**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID15445 |
| Project Name | Project – Global Sales Data Analytics |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

Web phishing problem statement:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| Global Sales Data Analytics | User who purchase products online and make payments through e-banking | To find suggestions of the product based on the past history of purchases and actual reviews of the product. | Sometimes suggestions and advertisements are displayed irrespective of their personal choices and interest. | The new software sales tools used to analyze the customer data might not provide right suggestion of products. | Stressed, confused and consumes lot of time in picking the right product. |

Global Sales Data Analytics problem statement:

