

**1. CUSTOMER  
SEGMENT(S)**

- to develop an effective strategy for targeting its customers.
- to understand how the customers are alike, what is important to them, and what is not.

**2. JOBS-TO-BE-DONE / PROBLEMS****J&P**

- Provide timeless marketing
- provide customers' desired and decided products with analytical tracking.

**9. PROBLEM ROOT CAUSE**

- Low employees
- Lack of customer retention
- Out of stock in product
- Damage of the customers' desired products

**RC****7. BEHAVIOUR****BE**

- By contacting the customer care support team
- Shift their shopping to another shop

- Providing discount for a product
- Deliver the product at right time

- Online feedback option
- Toll free number to ask queries by the customers.

## 3. TRIGGERS

- Blindly considering the data analytics of the high purchased products by their neighbors.

## 4. EMOTIONS: BEFORE / AFTER

- Shouted/realized
- Misunderstand/understand

EM

## 6. CUSTOMER

CC

## 5. AVAILABLE SOLUTIONS

AS

differentiate

RC

## 10. YOUR SOLUTION

SL

TR

- Understand what customers need products every period of time.
- Know the value of customers' retention
- Check the analytics dashboard every week to know the customer behavior of purchasing the products.

## 8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

- Filling an online form as customer feedback

8.2 OFFLINE

- Voice out from the customers

Extract online &amp; offline CH of BE

**TITLE: GLOBAL SALES DATA ANALYTICS**

**PROJECT DESIGN PHASE I – PROBLEM SOLUTION FIT**

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