

# Problem & Solution Fit

## 1.Customer Segments

One who loves to Shopping on a frequent basis is our Customer

## 6.Customer Limitations

Budget & Quality is a major Constraint.

## 5.Available Solutions

Through Sales Dashboards they can analyze Products and Profit/Loss

## 2.Problem/Pains + Frequency

By creating various Dashboards,they can analyze Products related queries

## 9.Root/Cause of Problem

Due to Pandemic it's unable to collect and analyse about Product Purchase details

## 7.Behavior+its intensity

They will search reviews on products in order to attain better quality

## 3.Triggers to Act

Fraudulent activities or low quality product.  
Gaining Profit/Loss

## 10.Your Solution

Selecting Right Data,  
Choosing best Analytics tool and creating eye appealing Dashboard is the final Solution.

## 8.Channels of Behavior

### Online

ONLINE : Extract Channels from Behavior block

### Offline

OFFLINE: Extract Channels from Behavior block & use it for Customer Development

## 4.Emotions Before & After

Frustrating, doubtful >  
Joyous,Trustful