AS

СН

Sales executives Managers Representatives

Common people

6. CUSTOMER

- Anxiety-customer began to get anxious when they still no idea about what they have found.
- Mysteries-they might Called it mysteries which they can't able to conclude it (founded thing) and give up.

- By analyzing the data using excel analysis.
- By gathering the information from the past experience and learning etc...

2. JOBS-TO-BE-DONE / PROBLEMS



- Analyzing the data and providing the visualization as user understandable.
- Giving the necessary information for particular thing which needs for customer

9. PROBLEM ROOT CAUSE



CC

7. BEHAVIOUR

occurs.

5. AVAILABLE SOLUTIONS



- Lack of study in the relationship between attributes.
- Unaware of the analysis.
- Limited analytical thinking.

When the user Don't have the knowledge about data analysis this kind of situation

3. TRIGGERS

Σ Ш

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fit into

SS.



8.

- Seeking for self-gratification by data analysis
- To help peoples to get extra knowledge about thedata analytics.

4. EMOTIONS: BEFORE / AFTER



- Before: Not sure about the accuracy of the data
- After: Having an accurately predicted and analyzed data.

10. YOUR SOLUTION



This system is built by using the Data analysis with the help of IBM cognos.

The goal is to accurately predict the Length of Stay for each patient on case by case basis so that the Hospitals can use this information for resource allocation and better functioning.

CHANNELS of BEHAVIOUR



- Online websites
- Social media platforms

8.2 OFFLINE

· Customer throw words

