# Ideation Phase
## Define the Problem Statements

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|---|---|
| Date | 09 September 2022 |
| Team ID | PNT2022TMID02707 |
| Project Name | Project - Global Sales Data Analytics |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



Reference: https://miro.com/templates/customer-problem-statement/

**Example:**



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|---|---|---|---|---|---|
| PS-1 | A Business Owner | Understand my business performance | Its hard to get valid information | Data not in good format | Anxious |

| PS-2 | A Business Owner | Find one time payment clear analysis of my data | Its hard to find one-time payment solutions | Market is filled with subscription based services. | Lost |
|------|------------------|--------------------------------------------------|----------------------------------------------|-----------------------------------------------------|-----------|
| PS-3 | A Business Owner | Get visual representation of my data | Its too cumbersome to do | I don't have time | Pressured |
| PS-4 | A Business Owner | Find analytics solution which does not require sign-in | All online services requires user Sign-in | They are online and service based. | Insecure |
| PS-5 | A Business Owner | Want interactive Analysis of my data | I don't know how to make one. | No knowledge about how to prepare them. | Useless |