Ideation Phase
Define the Problem Statements

Date	09 September 2022
Team ID	PNT2022TMID37308
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