

# Project Design Phase-II

## Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID37395
Project Name	Project - Global Sales Data Analytics
Maximum Marks	4 Marks

### Game-Changer

Game-changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

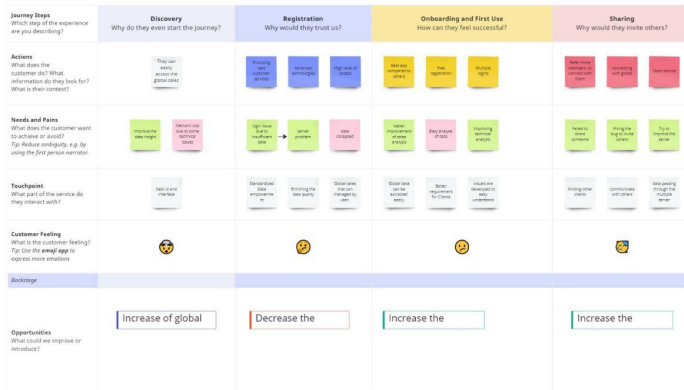
- Improve the customer experience
- Reduce the cost of customer acquisition
- Increase the customer lifetime value
- Improve the customer retention rate

What do they struggle with most?

- Managing the data
- Integrating the data
- Ensuring the data is accurate

What tasks do they have?

- Managing the data
- Integrating the data
- Ensuring the data is accurate



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