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Sales Data Analytics

Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

In order to remain competitive in today's business environment, companies must operate on a global scale.

Take advantage of an array of opportunities including access to a new consumer base.

Engaging the global marketplace helps companies accelerate growth.

What do they HEAR?

what friends say
what boss say
what influencers say

Managers have the opportunity to increase sales productivity and job performance, all while maintaining a positive and stress-free work environment.

They have a solid understanding of the platform
How to create impactful and engaging content which can build more awareness for your brand.

What do they SEE?

environment
friends
what the market offers

To measure value in practice, it is crucial to have a shared understanding of exactly what value is in business markets.

- 68% of millennials bought a product with a social or environmental benefit in the past 12 months.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

In fact, it often requires a team of dedicated market access and pricing professionals to achieve an optimal outcome.

The strategic analysis and development of a brand includes customer analysis , competitive analysis and self-analysis

PAIN

fears
frustrations
obstacles

The dedicated software may be costly , the privacy of data would be compromised when sharing the Sales data to the third party.

High technical knowledge is required for Sales Analysis and not everyone may be suited to do that.

The reasons for the increase in sales of a particular product may go up purely on the effort of the Salespersons . This may have nothing to do with customer and relying on those conclusions can be problematic for the company.

GAIN

"wants" / needs
measures of success
obstacles

Helps Pinpoint Profitable and Slow-Moving Products

Boosts Efficiency and gives better Accessibility

Provides Better Insights Via Data Visualization

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