

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Business owners who are willing to understand their sales trends and improve it.</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none"><li>Availability of proper dataset to acquire the business insights they need.</li><li>Standardized format of data.</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Manually monitoring sales trends. Generating graphs and other data visualization using simple tools like excel.</p></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>—</div><ul style="list-style-type: none"><li>Process the dataset.</li><li>Understand the customer requirements</li><li>Perform suitable analysis to produce optimal results.</li></ul></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>Huge amounts of data generated by businesses which cannot be processed and analyzed manually.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>Analysing data using basic analytic tools. Wearisome way of analysing data requiring heavy manual labour.</p></div>	Focus on J&P, tap into BE, understand RC

<div><div>3. TRIGGERS</div><div>TR</div><div>The necessity to make informed business decisions.</div><div>To be aware of how their business is performing.</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>Creating an interactive, simple and powerful dashboard and provide services based on their subscription model.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div>8.1 ONLINE</div><div>Upload their dataset to receive the necessary data visualization and insights they require.</div><div>8.2 OFFLINE</div><div>Making business decisions based on the sales insights provided.</div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>Before – Lost and confused</div><div>After – Clear and Confident</div></div>		