CUSTOMER SEGMENT(S)

A business owner who wants to understand their sales better so they can make any improvement for profit.

CUSTOMER CONSTRAINTS

Lack of belief in online market.
Unaware of how to make online payment
Worried of quality of the product

AVAILABLE SOLUTIONS

To analyze the sales and to create dashboard to make the clients understand.

JOBS TO BE DONE/PROBLEMS

Determine the parameters required to understand the problem better, ask questions to client to comprehend the problem.

PROBLEM ROOT CAUSE

World wide pandemic
Time constraints
Energy constraints

BEHAVIOUR
Collecting sales data and using respective software to solve the problem.

TRIGGERS
1. What made you feel to seek the help of data analyst?
2. When did you find that your business is not doing well?

EMOTIONS BEFORE AND AFTER

Before: Anxiety, cluelessness
After: lucidity, tranquility

SOLUTION

Creating interactive dashboard
Lucid Insights
Responsive dashboard with important parameters for better understanding

CHANNELS OF BEHAVIOUR
ONLINE:
Application for business sector
Standard customer base

OFFLINE:
By using strategies.
Newspapers and magazines