

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> * Heart Disease affected Patients * Aged Persons * Youngsters 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <p>Avoidable medical errors. Low treatable mortality rates. Lack of transparency. Difficulty finding a good doctor. High maintenance costs. The lack of insurance coverage. The shortage of nurses and doctors. A different perspective on solving the shortage crisis.</p>	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none"> * Eliminate the short-term practice of data cleansing. * Learn how to perform analysis, visualizations and algorithms effectively * Heart disease prediction system aims to exploit data mining techniques on medical data set to assist in the prediction of the heart diseases. 	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <p>Quality of Data: The quality of data should be accurate and reliable. Obviously, the outcome will solely depend on the data we put into the prediction. If the data is skewed, then the prediction which is dependent on it, will be skewed as well.</p>	9. PROBLEM ROOT / CAUSE RC <p>Leading risk factors for heart disease and stroke are high blood pressure, high low-density lipoprotein (LDL) cholesterol, diabetes, smoking and secondhanded smoke exposure, obesity, unhealthy diet, and physical inactivity. Solutions: Don't smoke or use tobacco, eat a heart-healthy diet, maintain a healthy weight, manage stress, Get regular health screenings.</p>	7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> * Develop or improve upon the strategic vision. * Segment Patients with personalization. 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <p>Accuracy of Datasets, Information of ECG and Heart disease related tests for patients.</p>	10. YOUR SOLUTION SL <p>The use of analytics in healthcare improves care by facilitating preventive care and EDA is a vital step while analyzing data. The use of data analytics and virtualization tool to find the risk factors that causes heart disease is considered and predicted using k-means algorithm and the analysis is carried out using a publicly available data for heart disease.</p>	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <p>Patients will be a part virtualization. For example, accessing and seeing all medical records in online.</p> <p>OFFLINE</p> <ul style="list-style-type: none"> * Emergency stroke * surgery * Regular checkup 	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <p>Indicate that strong emotions, especially negative such as hostility, anger, depression and anxiety, precipitate coronary heart disease</p>			