## 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

.I&F

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

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

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

## 9. PROBLEM ROOT CAUSE

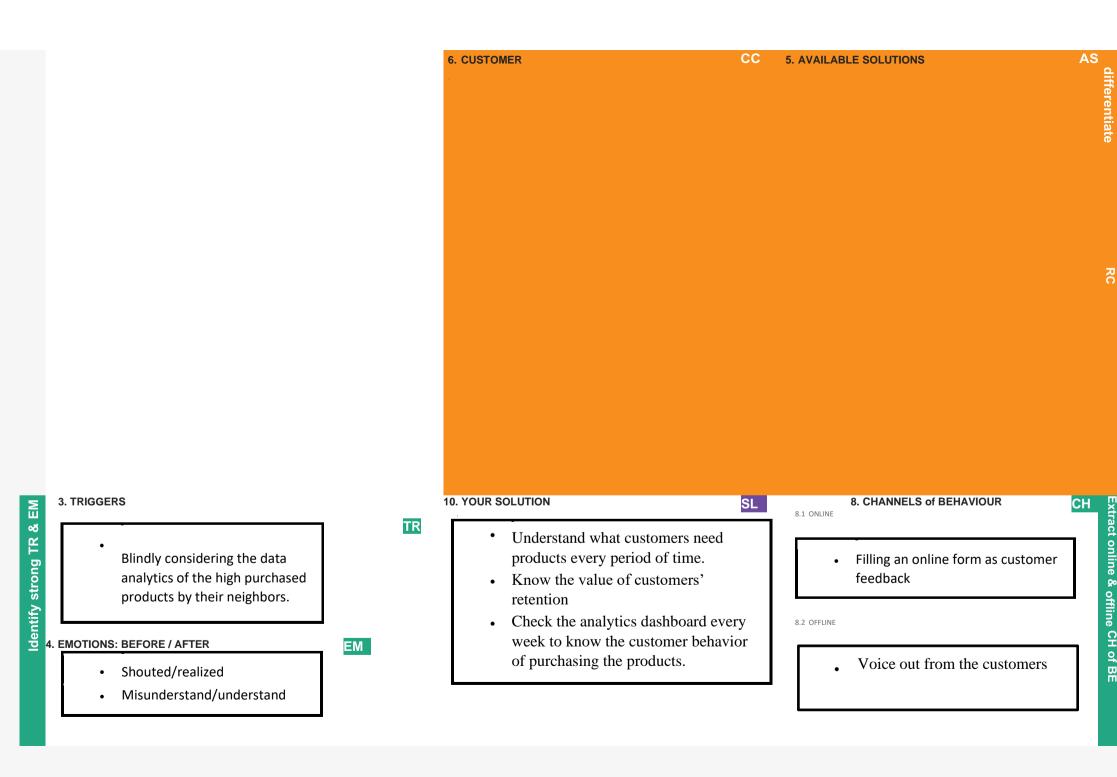
7. BEHAVIOUR

BE

RC

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

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



TITLE: GLOBAL SALES DATA ANALYTICS

## PROJECT DESIGN PHASE I – PROBLEM SOLUTION FIT

TEAM ID:PNT2022TMID48232