

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID40094
Project Name	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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Sales Man	Analyze sales across multiple sources	There are inaccuracies in sales	Sources are from different systems	Dissatisfied
PS-2	Sales Team	Enhance sales performance	Sales Performance is not improving	Most of the charts are useless	Distress
PS-3	Team Members	Prepare data	I get errors during data entry I get errors during data entry	complexity of data Of the complexity of data	Frustrated
PS-4	Product Lead	Improve corporate decision making	Decisions are not appropriate	Nil and Negative data values	Upset

