

# Project Design Phase-I -Solution Fit

**Project Title : Global Sales Data Analytics**

**Team ID : PNT2022TMID44607**

## 1. CUSTOMER SEGMENT(S)



Who is your customer?  
i.e. working parents of 0-5 y.o. kids

I'm an one employee having an one job and try to improving my skills and also managing the financial state in my family.

## 6. CUSTOMER CONSTRAINTS



What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available

To remember six constraints are,

- |             |            |
|-------------|------------|
| 1. Cost     | 4. Quality |
| 2. Risk     | 5. Scope   |
| 3. Benefits | 6. Time    |

## 3. AVAILABLE SOLUTIONS



Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking.

1. Give employees creative freedom.
2. Prioritize professional growth.
3. Offer flexibility
4. Create dashboard for monitoring it.
5. Monthly feedback from employee

## 2. JOBS-TO-BE-DONE / PROBLEMS



Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.

1. Poor Job Satisfaction
2. Poor workspace culture
3. Not enough Career Opportunities
4. Lack of Employee Motivation
5. Poor work Life Balance

## 9. PROBLEM ROOT CAUSE



What is the real reason that this problem exists?  
What is the back story behind the need to do this job?  
i.e. customers have to do it because of the change in

1. Lack of flexibility
2. Employees are overwhelmed by amount work
3. Poor work-life balance
4. Lack of employee motivation
5. Poor workplace culture
6. Lack of Growth and Development Opportunities

## 7. BEHAVIOUR



What does your customer do to address the problem and get the job done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits;  
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1. Initially we can know about their stress level
2. We can know what kind of problem they are facing in their life
3. We can find the best case to solve their problem and retain to our company

### 3. TRIGGERS

TR

1. Unhappiness about employee benefits or the pay structure.
2. Lack of employee development opportunities.
3. Even poor conditions in the workplace.

### 4. EMOTIONS: BEFORE / AFTER

EM

Before	After
1. Dissatisfaction	1. Improving communication
2. Disagreement	2. Comfortable
3. Stress	3. Motivation

### 10. YOUR SOLUTION

SL

1. Prioritize professional growth & Give the pleasant workspace
2. Create Dashboard using Monthly Feedback and give access to HR Team
3. Use classification algorithm to predict their retention and manage their relationship using software

### 8. CHANNELS OF BEHAVIOUR

CH

#### Online

In online mode we can use some algorithm and dashboard to predict their attrition and analysis their situation

#### Offline

In offline mode we conduct some meeting and gave some space to calm their mind to predict their attrition