

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS E-Commerce businesses looking for increasing sales. Sales Managers looking for data driven decision making assistance	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">Insufficient technical knowledgeBudget constraintsSecurity issuesThird party access	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">Involves Human resources – time consumingOutsourcing to Analytics firm	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">Lack of assistance in data visualizationNo guidance in data driven decision makingLack of unified platforms for gaining insights	9. PROBLEM ROOT CAUSE RC <p>Sales data are huge and understanding unstructured data is complex. This makes it difficult for the customers to be able to use in manual means.</p>	7. BEHAVIOUR BE <p>Customer tries to find ways to find insights using Excel, Google Sheets or reach out Analytics firm to getting insights</p>	
Identify strong TR & EM	3. TRIGGERS TR <p>Seeing competitors benefit from sales data analytics tools. Reading about simple and easy to use solution</p>	10. YOUR SOLUTION SL <p>A highly responsive dashboard to gain accurate and useful insights that helps in data driven decision making which is very simple and easy to use</p>	8. CHANNELS of BEHAVIOUR CH <p>ONLINE: Use different online channels to extract data and outsourcing analytics firm OFFLINE: Offline channels of behavior is not applicable to our problem statement</p>	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none">Distressed / PleasedTroubled / SatisfiedInsecure /Confident			

