

# CUSTOMER JOURNEY MAP

GLOBAL SALES DATA ANALYTICS	Customer Journey Map				
	Step 1	Step 2	Step 3	Step 4	Step 5
Touchpoints (Who/what is the customer interacting with?)	DATA SET	APPLICATION	WEB PAGE	GUI	DASH BOARD
Actions (What is the customer doing?)	ANALYSING DATA	PROCESSING DATA	PROCESSING OF APPLICATION	INTERACTION OF APPLICATION	VIEWING OF THE FINAL ANALYSIS
Emotions (How is the customer feeling?)	GOOD	GOOD	SATISFACTORY	GOOD	GOOD
Goals (What do they want to achieve?)	DATA ANALYSIS	SORTING OF DATA	VIEWING OF THE APPLICATION	INTERACTION OF THE APPLICATION	CREATING A DASHBOARD REPORT
Pain points (What are their most significant obstacles?)	AVAILABILITY OF PROPER DATA	BUG FREE APPLICATION	RESPONSIVE WEB PAGE	PROPER RESPONSE IN INTERACTION	CORRECT ANALYSIS OF DATA
Improvements (How can you move them to the next step?)	GETTING ACCURATE DATA				

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