Problem – Solution Fit

Date	2 October 2022
Team ID	PNT2022TMID49375
Project Name	Project - Global Sales Data Analytics
Maximum Marks	2 Marks

Problem – Solution Fit :

The Problem-Solution Fit simply means that you have found a problem with your customer and thatthe solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work andwhy

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums andchannels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit andbuilding trust by solving frequent annoyances, or urgent or costly problems.
- **Understand the existing situation in order to improve it for your target group.**

Solution fit:

Define CS, fit into CC	**1. CUSTOMER SEGMENT(S)** `CS` A Bussiness owner who would like to understand more about his bussiness performance in global scale.	**6. CUSTOMER CONSTRAINTS** `CC` 1) No online payments available. Buy directly from us. 2) Need to check input file structure before Uploading.	**5. AVAILABLE SOLUTIONS** `AS` 1) The competition perform analytics and display Dashboard with autogenerated insights. 2) Out product provides facility to add manual Insights to the analytics performed.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	**2. JOBS-TO-BE-DONE / PROBLEMS** `J&P` 1) Determine input file structure. 2) What analysis to perform to be useful? and how to perform them?	**9. PROBLEM ROOT CAUSE** `RC` 1) IBM. 2) Anna university. 3) Bussiness model. 4) Society	**7. BEHAVIOUR** `BE` 1) Collecting sales data and using office software to analyze it. 2) Un-intuitive way of analyzing data and lot of manual labor.	**Focus on J&P, tap into BE, understand RC**
Identify strong TR & EM	**3. TRIGGERS** `TR` 1) Have you ever felt that you are unaware of how your bussiness is performing? 2) Have you ever had a decision fatigue? Not knowing what to do next in order to progress? Our product can help you to find that spark to take the next step. **4. EMOTIONS: BEFORE / AFTER** `EM` Before: Anxiety, Decision fatigue, Lazyness. After : Clear mind, Peacefullness.	**10. YOUR SOLUTION** `SL` 1) Creating an Interactive Dashboard. 2) Responsive Design for every screen sizes. 3) Manual Insights for each interaction. 4) One time payment.	**8. CHANNELS of BEHAVIOUR** `CH` **8.1 ONLINE** Using third party services with automated insights and subscription based services to analyze data. **8.2 OFFLINE** Using office software to analyze complex data in un-intuitive way.	Extract online & offline CH of BE