

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Mainly Businessman who manages big organization decides whether he wants to invest in our product or not.

And oil industry

6. CUSTOMER CONSTRAINTS

CC

Reduce the cost of the oil.

Optimize the performance of its industrial base assets.

Improve its environmental footprints.

5. AVAILABLE SOLUTIONS

AS

In the solution we use LSTM algorithm to increase the accuracy. LSTM clears about keeping the previous data and prediction which might be encouraging and more accurate.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

The cost of the crude oil is high

Nowadays crude oil is frequently invested and bought by organizations

Since crude oil is non renewable resources this means that one day we will probably run out of crude oil

9. PROBLEM ROOT CAUSE

RC

The existing model oil price prediction is not capable enough to deliver the accurate predicted price as expected. So problem arising with existing models are not provide the accurate results when the data is big.

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7. BEHAVIOUR

BE

The price of the crude oil is increasing day by day.

Crude oil price fluctuations have a far reaching impacts on global economies and thus price forecasting can assist in minimizing the risk associated with volatility in oil prices.

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

3. TRIGGERS

TR

The possibility of petroleum supply disruptions and slower-than-expected crude oil production growth continues to create the potential for higher oil prices, while the possibility of slower than-forecast economic growth creates the potential for lower prices.

4. EMOTIONS: BEFORE / AFTER

EM

Since the prediction accuracy is low for previous product, we improved that and make the prediction more accurate. So more customers will invest in us.

10. YOUR SOLUTION

SL

LSTM models have excellent long-term and short-term memory ability, which will not lead to the loss of more historical state information on crude oil price.

8. CHANNELS of BEHAVIOUR

CH

ONLINE:

Customer knows more about the price of crude oil by surfing the internet.

OFFLINE:

Customer buy the crude oil and use it for vehicles and to produce the electricity.