

Project Design Phase-I

Problem Solution Fit

Team ID	PNT2022TMID47824
Project	Global Sales Data Analytics

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Direct-to-customer business and E-commerce organization owners willing to improve their sales globally.	6. CUSTOMER CONSTRAINTS CC The datasets need to be collected in an organised form. Decisions has to be made by themselves with all the coclusion produced.	5. AVAILABLE SOLUTIONS AS The dashboard is prepared to display the results of the charts and other analysis. The manual is also created to help them use the dashboard.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Analysing the data and identifying the trends for improving their sales.	9. PROBLEM ROOT CAUSE RC The urge to improve sales globally and earn profit in the maximum level.	7. BEHAVIOUR BE 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 The urge to make appropriate decisions and the fear of not knowing the future of the business.	10. YOUR SOLUTION SL Creating an interactive, simple and powerful dashboard to interact with the customer in the form of various subscription model.	8.CHANNELS of BEHAVIOUR CH Online: The subscription based services are made to analyse and develop insights	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before: Anxiety, Fatigue and depression After: Clear Mind and Peacefullness			