Problem Solution Fit

Team Id: PNT2022TMID02552

1.Customer Segments	6. Customer Limitations	5. Available Solution
Customer analytics involves the process of collecting data from different sources and merging it together in order to create a complete picture of the customers. This data can include information about customer demographics, purchase history, website behaviour.	Lack of alignment within teams, Lack of commitment and patience, Complexity and bias.	Usage of big data analytics.
2. Problems/ pains There is a lack of alignment between different teams or departments within an organization and it is not useful in short run.	**9. Problem Root/ Cause.** Nowadays, there are many challenges for the logistics industry mainly with the integration of E-commerce and new sources of data such as smartphones, sensors, GPS and other devices.	**7. Behaviour** A review of the latest applications of big data analytics in the field of logistics and transportation.
3. Triggers to act Monitoring 24/7, User friendly interface. **4. Emotions** Before - Complex to keep track of records of goods. After - Companies can now anticipate slow and busy periods, potential future supply shortage, and act accordingly.	**10. Solution** Changes the way businesses use to work with their analytics. Companies can now anticipate slow and busy periods and potential future supply shortage	**8. Channels of Behaviour** Data processing systems will increase their processing capabilities along with the data volume.