

1st Step: Identify the Problem-Solution-Target

Client is having Challenges in his Business

What do you do? How can you help him?

Identify Root Cause → Find Solutions → Set Target

Step 1: Critical thinking: Understand client's business from client

Step 2: Analytical thinking:

- Figure out critical issues related to that business i.e. fishbone by asking why..why
- Perform literature survey to answer why
- Assort or the critical issues and knowledge from Business SME or client

Step 3: Wrap up thinking or analysis process

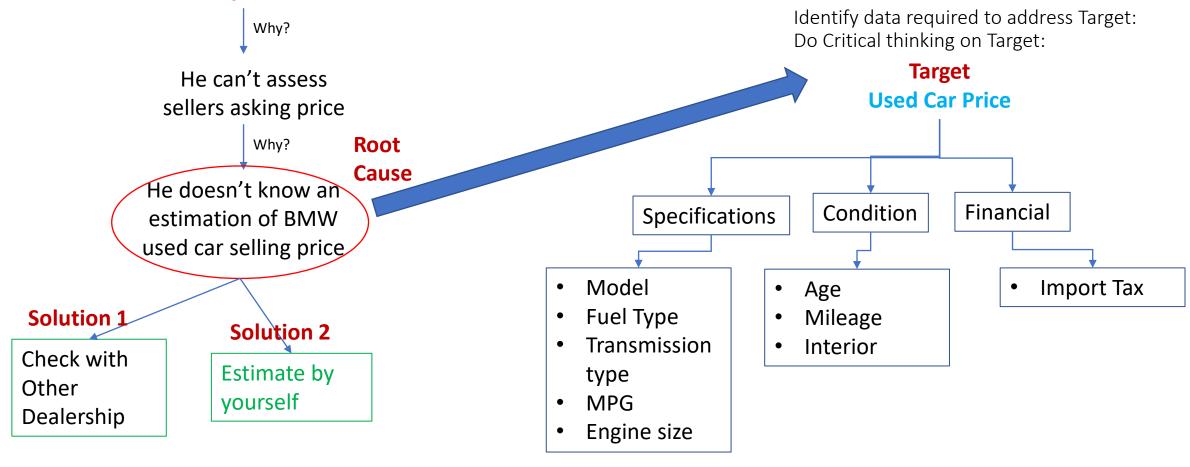
- Assort or the critical issues and knowledge from Business SME or client
- Identify the root cause that is actionable
- Find solution (action) alternatives to solve the root cause
- Select Solutions that addresses root cause

Step 4: Identify Target

- Your root cause or solution leads to select your target to analyze
- For target to analyze do critical thinking and analytical thinking again
- Seek data based on critical issues identified related to Target
- Find what decision client can or cannot to make

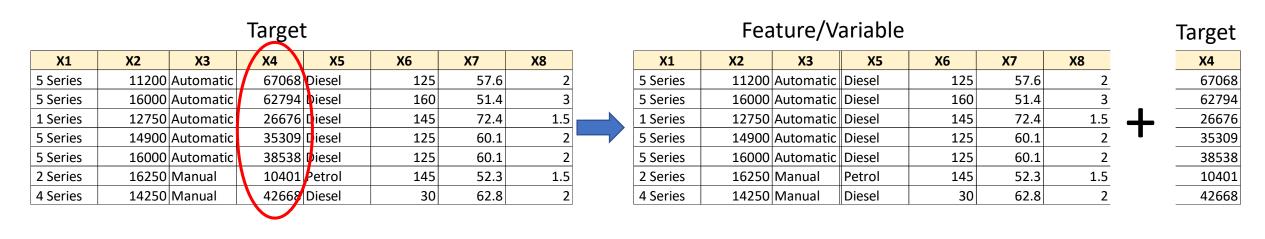
Lets talk about a simple problem

Your friend is thinking about buying an old BMW car, but he is worried that he wont be able to buy a good car within reasonable price



1st Step: Identify Problem

Understand your problem and identify the variable as target that is most relevant to your problem, that leads to an action or decision



price	transmission	mileage	fuelType	tax	mpg	engineSize
11200	Automatic	67068	Diesel	125	57.6	2
16000	utomatic	62794	Diesel	160	51.4	3
12750	Automatic	26676	Diesel	145	72.4	1.5
14900	<i>A</i> utomatic	35309	Diesel	125	60.1	2
16000	utomatic	38538	Diesel	125	60.1	2
16250	Manual	10401	Petrol	145	52.3	1.5
14250	Manual	42668	Diesel	30	62.8	2
	11200 16000 12750 14900 16000 16250	price transmission 11200 Automatic 16000 Automatic 12750 Automatic 14900 Automatic 16000 Automatic 16250 Manual 14250 Manual	11200 Automatic 67068 16000 Automatic 62794 12750 Automatic 26676 14900 Automatic 35309 16000 Automatic 38538 16250 Manual 10401	11200 Automatic 67068 Diesel 16000 Automatic 62794 Diesel 12750 Automatic 26676 Diesel 14900 Automatic 35309 Diesel 16000 Automatic 38538 Diesel 16250 Manual 10401 Petrol	11200 Automatic 67068 Diesel 125 16000 Automatic 62794 Diesel 160 12750 Automatic 26676 Diesel 145 14900 Automatic 35309 Diesel 125 16000 Automatic 38538 Diesel 125 16250 Manual 10401 Petrol 145	11200 Automatic 67068 Diesel 125 57.6 16000 Automatic 62794 Diesel 160 51.4 12750 Automatic 26676 Diesel 145 72.4 14900 Automatic 35309 Diesel 125 60.1 16000 Automatic 38538 Diesel 125 60.1 16250 Manual 10401 Petrol 145 52.3

Target

model	transmission	mileage	fuelType	tax	mpg	engineSize
5 Series	Automatic	67068	Diesel	125	57.6	2
5 Series	Automatic	62794	Diesel	160	51.4	3
1 Series	Automatic	26676	Diesel	145	72.4	1.5
5 Series	Automatic	35309	Diesel	125	60.1	2
5 Series	Automatic	38538	Diesel	125	60.1	2
2 Series	Manual	10401	Petrol	145	52.3	1.5

30

62.8

2

42668 Diesel

Manual

4 Series

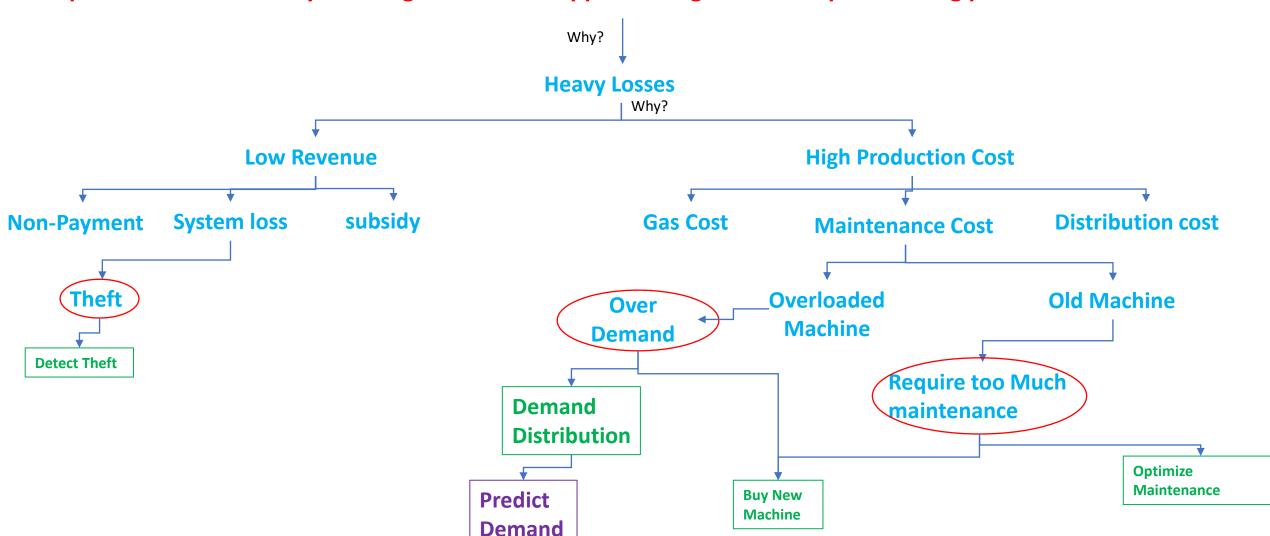
Feature/Variable

	price
	11200
	16000
_	12750
	14900
	16000
	16250
	14250

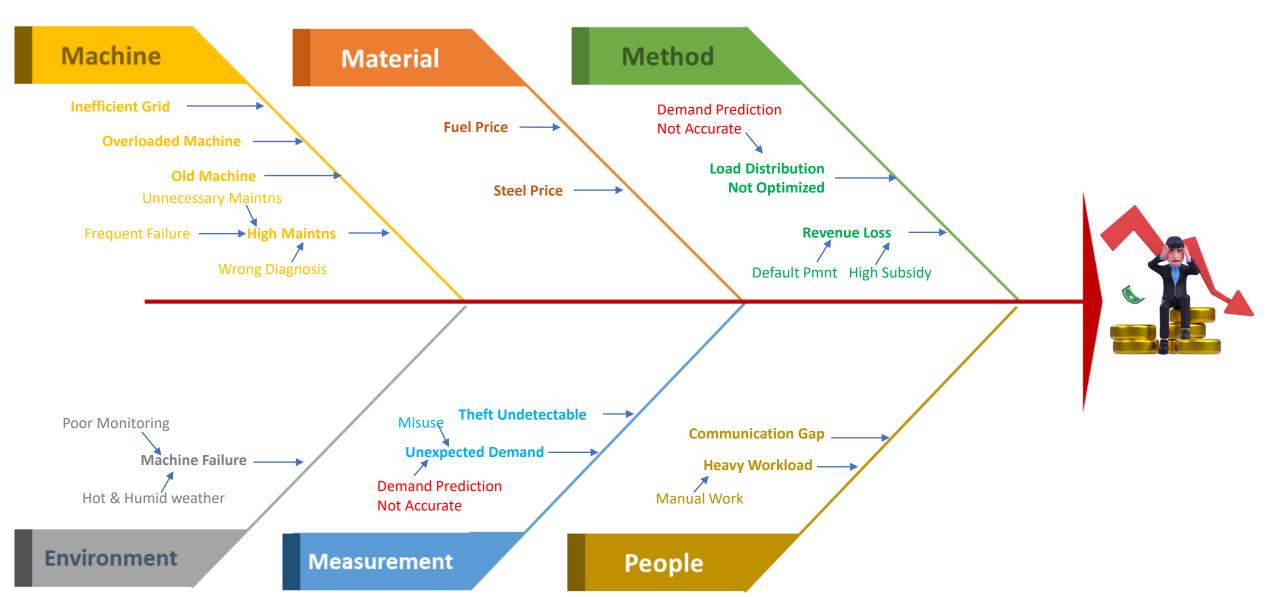
Target

Complex Challenge: Losses of Electricity Dept

Department of Electricity is taking a heat from upper management and public being profitless!



Losses of Electricity Dept: Fishbone way



Identify data required to address Target: Do Critical thinking on Target:

