Pr**oject Title: GLOBAL SALES DATA ANALYTICS Project Design Phase-I** - **Solution Fit Team ID:** PNT2022TMI02361

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

Ecommerce issues of conflicting virtual-physical nature can also be ruled out if you collaborate with vendors that have easy return policies.

**AS**

**5. AVAILABLE SOLUTIONS**

sector is focusing more on cashless transactions and customers are getting more informed about making payments online.

* Unclear return and guarantee policies
* Lack of security on websites that don’t implement stringent cyber security measures
* Additional charges apart from product charges
* Digital payment failures

**C**

**6. CUSTOMER CONSTRAINTS**

**CS**

1. **CUSTOMER SEGMENT(S)**

* Sales Persons
* Discount Seekers
* Wandering Customers
* Common people

**Explore AS, differentiate**

**Define CS, fit into C**

**BE**

**7. BEHAVIOUR**

* Contact the customer care for any issues regarding the product and delivery.
* Submit feedback and reviews once product is received.

**RC**

**9. PROBLEM ROOT CAUSE**

* Online shopping platforms not easily accessible to the customers.
* Relevant data not being provided, hence unsatisfied consumers.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* Analyze data
* Ensure customers are able to access the data they require regarding products.
* Improve site navigation
* Provide more payment options

**Focus on J&P, tap into BE, understand RC**

**stand RC**

**Iden**

**Identify sng TR & EM**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**   * Scarcity of the required product * Urgency that encourages immediacy of product * Social proof which also offers customer security | **10. YOUR SOLUTION SL**   * To reduce the price for shipping modes. * To clear the damage & transaction problems within 24 hours. * To forecast sales of time to predict future sales across countries | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   Information about the order placed   * 1. **OFFLINE**   Visit traditional stores or contact salesman for buying any product |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  BEFORE  Customer is left anxious and uneasy  AFTER  Customer is satisfied and delighted |