

## Project Design Phase-I - Solution Fit Template

Project Title: Global Sales Data Analytics

Team ID: PNT2022TMID15445

### Problem-Solution fit

|  |   |                |   |           |   |           |  |
|--|---|----------------|---|-----------|---|-----------|--|
| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b><br>A Bussiness owner who would like to understand more about his bussiness performance in global scale.   | <b>CS</b>      | <b>6. CUSTOMER CONSTRAINTS</b><br>1) No online payments available.<br>Buy directly from us.<br>2) Need to check input file structure before Uploading.                                | <b>CC</b> | <b>5. AVAILABLE SOLUTIONS</b><br>1) The competition perform analytics and display Dashboard with autogenerated insights.<br>2) Out product provides facility to add manual Insights to the analytics performed. | <b>AS</b> | Explore AS, differentiate                |
|  |   |                |   |           |   |           |  |
| Focus on J&P, tap into BE, understand RC | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b><br>1) Determine input file structure.<br>2) What analysis to perform to be useful? and how to perform them?  | <b>J&amp;P</b> | <b>9. PROBLEM ROOT CAUSE</b><br>1) IBM.<br>2) Anna university.<br>3) Bussiness model.<br>4) Society   | <b>RC</b> | <b>7. BEHAVIOUR</b><br>1) Collecting sales data and using office software to analyze it.<br>2) Un-intuitive way of analyzing data and lot of manual labor.  | <b>BE</b> | Focus on J&P, tap into BE, understand RC |
|  |   |                |   |           |   |           |  |
| Identify strong TR & EM                  | <b>3. TRIGGERS</b><br>1) Have you ever felt that you are unaware of how your bussiness is performing?<br>2) Have you ever had a decision fatigue? Not knowing what to do next in order to progress?<br>Our product can help you to find that spark to take the next step. | <b>TR</b>      | <b>10. YOUR SOLUTION</b><br>1) Creating an Interactive Dashboard.<br>2) Responsive Design for every screen sizes.<br>3) Manual Insights for each interaction.<br>4) One time payment. | <b>SL</b> | <b>8. CHANNELS of BEHAVIOUR</b><br>8.1 ONLINE<br>Using third party services with automated insights and subscription based services to analyze data.  | <b>CH</b> | Extract online & offline CH of BE        |
|  | <b>4. EMOTIONS: BEFORE / AFTER</b><br>Before: Anxiety, Decision fatigue, Lazyness.<br>After : Clear mind, Peacefullness.  | <b>EM</b>      |   |           | 8.2 OFFLINE<br>Using office software to analyze complex data in un-intuitive way.   |           |  |