

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID17956
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: https://miro.com/app/board/uXjVPQXtkek=

Global Sales data Analytics:

I am	I'm trying to	But	Because	Which makes me feel
Sales person	to increase profit	there is less profit	couldn't understand customer behaviour	frustrated
I am	I'm trying to	But	Because	Which makes me feel
Company	to find the targeted customer	Difficult to find targeted customer	There is no data about the customer	frustrated
I am	I'm trying to	But	Because	Which makes me feel
Company	to sell more product based on season	there is insufficient data	data is not in suitable format to analyse	Incompetent
I am	I'm trying to	But	Because	Which makes me feel
Company	To find the correct market for selling product	Unable to find the suitable format	insufficient data	disappointed