Ideation Phase
Define the Problem Statements

Date	26 September 2022
Team ID	PNT2022TMID03233
Project Name	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.

Global Sales Data Analytics problem statement:

Problem Statement (PS)	Iam	I'm trying to	But	Because	Which makes me feel
PS-1	Company	Discover a reliable analytical tool to enhance sales by making smarter business judgements	It can be challenging to find out the best tool.	There are several incorrect interpreted data available on the internet.	Torment
PS-2	Customer	Find the best product based on the previous reviews.	Suggestions and reviews are displayed irrespective of their personal choice and interests.	The new software tool used to analyse the customer data might not provide the right suggestion of the product.	Confused
PS-3	Customer	Analyse sales across multiple sources	Found many inaccuracies in sales	Sources are from different systems	Dissatisfied