



# The Project Management Game – how brilliant are you?

<b>Project name:</b> brilliantCRM	<b>Work package title:</b> 1.2 Customer Analysis
<b>Work package description:</b> <p>As the scope of the project is to develop a customer relation system, it is necessary to take a closer look at the number of customers, data of customers, and customer behavior. This will help to make key business decisions involving this new software, and it can also support predictive analytics. The customer analysis is part of the actual state analysis.</p>	
<b>Aim of work package:</b> <ul style="list-style-type: none"><li>- Overview of number of customers and customer hierarchies</li><li>- Customer master data</li><li>- Customer behavior</li></ul>	
<b>Predecessor:</b> Scheduling	<b>Successor:</b> Design customer relationship strategy
<b>Duration:</b> 10 days	<b>Effort in man days (MD):</b> 18 MD
<b>Responsible person(s):</b> 2 Consultants, project assistant	
<b>Additional information:</b>	