 1. Customer Segments • HR • Talent Acquisition team • Organization Management 	Oustomer Limitations Unstructured data/factors of employees that are difficult to take in for analysis.	5. Available SolutionsReal-time employee engagement insights providing software
Problems / Pains Varying format of data available	9. Problem root / causeDifficult work-life balanceType of work	7. BehaviourPeriodical IncentivesMaintaining good relationship
	Work hours	with the employees.
3. Triggers to Act	10. Your solution	8. Channels of Behaviour (Offline)
Economic RecessionsLack of skill required	 Finding the root factors that lead to attrition using the available employee dataset and also 	Resignation LetterEmployee lay off
4. Emotions (Before / After)	performing analysis using external surveys taken	
Anxiety / Satisfaction		