Explore AS, differentiate 5. AVAILABLE SOLUTIONS CS CC Define 1. CUSTOMER SEGMENT(S) **6. CUSTOMER CONSTRAINTS** AS Customers are store owners, public etc Provide valid data, limit on orders, lack of Data Exploration, Data Cleaning and Data CS, centralised information visualisation fit into CC Focus on J&P, tap into BE understand RC 9. PROBLEM ROOT CAUSE RC 7. BEHAVIOUR BE 2. JOBS-TO-BE-DONE / PROBLEMS J&P Focus on J&P, tap into BE, understand RC Analyse non segmented data, lack of data in the Entering the data carelessly Clear knowledge on data for processing datasets 3. TRIGGERS TR 10. YOUR SOLUTION ld 8. CHANNELS of BEHAVIOUR SL en tif No idea about stock management Online: Exploration and processing of data у Working on the data to have better view on str Offline: Collecting and modelling of data the project on EM 4. EMOTIONS: BEFORE / AFTER g T ro R Before: Confused in management After: Clear visualisation