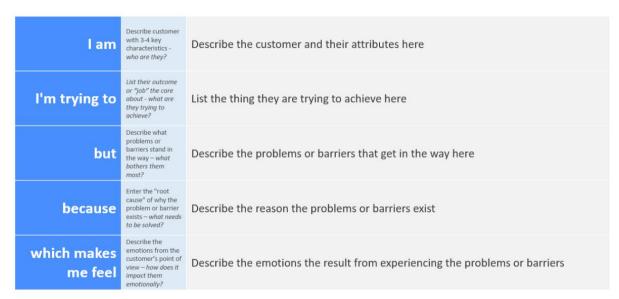
Ideation Phase Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID27765
Project Name	Project – Global sales data analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



Reference: https://miro.com/templates/customer-problem-statement/

Example:



	l am	I'm trying to	But	Because	Which makes me feel
Problem					
Statement (PS)					
PS-1	Stake holders	Increase the sales productivity in pandemic time	Intergrating sales data into useful insights is challenging	Having data is only useful when it's accurate. Low quality data not only serves no purpose	Frustrated
		Sales prediction using social media data	Low quality and inaccurate data	Data integration is crucial for analysis, reporting and business intelligence, so it has to be perfect.	Stressed