

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS People with the age group of above 20>	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Health expenses especially people who are from low profile	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> Using various statistical test for feature selection Using various algorithm	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS PR <small>• ITS FREQUENCY</small> Preprocessing of data sets, Calculating the scores	9. PROBLEM ROOT / CAUSE RC Smoking/alcohol High BP Stress	7. BEHAVIOR BE <small>• ITS INTENSITY</small> Use interactive dashboard for visualising and predicting	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR People who believe these modern technology and data analytics 4. EMOTIONS EM <small>BEFORE / AFTER</small> Lack of confidence or Fear about everything Especially about their health	10. YOUR SOLUTION SL Find Number of people suffering from heart disease and classifying with genders ->using data analytics to improve diagnosis ->Visualize frequency distribution of lach variable and find what the heart rate and heart disease relation	8. CHANNELS of BEHAVIOR CH ONLINE Patient get a detail score and report of the disease OFFLINE Spreading awareness about this to others	Extract online & offline CH of BE