

GLOBAL SALES DATA ANALYTICS

1. CUSTOMER SEGMENT(S)

CS

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.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

people need to do online shopping using phone, laptop

3. TRIGGERS

- In order not to create a crowd.
- Without going anywhere we can get everything in online shopping.

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6. CUSTOMER CONSTRAINTS

CC

- Any time available
- Every product are available in online shopping
- Safe and secure

9. PROBLEM ROOT CAUSE

CR

- For buying everything without going anywhere
- We can compare various models/brands
- Get detailed information about the product
- Saves time and efforts

10. YOUR SOLUTION

SL

- Develop a Customer Profile
- Contact Customer Interviews
- Develop a Solution Profile
- Conduct Confirmation Interviews

5. AVAILABLE SOLUTION

AS

- Improving shopper's interaction through large product images, detailed instructions and reviews
- Automated generated discount coupons for the loyal and repetitive customer.

7. BEHAVIOUR

BE

GAIN

- Many business were saved due to ecommerce

PAIN

- No interaction with sales staff

8. CHANNELS of BEHAVIOUR

CH

ONLINE

Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office.

OFFLINE

The buying behavior of the ultimate consumer who prefers to visit traditional stores or contact salesman/use magazines/newspapers/telephonic media for buying any product/service.

4. EMOTIONS

- Because of low price customer feel happy
- Paying delivery charge is make customer disappointment

EM

★ AMALTAMA

