Project Design Phase-I - Solution Fit

Project Title: Global Sales Data Analytics

Team ID: PNT2022TMID15341

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) **CS** Direct-to-customer business and E-commerce organization owners willing to improve their sales globally.	6. CUSTOMER CONSTRAINTS **CC** The datasets need to be collected in an organised form. Decisions has to be made by themselves with all the coclusion produced.	5. AVAILABLE SOLUTIONS **AS** The dashboard is prepared to display the results of the charts and other analysis. The mannual is also created to help them use the dashboard.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS **J&P** Analysing the data and identifying the trends for improving their sales.	9. PROBLEM ROOT CAUSE **RC** The urge to improve sales globally and earn profit in the maximum level.	7. BEHAVIOUR **BE** Data sets of the sales is collected and the analysis made using IBM cognos. Then the trends and patterns are identified.	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	3. TRIGGERS **TR** The urge to make appropriate decisions and the fear of not knowing the future of the business. 4. EMOTIONS: BEFORE / AFTER **EM** Before: Anxiety, Fatigue and depression After: Clear Mind and Peacefullness	10. YOUR SOLUTION **SL** Creating an interactive, simple and powerful dashboard to interact with the customer in the form of various subscription model.	8. CHANNELS of BEHAVIOUR **CH** Online: The subscription based services are made to analyse and develop insights	Identify strong TR & EM