Project Title: GLOBAL SALES DATA ANALYTICS
Team ID: PNT2022TMID37921

Project Design Phase-I - Solution Fit Template

1. CUSTOMER SEGMENT(S) — CS

E-Commerce Company

6. CUSTOMER CONSTRAINTS — C

Lack of their customer data , current market trends , issues in managing databases.

5. AVAILABLE SOLUTIONS — AS

Database visualization and management system , overcoming technical issues associated with website and focus on improving product quality with ensured free delivery.

2. JOBS-TO-BE-DONE / PROBLEMS

To classify and analyze global sales data and market statistics to get to know the preferences of customers and improve their marketing strategies.

9. PROBLEM ROOT CAUSE — RC

Customer has to do it because of the evolving preferences of people.

7. BEHAVIOUR — BE

Directly related : get insights from the dashboard created.
Indirectly related : ask for their employee's experience

3. TRIGGERS — TR

Accomplishments and customer base of their competitors in the online sale.

10. YOUR SOLUTION — SL

To create an **interactive dashboard** and to get insights from it.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
Products are available according to the customers's preferences.

8.2 OFFLINE

4. EMOTIONS: BEFORE / AFTER **EM**		Ensuring delivery of products is done to the respective customer's address.
When customer faces a problem , he feels as if he lost his market with low self confidence and feeling insecure . But, after developing solutions , he can regain his confidence level and work efficiently with available resources.		