Project Title: Global Sales Data Analytics

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

Business owners
For example :
Shopkeepers,
Data Analyst in a
huge supermarket
chain/

6. CUSTOMER CONSTRAINTS `CC`

What constraints prevent your customers from taking action or their choices of solutions? i.e. spending power, budget, no cash, network connection), available devices.

Some business
owners i.e. end
users might not
own proper sales
data

5. AVAILABLE SOLUTIONS `AS`

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Graph generators,
Data Visualizers

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.

Problems with
visualization of various
data types, providing
proper business
recommendations, storing
huge volumes of data

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations

improper storage of
data
No knowledge
about using data
for business
decisions.

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?

Customer stores data
properly from the start

3. TRIGGERS [TR]

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Sudden business failure or sudden growth

Seeing competitors use data analysis

4. EMOTIONS: BEFORE / AFTER [EM]

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

They feel lost and doubtful about results before.

They feel confident about business decisions after.

10. YOUR SOLUTION [SL]

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits 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.

To clean data and visualize

To provide proper recommendations

To analyze trends in data

8. CHANNELS of BEHAVIOUR [CH]

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

ONLINE : Upload and record sales data

OFFLINE : Make business decisions based on visualizations