Ideation Phase
Define the Problem Statements
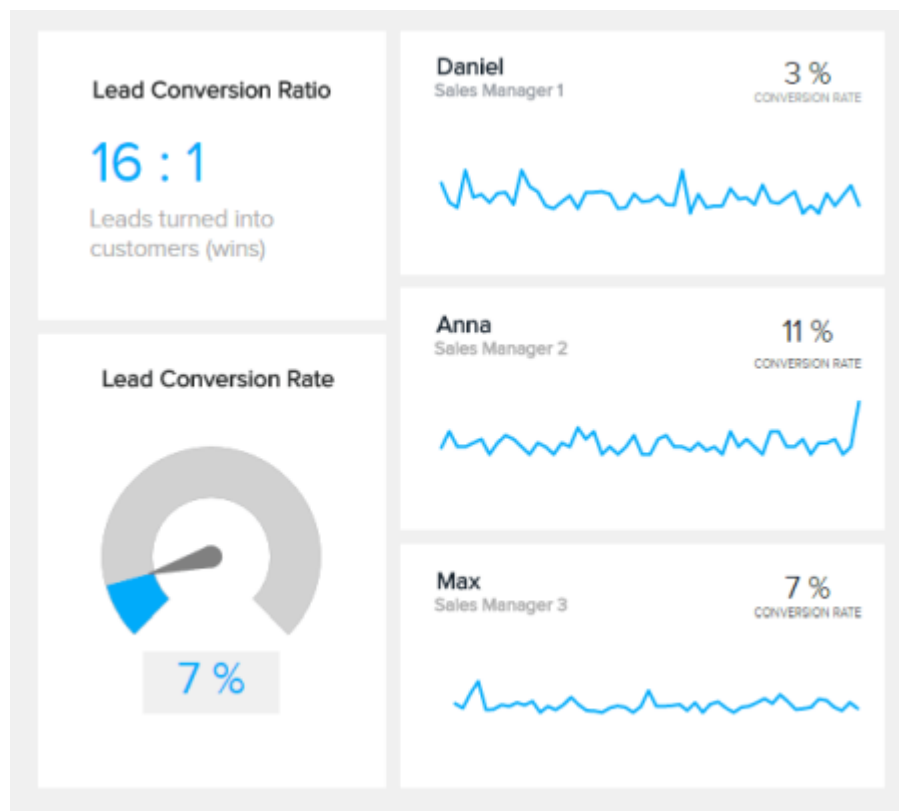
Date	17.10.2022
Team ID	PNT2022TMID42071
Project Name	GLOBAL SALES DATA ANALYTICS
Maximum Marks	2 Marks

Customer Problem Statement Template:

1. Don't mention your product or service in the statement itself. ...
2. Articulate the status quo. ...
3. Think about limitations your potential customers may have.
4. Target a specific group with whom you can build empathy.
5. Provide measurable outcomes. ...
6. Use a template.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - *what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Example

Lead Conversion Ratio

16 : 1

Leads turned into
customers (wins)

Lead Conversion Rate

7 %

Daniel
Sales Manager 1

3 %
CONVERSION RATE

Anna
Sales Manager 2

11 %
CONVERSION RATE

Max
Sales Manager 3

7 %
CONVERSION RATE

Sales Data Analysis

Current

$60	$30	$80	$50	$30	$70	$33	$46	$60	$70
$50	$90	$60	$50	$70	$30	$87	$54	$40	$50

Previous

$90
$68
$45
$23
$0
$23
$45
$68
$90

Apple mobile, LG mobile, Samsung mobile, Lenovo mobile, OPPO mobile, Apple tablet, LG tablet, Samsung tablet, Lenovo tablet, OPPO tablet

Top 4 Sales Data Analysis Examples to Try With Your Own Data