

1. CUSTOMER SEGMENTS	6. CUSTOMER CONSTRAINTS	5. AVAILABLE SOLUTIONS
Who prefers shopping on festival seasons.	Budget and Quality is a major constraint.	Providing a user-friendly interface make customer analyze the products to make better decisions.

2. JOBS-TO-BE-DONE / PROBLEMS	9. PROBLEM ROOT CAUSE	7. BEHAVIOUR
Advertising the policies, discounts, offers and the products helps the customer to decide for purchasing.	Massive growth of internet provides various data and it make analyzing a bit harder and supplying the goods have more taxes.	Reviews matter a lot in selling the products.

3. TRIGGERS	10. YOUR SOLUTIONS	8. CHANNELS OF BEHAVIOUR
Discount and offers for short period of quality products.		8.1: ONLINE
		Datasets were generated and analyzed for improvement in sales.
4. EMOTIONS: BEFORE / AFTER		8.2: OFFLINE
Interested, joyous, trustful, Frustrating, doubtful, satisfaction	Gathering a better dataset with choosing. a best analytics tool for analyzing and reaching out people in a correct time with a user-friendly interface shows a drastic improvement	Data were gathered from suppliers and then analyzed for betterment.