

Ideation Phase

Define the Problem Statements

Date	28 September 2022
Team ID	PNT2022TMID21528
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.

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

I am Business owner	I'm trying to Analyze my sales performance to boost up my business	But Don't have the knowledge to perform analytics	Because That's not my area of expertise	Which makes me feel Helpless
I am Analytics expert	I'm trying to Find a pattern in the sales data given.	But not able to understand the data	Because data is huge	Which makes me feel desperate