Problem Solution Fit

1.Customer Segments:-	5. Available Solution:-	8. Channels of Behaviour:-
Customer analytics involves the process of collecting data from different sources and merging it together in order to create a complete picture of the customers. This data can include information about customer demographics, website behaviour, purchase history.	Usage of big data analytics. Which process of uncovering patterns,trends,and correlations in large amounts of Raw data to help make data-informed decisions.	Data processing systems will increase their processing capabilities along with the data volume.
2. Problems/ pains:- There is a lack of alignment between different teams or departments within an organization and Which is not useful in short run.	**6. Customer Limitations:-** Lack of alignment within teams, Lack of commitment and patience, Complexity and bias.	**9. Problem Root/ Cause:-** Nowadays, there are many challenges for the logistics industry mainly with the integration of E-commerce and new sources of data such as smartphones, sensors, GPS and other devices.
3. Triggers to act:- Monitoring the activities and performance of 24/7, User friendly interface. **4. Emotions :-** *Before - Complex to keep track of records of goods. *After - Companies can now anticipate slow and busy periods, potential future supply shortage, and act accordingly.	**7. Behaviour:-** A review of the latest applications of big data analytics in the field of logistics and transportation.	**10. Solution:-** Changes the way businesses use to work with their analytics. Companies can now anticipate slow and busy periods and potential future supply shortage.