Define CS, fit into CC

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

Focus on J&P, tap into BE, understand RC

Identify

1. CUSTOMER SEGMENT(S) — CS

Using DBSCAN and K-means to cluster customer behavior — Customer Segmentation is **the process of dividing customers into groups based on common characteristics so companies can market to each group effectively and appropriately**.

6. CUSTOMER CONSTRAINTS — CC

A data analyst **analyses data sets to find ways to solve problems relating to a business's customers**. A data analyst also communicates this information to management and other stakeholders.

5. AVAILABLE SOLUTIONS — AS

Customer segmentation is **the process by which you divide your customers into segments up based on common characteristics** – such as demographics or behaviors, so you can market to those customers more effectively.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Evaluate the effectiveness of your strategies.

9. PROBLEM ROOT CAUSE — RC
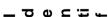
Divide customers into groups. ...

Create customer personas. ...

Articulate customer needs. .

7. BEHAVIOUR — BE

Sales analytics refers to the technology and processes used **to gather sales data and gauge sales performance**. Sales leaders use these metrics to set goals, improve internal processes, and forecast future sales and revenue more accurately.

3. TRIGGERS `TR`

responsible for analyzing data using statistical techniques, implementing and maintaining databases, gathering

4. EMOTIONS: BEFORE / AFTER `EM`

Data analysts are **below average when it comes to happiness**. At CareerExplorer, we conduct an ongoing survey with millions of people and ask them how satisfied they are with their careers. As it turns out, data analysts rate their career happiness 2.9 out of 5 stars which puts them in the bottom 22% of careers.

10. YOUR SOLUTION `SL`

es, being a data analyst can be very stressful, but this heavily depends on your employer, the company's culture, and what causes stress for you personally.

8. CHANNELS of BEHAVIOUR `CH`

By analyzing your sales, **you can identify your most profitable products and the ones that aren't moving, your most profitable customers, and potential sales opportunities**. "It's an important data set, and there is technology that can help,"