

Project Design Phase-I

Problem solution fit

Date	08 October 2022
Team ID	PNT2022TMID41225
Project Name	Project – Global Sales Data Analytics
Maximum Marks	2 Marks

Problem solution fit:

The problem solution fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps to identify behavioural patterns and recognize on sales.

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behaviour fit and building trust by solving frequent annoyances, or urgent or costly problems.
- Understand the existing situation in order to improve it for your target group.

Solution fit:

<p>1. CUSTOMER SEGMENT(S) CS</p> <p>A Business organization, online store or seller who would like to understand more about sales in global scale.</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>Check input file structure before uploading a file.</p> <p>Not enable of easy payment.</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>The competition perform analytics and display dashboard with dynamic insights.</p> <p>End product provides facility to add manual or dynamic to the dashboard</p>
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<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <p>Determination input file structure</p> <p>What analysis to perform to be useful?</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>Unpredictable sales</p> <p>Market down</p> <p>Big amount of data</p>	<p>7. BEHAVIOUR BE</p> <p>Collecting sales data</p> <p>Utilize the data in efficient way.</p>
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<p>3. TRIGGERS TR</p> <p>Have you ever felt that you are unaware of how your business is performing?</p>	<p>10. YOUR SOLUTION SL</p> <p>Easy payments</p> <p>Responsive design</p> <p>Creating an interactive dashboard.</p> <p>User specified design.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8-7 ONLINE</p> <p>Using third party software or services with automation insights and subscriptions based services to analyze data.</p> <p>8-2 OFFLINE</p> <p>Offline software to analyze complex data in un-intuitive way.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before: Misunderstanding, unpredictable, decision fatigue.</p> <p>After: clear mind, better understanding</p>		

