

Problem-Solution Fit canvas

Purpose / Vision

Global Sales Data Analytics

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> People involved in businesses that entails a sales process involving both product and services Organizations that gain profits from sales predictions 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Budget Constraints Fluctuating Market Factors Accessibility 	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none"> Static dashboard with minimum facilities to interpret data Human resources - time consuming 	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> Lack of unified platform for gaining insights Lack of assistance in data visualization Improper and meaningless order of pre-existing data No guidance for future decision-making (Frequency: Almost continuous) 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Sales data is very fast moving due to it being frequently updated. This makes it difficult for the customer to be able to use manual means to gain insights. Thus, a dynamic dashboard would be an ideal solution. 	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> To address this problem, the customer tries to find ways to take current factors into account and get accurate insights using the proposed dashboard 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Huge amounts of data Decision making 4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> Benightment / Enlightenment Frustration / Happiness Helplessness / Satisfaction 	10. YOUR SOLUTION SL <p>A comprehensive and highly responsive dashboard to gain useful insights that aid in critical decision making</p>	8. CHANNELS of BEHAVIOR CH <div>ONLINE</div> <ul style="list-style-type: none"> Customers study recent trends published by online resources Use online channels to receive data <div>OFFLINE</div> <ul style="list-style-type: none"> Offline channels of behavior is not applicable to our problem statement 	Extract online & offline CH of BE