

PROJECT DESIGN PHASE I

PROBLEM SOLUTION FIT

PROJECT ID	PNT2022TMID43171
PROJECT NAME	GLOBAL SALES ANALYSIS
MARKS	4 MARKS

1. CUSTOMER SEGMENT:

- ❖ A business owner who would like to understand more about his business performance in global scale.

2. JOBS TO BE DONE/PROBLEM:

- ❖ Determine input file structure.
- ❖ What analysis to perform to be useful ? and how to perform them?

3. TRIGGERS:

- ❖ have you ever felt that you are unaware of how your business is performing?
- ❖ have you ever had a decision fatigue? Not knowing what to next in order to progress?

4. EMOTIONS BEFORE /AFTER:

- ❖ Before: Anxiety ,decision fatigue ,laziness.
- ❖ After: Clear mind, peacefulness.

5. AVAILABLE SOLUTION :

- ❖ The competition analytics and display dashboard with auto generated insights.
- ❖ Out product provide facility to add manual insights to the analysis performed.

6. CUSTOMER CONSTRAINS:

- ❖ No online payments available . buy directly from us.
- ❖ Need to check input file structure before uploading.

7. BEHAVIOUR :

- ❖ Collecting sales data and using office software to analyse it.
- ❖ Un-intuitive way of analysing data and lot of manual labour.

8. CHANNELS OF BEHAVIOUR:

- ❖ Using third party services with automatically insights and subscription based services to analyse data.
- ❖ Using office software to analyse complex data in un-intuitive way.

9. PROBLEM ROOT CASE:

- ❖ IBM.
- ❖ Anna university.
- ❖ Bussiness model.
- ❖ Society.

10. YOUR SOLUTION:

- ❖ Creating an interactive dashboard.
- ❖ Responsive design for every screen sizes.
- ❖ Manual insights for each interaction.
- ❖ One time payment.