

# Project Design Phase-II

## CUSTOMER JOURNEY MAP

Date	20-October-2022
Team ID	PNT2022TMID05132
Project Name	GLOBAL SALES DATA ANALYTICS

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### Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**TIP**  
As you add ideas to the experience, move each blue "Pin" to the left or right depending on the narrative you are documenting.

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GLOBAL SALES DATA ANALYTICS	<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?	<b>Engage</b> In the core moments in the process, what happens?	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	Travel Search Customer research website to do Easy Access Customer easily accessed product location Collect the data	Upload the data to IBM Visualize data according to needs	Analysis of sales data set Analyzing of order priority The user will find the way and maintain overall sales data	Way of presenting the information to analysts Finally they are getting an clear output and purchase product know Final result and visualization	Checking whether the customer requirements are met or not Personalized offers given Discouraged to sales
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	Big screen touch Main interface customer What results customer they need	The user will upload the dataset into the application Find other type of charts for analyzing sales and profit Our sales data information through the internet	Identify the most sales and profit Identify their sales and category. summarizing the sales and profit by country	Getting final output of the data visualization Choose the way to represent the information clearly to the analyst	Based on sales in low areas, sales are analyzed To give more marketing more sales product
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Is customer the correct sales Get of customer to the information base (A user research reports)	It is helpful for know their profit from customer To product from unauthorized user	To find the highest order and order priority Sales vs profit Analyzed sales and profit by maps	Finally we get clear data visualization created interactive dashboard	Help to get customer purchase quantity from different regions It is helps to know customer needs.
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is helps to select which product is best. It helps to improve their company sales.	Clear picture of sales overview Decision making is easier	Gain good market status Get to know the product sale	Customer sales improve the sales product growth Customer save their money through analysis their product worth	Increase revenue. Increase customers.
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	Stress over the sales They confused about choosing which one is best.	Worried about result analysis Laging of analysis more number of sales data	Lot of customer churn sales loss gives dissatisfaction to customer	They are not getting useful profit Because of an analysis and their prediction.	Products are dissatisfaction from customer
<b>Areas of opportunity</b> Where could you improve the experience?	Our place of data source Make some profits	Implement a system to help you collect feedback	Know the reason of loss and recycling it	Present company Pros and Cons clearly	Quantity of products are improved Quality of products are improved.

