

## Problem Solution Fit

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<b>1.Customer Segments</b> Customer analytics involves the process of collecting data from different sources and merging it together in order to create a complete picture of the customers. This data can include information about customer demographics, purchase history, website behaviour.	<b>6. Customer Limitations</b> Lack of alignment within teams, Lack of commitment and patience, Complexity and bias.	<b>5. Available Solution</b> Usage of big data analytics.
<b>2. Problems/ pains</b> There is a lack of alignment between different teams or departments within an organization and it is not useful in short run.	<b>9. Problem Root/ Cause.</b> Nowadays, there are many challenges for the logistics industry mainly with the integration of E-commerce and new sources of data such as smartphones, sensors, GPS and other devices.	<b>7. Behaviour</b> A review of the latest applications of big data analytics in the field of logistics and transportation.
<b>3. Triggers to act</b> Monitoring 24/7, User friendly interface.	<b>10. Solution</b> Changes the way businesses use to work with their analytics. Companies can now anticipate slow and busy periods and potential future supply shortage	<b>8. Channels of Behaviour</b> Data processing systems will increase their processing capabilities along with the data volume.
<b>4. Emotions</b> Before - Complex to keep track of records of goods. After - Companies can now anticipate slow and busy periods, potential future supply shortage, and act accordingly.		