Project Design Phase-I

Prepared solution fit

Date	09-OCTOBER-2022
Team ID	PNT2022TMID05132
Project Name	GLOBAL SALES DATA ANALYTICS
Maximum Marks	4 Marks
TEAM MEMBERS	ABISEKH M -(921319106005) ABDUSH SAMAD M-(921319106002) ABIKRISHNA M - (921319106003) ARAVINDAN N - (921319106020)

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