Customer Segments	6. Customer Limitations	5. Available Solutions
HRTalent Acquisition teamOrganization Management	 Unstructured data/factors of employees that are difficult to take in for analysis. 	 Real-time employee engagement insights providing software
2. Problems / Pains	9. Problem root / cause	7. Behaviour
Varying format of data available	Difficult work-life balanceType of workWork hours	 Periodical Incentives Maintaining good relationship with the employees.
3. Triggers to Act • Economic Recessions • Lack of skill required	Finding the root factors that lead to attrition using the available employee dataset and also performing analysis using external surveys taken	8. Channels of Behaviour (Offline) Resignation Letter Employee lay off
4. Emotions (Before / After) • Anxiety / Satisfaction		