	E
M	A	R	T	L	S	J	A	N	I	Y	D	E	A	R
E	X	T	H	L	H	I	J	C	O	G	E	P	R	E
N	U	X	X	H	F	E	S	L	K	N	H	L	G	T
T	W	P	S	Y	C	H	O	L	O	G	Y	T	I	E
A	W	Y	R	L	L	P	E	R	S	O	N	A	S	N
T	D	E	M	O	G	R	A	P	H	I	C	S	Y	T
I	I	W	A	Q	W	K	W	P	I	T	I	J	H	I
O	H	B	E	H	A	V	I	O	U	R	A	L	S	O
N	V	P	A	T	T	E	R	N	S	W	V	V	B	N
J	C	N	A	P	I	V	A	L	U	E	S	D	U	Q



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