

Ideation Phase

Define the Problem Statements

Date	10 September 2022
Team ID	PNT2022TMID48377
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Example:



Retail Store Stock Inventory Analytics:

<i>Problem Statement (PS)</i>	<i>I am (Customer)</i>	<i>I'm trying to</i>	<i>But</i>	<i>Because</i>	<i>Which makes me feel</i>
<i>PS-1</i>	<i>Retailer</i>	<i>Need to track inventory status</i>	<i>Needs business skills</i>	<i>Meet customer demand without running out of stock or carrying excess supply</i>	<i>Provide hope to make the right choice</i>
<i>PS-2</i>	<i>Store Manager</i>	<i>Ensure better inventory management for maintaining warehouse storage</i>	<i>Enable to spend time on it</i>	<i>In order to avoid poor inventory management and its related issues</i>	<i>Confident in own abilities</i>
<i>PS-3</i>	<i>Stakeholder</i>	<i>Provides right goods to the customer in right quantity at right place in right time</i>	<i>Exhibit good problem solving skills</i>	<i>Responsible for exhibit better client services</i>	<i>Feels satisfaction in working environment</i>
<i>PS-4</i>	<i>Distributor</i>	<i>Manage the supply chain for a firm from vendors and suppliers to point of sales</i>	<i>Essence of analytical skills</i>	<i>Important for company's financial success</i>	<i>Worthless solutions</i>