1. CUSTOMER SEGMENT(S)

CS

6. CUSTOMER CONSTRAINTS



5. AVAILABLE SOLUTIONS



- Vendors
- Advertisers
- Marketing Department

- · Inaccuracy in terms of forecasting.
- Changing needs can be complex to update.
- Hesitation to change methodologies from the inferences.

- Region-wise Analysis of Sales data.
- Profits and Sales relationship on a sub-category basis.
- Insights as to where the sales succeed and for which category the reception is high.

2. JOBS-TO-BE-DONE/PROBLEMS



9. PROBLEM ROOT CAUSE



7. BEHAVIOUR



- Lack of understanding about the Dataset.
- Preparing and cleaning the dataset.
- Identifying the trends.

- Changing needs of people (needs an be based on the festival period, regional requirements etc.)
- Evolving styles and trends of products.

- Promotion of irrelevant product in an irrelevant region.
- Under/Over forecasting the sales-profit ratio in a particular country/region.

3. TRIGGERS



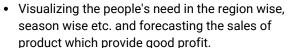
- Mistaken forecast leading to a loss in that area.
- Online sales profit over offline sales profit.

4. FMOTIONS: BFFORF/AFTFR



- Fear of having less knowledge about the people's need.
- Confidence if the expected profit is met in the anticipated region.

10. YOUR SOLUTION



- People's need is appropriately analyzed with their previous shopping.
- Usage of a dataset that handles all possible provision of insights.

8. CHANNELS OF BEHAVIOUR



8.1 ONLINE

Online sales can be less challenging as the sales is global and the only challenge would be to deliver quality products within a stipulated time frame.

8.2 OFFLINE

Challenges in making a successful sale in that particular region.