1. CUS 1 OMER SEGMENT (S)



Who is your customer?

Customer segmentation is the process of using data science techniques to create discrete groups of customers which share common characteristics or attributes.

6. CUSIPOMER CONSIPRAINIPS



What constraints prevent your customers from taking action or limit their choices of solutions?

common theme we found customers saving is that is not the initial setup of the infrastructure, tools and data insights which is their biddest problem, but rather it is the ongoing maintenance, change management and ensuring consistency throughout an organisation which is their biggest challenge.

5. AVAILABLE SOLUPIONS



Which solutions are available to the customers when they face the problem

Involve technology that can **collect and measure sales** data, such as reach, purchases and customer interactions with the business. It's helpful for marketing and sales teams to define metrics for sales analytics at the beginning of a marketing campaign to best track their performance and progress.

2. JOBS -TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?

In the context of business, some common types of problems that data analysts work on are discovering trends in the data to choose the best course of action and strategies to provide the most benefit to a company.

9. PROBLEM ROOL CAUSE



What is the real reason that this problem exists? What is the back story behind the need to do this job?

The amount of data being collected

Collecting meaningful and real-time data

Visual representation of data

Data from multiple sources

Inaccessible data

Poor quality data

Pressure from the top

Lack of support

. Shortage of skills

7. BEHAVIOUR



What does your customer do to address the problem and get the job done?

A customer behavior analysis is a complete investigation of how your customers act across each interaction point of their journey. Conducting customer data analysis properly allows you to uncover your customer needs; so you can satisfy them and increase your customer loyalty.

3. L'RIGGERS



What triggers customers to act?

Trigger analytics is a great tool to enable marketing to reach out to the customer

4. EMOTIONS: BETORE / ATTER

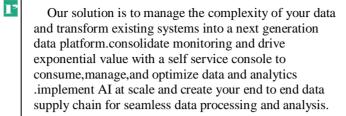


How do customers feel when they face a problem or a job and afterwards?

Before: The user felt insecure to use internet and doubtful about their privacy.

After: collects data on how a person communicates verbally and non verbally to understand the person mood or attitude

10. YOUR SOLUTION



8. CHANNELS of BEHAVIOUR



8.1 ONLINE

What kind of actions do customers take online?

A customer analytics tool helps organization make sense of their collected data and can display trends in the form of charts and graphs

8.2 OÏÏLINE

What kind of actions do customers take offline?

If your ecommerce marketing team isn't already ingesting offline purchase data its time to get those feeds in place.because once you do have that data handby there are several steps you can take to elevate your ecommerce marketing efforts.