Problem-Solution fit canvas 2.0   Purpose / Vision

1. CUSTOMER SEGMENT(S) `CS`	**6. CUSTOMER CONSTRAINTS** `CC`	**5. AVAILABLE SOLUTIONS** `AS`
The E-Commerce Customer The persons who loves to shopping on a frequent basis is our customers.	Quality is the major importance Economical status Difficult to reach the people through traditional media.	Creating sales dashboards and analyze the products and profit/loss App to track the sales order and delivery.

Define CS, fit into CC — *Explore AS, differentiate*

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`	**9. PROBLEM ROOT CAUSE** `RC`	**7. BEHAVIOUR** `BE`
By creating the various Dashboards, we can able to identify the top sold products. Using the Dashboards we can able to identify the products related queries. we can able to find the key performance indicator that boost the sales.	Due to the pandemic condition it is unable to collect and analyze about product purchase details Lot of competition in the global sales market.	Strategy to increase the product sales. To provide offers and gift vouchers

Focus on J&P, tap into BE, understand RC — *Focus on J&P, tap into BE, understand RC*

3. TRIGGERS `TR`	**10. YOUR SOLUTION** `SL`	**8. CHANNELS of BEHAVIOUR** `CH`
Identifying the profit/loss To sustain in the global sales market. To increase the overall profit	Enhancing the visibility and creating interactive dashboards. Maintaining customer's feedback. Keep on customer's current trends.	**8.1 ONLINE** Online advertising in twitter, facebook, youtube etc.,
4. EMOTIONS: BEFORE / AFTER `EM` Frustrating,doubtful,joyous, Trustful		**8.2 OFFLINE** Extract channels from behaviour block and user it for customer development

Identify strong TR & EM — *Extract online & offline CH of BE*

★ AMALTAMA