

GLOBAL SALES DATA ANALYTICS

TEAM ID: PNT2022TMD28374

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> ✓ A Bussiness owner who would like to understand more about his bussiness performance in global scale. 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> ✓ No online payments available buy directly from us. ✓ Need to check input file structure before uploading. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> ✓ The competition perform analytics and display Dashboard with autogenerated insights. ✓ Out product provides facility to add manual insight to the analytics performed. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> ✓ Determine input file structure. ✓ What analysis to perform to be useful and how to perform them ? 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> ✓ Customer satisfaction ✓ Product rating ✓ Product prices ✓ Availability 	7. BEHAVIOUR BE <ul style="list-style-type: none"> ✓ Collecting sales data and using office software to analyze it ✓ Un-intuitive way of analyzing data and lot of manual labour 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> ✓ Have you ever felt that you are unwaer of how your bussiness is performing ? ✓ Have you ever had a decision fatigue ? 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ✓ Creating an Interactive Dashboard. ✓ Providing details about the sales ✓ Responsive Design for every screen size. ✓ Manual insight for each interaction. One time payment. 	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> 8.1 ONLINE <ul style="list-style-type: none"> ✓ Using third party services with automated insights and subscription based service to analyze data 8.2 OFFLINE <ul style="list-style-type: none"> ✓ Using office software to analyze complex data in un-intuitive way 	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> ✓ BEFORE : Anxiety, Decision fatigue, Lazyness ✓ AFTER : Clear mind, Peacefullness 			