Project Design Phase-I
Problem Solution Fit

Team ID : PNT2022TMID43381
Project Name : Global Sales Data Analytics

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) **CS**	6. CUSTOMER CONSTRAINTS **CC**	5. AVAILABLE SOLUTIONS **AS**	Explore AS, differentiate
	Direct-to-customer business and E-commerce organization owners willing to improve their sales globally.	The datasets need to be collected in an organised form. Decisions has to be made by themselves with all the coclusion produced.	The dashboard is prepared to display the results of the charts and other analysis. The mannual is also created to help them use the dashboard.	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS **J&P**	9. PROBLEM ROOT CAUSE **RC**	7. BEHAVIOUR **BE**	Focus on J&P, tap into BE, understand RC
	Analysing the data and identifying the trends for improving their sales.	The urge to improve sales globally and earn profit in the maximum level.	Data sets of the sales is collected and the analysis made using IBM cognos. Then the trends and patterns are identified.	

Identify strong TR & EM	3. TRIGGERS **TR**	10. YOUR SOLUTION **SL**	8. CHANNELS of BEHAVIOUR **CH**	Identify strong TR & EM
	The urge to make appropriate decisions and the fear of not knowing the future of the business.	Creating an interactive, simple and powerful dashboard to interact with the customer in the form of various subscription model.	Online: The subscription based services are made to analyse and develop insights	
	4. EMOTIONS: BEFORE / AFTER **EM** Before: Anxiety, Fatigue and depression After: Clear Mind and Peacefullness			