

PROJECT DESIGN PHASE – 1

PROBLEM SOLUTION FIT

Date	30 September 2022
Team ID	PNT2022TMID26404
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

PROBLEM SOLUTION FIT CANVAS:

Why Problem-Solution fit canvas?

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and customer behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touchpoints with your company by finding the right problem-behavior fit and build trust, solving frequent annoyances or urgent / costly problems.
- Based on Lean Startup, Design Thinking, Lazy User Model(LUM) principles and fundamentals of User Experience design.

Business Problem

Shortage of professional with necessary analytical skills

Customers not satisfied through inappropriate data analytics

Misconception of Project's scope of work

Solution ideas

Use existing market research

Measure what we do

Always have Plan B

Be selective

User Benefits

Reducing waste and improving profits and supply chain management

Improve innovation and productivity to increase profits

Greater understanding of environmental challenges