Customer experience journeymap

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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PROJECT: GLOBAL SALES DATA ANALYTICS

TEAM ID : PNT2022TMID02361

SCENARIO

Analyzing sales data, Product analysis, Customer analysis

	Entice — How does someone initially become aware of this process?	Enter — What do people experience as they begin the process?	Engage — In the core moments in the process, what happens?	Exit — What do people typically experience as the process finishes?	Extend — What happens after the experience is over?
Steps — What does the person (or group) typically experience?	Understanding the dataset; Pre process the data according to analyst needs; Collection of data; Visualization tools are chosen	Visualize data according to needs; Data cleaning and upload data to IBM; Implementation of data into various data charts; Enhancing the information into a neat vision for further improvements	Analyzing of order priority; Analyzing of sales and profit; Analyze the sales and profit by country	Final visualizations; Sales and profit of the country and customer; Way of presenting the information to analysts	requirement are gathered; Personalized offers given; Order priority are considered; Discounts are given to improve sales
Interactions — What interactions do they have at each step along the way? ▪ People: Who do they see or talk to? ▪ Places: Where are they? ▪ Things: What digital touchpoints or physical objects would they use?	IBM Cognos analytics is chosen for visualizing and analyzing; Study the dataset; complete study of data from the dataset; Download the dataset from the given source	Find problem for the analysis; The problem is analyzed and converted into analytical way; Improve the visualization by various methods; The dominant information of data set is analyzed; Sales and profit are examined; Collecting sales and profit summary	summarizing the sales and profit by country; Order priority is valued to know for the product delivery; Identify most sales by market, category and other criteria	Choose the way to represent the information clearly to the analyst; Getting final output of the data visualization; Identify the sales throughout the country for gaining profit and customers	Collect customer feedback for further sales across the country; The order weightage according to quantity amount are considered as primary orders; Give offers according to the customer performance; Based on sales in low areas ,sales are analyzed
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help to store the dataset; Help to learn the information in the data	Help to know profit from customers; Help to find solution for the problem and visualize them; Help to strengthen the data by pre processing	Sales vs Profit; Sales forecast by orders; Sales and profit are analyzed by category and sub category; Sales and profit are analyzed by maps; Find highest order and order priority; Sales and profit are analyzed by market; Sales and profit are analyzed by region; Sales and profit are analyzed by segment	Dashboards are created	Help to get customer purchase quantity from different regions; Help to get customer purchase quantity from different regions; Helps to know customer needs; Help to know order data and ship date
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	IBM provides best way to analyze data; IBM Cognos gives easier way to collect details and analyze	More data gives valued information	Profit makes confidence to sales persons; Profit makes confidence to sales persons	Customer sales improve the state growth; Easy to get information of the data in a picturized way	Increase in customers
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	No proper data found	Loss in sales gives disbelief to customers; Manual filling takes more time due to large dataset	Loss in sales gives disbelief to customers		Product requirement not ok with customers
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Advanced tool can be used when needed	Data cleaning in automation; Know the reason of loss and rectifying it	Know the reason of loss and rectifying it		Quantity and quality of products are improved; Grasp customers till their need is satisfied