

# Project Design Phase -1

## Prepared Solution Fit

Date	10 October 2022
Team ID	PNT2022TMID50147
Project Name	Project – Global Sales Data Analytics
Maximum Marks	2 Marks

Problem-Solution fit

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>A Bussiness owner who would like to understand more about his bussiness performance in global scale.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>1) No online payments available. Buy directly from us. 2) Need to check input file structure before Uploading.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>1) The competition perform analytics and display Dashboard with autogenerated insights. 2) Out product provides facility to add manual Insights to the analytics performed.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>1) Determine input file structure. 2) What analysis to perform to be useful? and how to perform them?</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>1) IBM. 2) Anna university. 3) Bussiness model. 4) Society</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>1) Collecting sales data and using office software to analyze it. 2) Un-intuitive way of analyzing data and lot of manual labor.</div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div></div> <div>1) Have you ever felt that you are unaware of how your bussiness is performing? 2) Have you ever had a decision fatigue? Not knowing what to do next in order to progress? Our product can help you to find that spark to take the next step.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>1) Creating an Interactive Dashboard. 2) Responsive Design for every screen sizes. 3) Manual Insights for each interaction. 4) One time payment.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE Using third party services with automated insights and subscription based services to analyze data.</div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Before: Anxiety, Decision fatigue, Lazyness. After : Clear mind, Peacefullness.</div>		<div>8.2 OFFLINE Using office software to analyze complex data in un-intuitive way.</div>	
Identify strong TR & EM		Extract online & offline CH of BE		