

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

The owners of businesses who seek to understand the performance of their businesses and the sales.

6. CUSTOMER CONSTRAINTS

CC

- The unavailability of online payment methods like UPI, Netbanking etc.
- The unavailability of technology and knowledge to perform sales analytics

5. AVAILABLE SOLUTIONS

AS

- Digital dashboards to help understand the analytics data better.
- Provide analysis and insights on the sales data presented using analytics tools

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which analysis to perform when and how?

Determine the type of data presented

9. PROBLEM ROOT CAUSE

RC

- Customer satisfaction
 - Product rating
 - Product prices
 - Availability

7. BEHAVIOUR

BE

Analyze the collected sales data using analytics tools like office.

Find the appropriate software or tools to analyze the data

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

Identify strong TR & EM

3. TRIGGERS

TR

To make a serious business decision for the betterment of the business

To understand the performance of the business better

4. EMOTIONS: BEFORE / AFTER

EM

BEFORE :
Indecisive, anxious,
Lazy

AFTER :
Clear decisive,
Peaceful mind

10. YOUR SOLUTION

SL

- Developing an interactive dashboard
 - Analyzing the sales
- Insights into every sale made

8. CHANNELS of BEHAVIOUR

CH

ONLINE:
Use of third party fee-based subscription service to analyze data.

OFFLINE:
Using physical sales bill and analyze it physically using offline tools.

Identify strong TR & EM