

Project Design Phase-I Solution fit

Date	19 November 2022
Team ID	PNT2022TMID49356
Project Name	Global sales data analytics
Maximum Marks	4 Marks

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Sales Manager looking for smart sales strategies.
- Ecommerce Business looking for increasing sales.

6. CUSTOMER CONSTRAINTS CC

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

- Unreliable and sudden surges of products sales due to environmental factors.
- Insufficient technical knowledge.

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

- Spreadsheet tools like Excel, Google Sheets
- Outsourcing to Analytics firms

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

- Decision makers of E-commerce companies(User) need a way to comprehend raw data, analyse and make more informed business decisions.
- E-commerce companies(User) need a way to understand the shift in preferences of customers and the current trend, so that they can satisfy the customers.

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.

- Huge Amount of raw data
- Lack of knowledge

7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Outsourcing to Analytics firms and getting insights
- Getting an employee division trained to deal with analytics if they have sensitive data
- Reading up about the latest developments in data handling and check if additional cost is worth the benefits

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	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. <ul style="list-style-type: none"> Seeing competitors benefit from Data Analytics tools. Reading about a simple interface to use with minimal training such as IBM Cognos Having a trial run of using data analytics tools with positive outcome 	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. <ul style="list-style-type: none"> A powerful and easy-to-use sales analytics tool that automates and visualizes sales trends to optimize business outcomes 	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. <ul style="list-style-type: none"> 8.1 <ul style="list-style-type: none"> Outsourcing to Analytics firms and getting insights Getting an employee division trained to deal with analytics if they have sensitive data 8.2 <ul style="list-style-type: none"> Reading up about the latest developments in data handling and check if additional cost is worth the benefits
	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. <ul style="list-style-type: none"> Trial and Error with multiple attempts of decision making >> Informed and one off decision making Need to retain experienced staff to gain more insight from just experience >> Anyone can use the tool to observe concrete statistical relationships and patterns between various factors in the organization Lost, gut feelings >> Informed decisions, backed up by statistics Overwhelmed by data, missing important patterns >> Ability to confidently handle large volumes of data without risk of missing any important correlators 		