

DOES

- generating reports of inventory
- analysing sales and profits
- helps in defining marketing strategies

- How to analyze sales and profit
- How to help users to have an easy access

THINK



SAID

- How much inventory should I carry?
- Too much inventory means working capital costs, operational costs
- lack of inventory leads to lost sales, unhappy customers and a damaged brand.

FEEL

- Is this safe, correct and secure
- will there be any problem in prediction of inventory

PAINS

- Complex
- Prediction error due to unclean data

GAINS

- User friendly
- less time consuming