

Global Sales Data Analytics

Date	25-10-2022
Team Id	PNT2022TMID45267
Project Name	Global Sales Data Analytics

Problem Solution Fit

Problems That Can Be Solved With Our Analytical Solutions

- Data uncertainty is one of the significant problems business leaders are facing today. 80% of data collected by organizations across industries is unstructured. In such a rapidly growing big data scenario, we offer data analytics services to help enterprises end data silos.



Analytical Solution

Problem Solution Fit

Problem	Our Analytics Solution Helps To
Refine inventory management	Track the number of metrics, such as stock-to-purchase ratio, slow-moving stock, and more
Analyze past sales	Predict conversion costs and help sales representatives prioritize the amount of time spent on each prospect
Monitor the demand	Encourage managers to change price rates to improve profit margins and slow-moving stock sales
Set up sales performance metrics	Monitor the average size of the deal, lead conversion rate, cost-to-sale ratio, and enterprise value
Calculate marketing metrics	Evaluate based on fine-tuning marketing campaigns, assess their efficacy, consumer lifetime value, and anticipated response rate
Recognize promotions that do not produce a positive response	Restructure marketing strategy & change the target audience
Prioritize high-value customers	Predict response rate to help retention-focused deals and lower customer churn
Detect emerging trends in customer behavior	Address trends in sales and disclose new revenue stream options
Analyze the ROI of all marketing campaigns	Define the most profitable segments, locations, or promotional time slots and set the optimal frequency

Problem-Solution Fit canvas		Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Who is your customer? eg. working parents of 0-5 yo. kids	6. CUSTOMER LIMITATIONS CL EG. BUDGET, DEVICES What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?	5. AVAILABLE SOLUTIONS AS PLUSES & MINUSES Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1). How often does this problem occur?	9. PROBLEM ROOT / CAUSE RC What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1.1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1.2).	7. BEHAVIOR + ITS INTENSITY BE What does your customer do about / around / directly or indirectly related to the problem? eg. directly related: tries different "green energy" calculators in search for the best deal (1.1), usually chooses for 100% green provider (1.2). Indirectly related: volunteering work (Greenpeace etc) How often does this related behavior happen?
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR What triggers customer to act? eg. seeing their neighbor installing solar panels (1.1), reading about innovative, more beautiful and efficient solution (1.2)	10. YOUR SOLUTION SL If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit reality. If you are working on a new business proposition then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.	8. CHANNELS of BEHAVIOR CH ONLINE Extract channels from Behavior block OFFLINE Extract channels from Behavior block and use for customer development
	4. EMOTIONS BEFORE / AFTER EM Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) > boost, feeling smart, be an example for others (made a smart purchase)		
Identify strong TR & EM			Extract online & offline CH of BE