

## PROBLEM – SOLUTION FIT

<b>1.CUSTOMER SEGMENT(S)</b> Want low price. Availability Economical balance Public and private sectors	<b>6.CUSTOMER LIMITATIONS</b> Limitation of oil uses Limitation of demand prices	<b>5.AVAILABLE SOLUTION</b> A prediction on the movement together with the price itself will tender more usable, discrete and practical implementation to the real world problems.
<b>2. PROBLEM / PAINS</b> High cost Oil demand is more	<b>9.PROBLEM ROOT / CAUSE</b> Oil prediction The Normalized data were represented with One-Step Returns Function in equation.	<b>7.BEHAVIOR</b> Corresponding to that, there are few numbers of research conducted for crude oil price prediction.
<b>3. TRIGGERS TO ACT</b> Training, testing achieve objectives weight and best prediction modeling data cleansing, data representing And data normalization input output analysis, information gathering and objectives determination..	<b>10.YOUR SOLUTION</b> Nowadays, AI models are among the popular tools to be used for prediction.  Consequently every change in either one of the key factors will give impact on the market	<b>8.CHANNELS OF BEHAVIOR</b> In developing a prediction model, factors related to the Price fluctuations are first need to be verified and validated to ensure the appropriateness and the relevancy of factors to Be used. Hence, Hierarchical Conceptual (HC) model is Developed to fulfil this purpose. understand the Vacillation of the crude oil price, key factors that reflected to This situation are first retrieved from the online news.
<b>4. EMOTIONS</b> Before / After Outperformed in some of the sub-periods evaluated and has the capability of capturing the nonlinear dynamics of crude oil price.		
