

1. CUSTOMER SEGMENT(S)

CS

1.Geographic, demographic, psychographic and behavioral are the four levels of segmentation that can help define your business's primary target audience.

2.By using the White space analysis is companies can evaluate their existing products, services, and markets to address unmet customer needs. The "white space" is the opportunity itself—the area where a business can innovate, expand, upsell, and cross-sell its products and services.

6. CUSTOMER CONSTRAINTS

CC

To pay close attention to first-time buyers, as many of them carry the potential to become repeat customers, lowering your overall all purchase acquisition costs and improving your profit margin. Understanding the behaviours, tastes, preferences, affinities, demographics, and psychology of first-time buyers can help marketing teams of ecommerce sites come up with cross-selling/upselling offers through personalized email marketing campaigns.

5. AVAILABLE SOLUTIONS

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Properly tracking sales data is the foundation of successful sales forecasting. It helps you see which sales tactics work best and which marketing channel

Studying each deal's progress through the stages of the pipeline and examining each outcome offer insights into the sales process that are incredibly useful, not only for sales forecasting, but for improving sales overall.

2. JOBS-TO-BE-DONE / PROBLEMS

- 1.To determine the audience
- 2.To collect relevant data
- 3.To select specific time period
- 4.To manage the sales pipeline
- 5.To track the sales data

9. PROBLEM ROOT CAUSE

RC

The sales forecast process is a critical business function for every company, whether you are a start-up or larger enterprise. Whatever the case, you need the right process to accurately forecast company growth and make strategic decisions. The key to successful sales forecasting is to continually improve the methods you use so that the forecasting evolves to fit the unique needs of your business.

7. BEHAVIOUR

BE

- 1.Analyze the findings
- 2.Identify and act on opportunities
- 3.Locate buying centers in existing accounts
- 4.Examine the unique selling point
- 5.Map white space opportunities
- 6.Target the new audience

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| <p>3. TRIGGERS TR</p> <p>Customers having problems with current solution</p> <p>Trying to surpass opponent companies</p> <p>Learning strategies to increase business</p> <p>Heavy loss in business</p> | <p>10. YOUR SOLUTION SL</p> <p>By using the Regression analysis, it will provides an in-depth, quantitative assessment of factors that might be affecting sales. It also involves calculating the relationships between variables that influence sales. Regression analysis is the most advanced level of forecasting, so it may be more difficult to run and comprehend. By using the White space analysis is companies can evaluate their existing products, services, and markets to address unmet customer needs. The “white space” is the opportunity itself—the area where a business can innovate, expand, upsell, and cross-sell its products and services. Properly tracking sales data is the foundation of successful sales forecasting. It helps you see which sales tactics work best, which sales reps sell the most, and which marketing channels drive the most growth. By analyzing the order priority and shipment details we can able to know the delivery of the particular item.</p> <p>Aggregating individual metrics for your sources - like AOV, LTV, CAC, and more - can help you determine the best channels for different use cases</p> | <p>8. CHANNELS of BEHAVIOUR CH</p> <p>1.RPR Repeat purchase rate is the percentage of customers who make repeat purchases from your store. It is a relevant metric because it helps determine the customer loyalty and efficiency of customer retention efforts by your marketing team.</p> <p>2.By Analyzing the Marketing channel profitability is the net profit that a marketing channel has generated.</p> <p>3.Life time value represent the customer through the particular channel</p> |
| <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Customer Lifetime Value (CLTV) is the total revenue a customer generates throughout his or her period of association with an organization. It is relevant metric because it helps ecommerce business owners know whether their customers are becoming more or less valuable.</p> | | |