

### 1 CUSTOMER SEGMENTS

- E-Commerce customer
- Super market owner
- Retail shop owner

### 2 PROBLEMS/PAINS

- To find the key performance indicator that boost the sales.
- To find ways to manage the fluctuation of price over goods.
- Depression and stress over the sales market.

### 3 TRIGGER TO ACT

- To increase the overall sales.
- To sustain in the global market.
- To manage the financial status.

### 4 EMOTIONS

- Worried about the result of analytics.
- Depression due to lot of customer churn.

### 6 CUSTOMER LIMITATIONS

- Loss over past two financial quarters.
- Economical status.
- Difficult to reach the people through traditional media.

### 9 PROBLEM ROOT/CAUSE

- Lot of competition in the global sales market.
- Sudden fall and raise in the price of essential goods.

### 10 YOUR SOLUTION

- To compare sales over different regions and provide visualization.
- To showcase the trend in the various product sales.
- To market the product through facebook, twitter and other social media platform.

### 5 AVAILABLE SOLUTION

- App to track the sales order and delivery.
- To provide an optimum amount of stock goods.

### 7 BEHAVIOR

- Thinks of strategy to increase the product sales.
- Thinks of possibilities to provide offers and gift vouchers.

### 8 CHANNELS OF BEHAVIOR

- Marketing through twitter groups.
- Advertising through face book post.