Ideation Phase
Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID49375
Project Name	Project – Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.
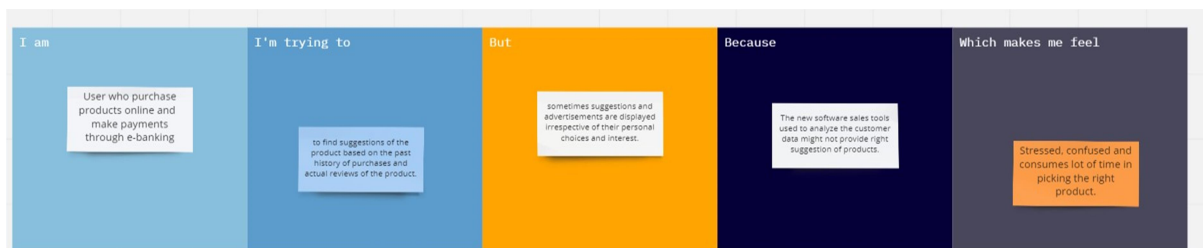
Global Sales Data Analytics problem statement:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Global Sales Data Analytics	User who purchase products online and make payments through e-banking	To find suggestions of the product based on the past history of purchases and actual reviews of the product.	Sometimes suggestions and advertisements are displayed irrespective of their personal choices and interest.	The new software sales tools used to analyze the customer data might not provide right suggestion of products.	Stressed, confused and consumes lot of time in picking the right product.