**Project Title: GLOBAL SALES DATA ANALYTICS Project Design Phase-I - Solution Fit Template Team ID: PNT2022TMID35484**

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

**AS**

**5. AVAILABLE SOLUTIONS**

Database visualization and management system , overcoming technical issues associated with website and focus on improving product quality with ensured free delivery.

Lack of their customer data , current market trends , issues in managing databases.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

E-Commerce Company

**Explore AS, differentiate**

**Define CS, fit into CC**

**BE**

**7. BEHAVIOUR**

Directly related : get insights from the dashboard created.

Indirectly related : ask for their employee’s experience in using their e-commerce platform

**RC**

**9. PROBLEM ROOT CAUSE**

Customer has to do it because of the evolving preferences of people.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

To classify and analyze global sales data and market statistics to get to know the preferences of customers and improve their marketing strategies.

**Focus on J&P, tap into BE, understand RC**

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**Identify strong TR & EM**

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  Accomplishments and customer base of their competitors in the online sale. | **10. YOUR SOLUTION**  **SL**  To create an **interactive dashboard** and to get insights from it. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   Products are available according to the customers’s preferences.   * 1. **OFFLINE**   Ensuring delivery of products is done to the respective customer’s address. |  |
| **4. EMOTIONS: BEFORE / AFTER EM**    When customer faces a problem , he feels as if he lost his market with low self confidence and feeling insecure . But, after developing solutions , he can regain his confidence level and work efficiently with available resources. |