

Project Name - Global Sales Data Analytics

Team ID PNT2022TMID21953

Project Design Phase-I Solution Fit

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? CS Business owners For example : Shopkeepers, Data Analyst in a huge supermarket chain/	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. CC Some business owners i.e. end users might not own proper sales data	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem. or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking AS Graph generators, Data Visualizers	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. J&P Problems with visualization of various data types, providing proper business recommendations, storing huge volumes of data	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations RC improper storage of data No knowledge about using data for business decisions.	7. BEHAVIOUR What does your customer do to address the problem and get the job done? BE Customer stores data properly from the start	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. TR Sudden business failure or sudden growth Seeing competitors use data analysis	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. SL To clean data and visualize To provide proper recommendations To analyze trends in data	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. CH ONLINE : Upload and record sales data OFFLINE : Make business decisions based on visualizations	Focus on J&P, tap into BE, understand RC
4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. EM They feel lost and doubtful about results before. They feel confident about business decisions after.				