Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

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

Customer who is expecting for a sales analytics

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.

To create a dashboard for the global sales date and visualization

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

The project is done in IBM cognos analytics for vizualization and dashboard

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.

Jobs to be done is data cleaning ,exporation of data ,vizualization and there will be no problem in the analytics

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.

The problem is to create a dashboard and visualization

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)

The problem can be solved using IBM cognos analytics

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.

In developing world online sales playes vital role where customer can easily buy products from home

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.

In this global sales analytics customer can understand how the online sales in developed . with the help of dashboard and data visulaizationBefore ,customer is not aware of online purchase . where after covid the online purchse has grow and customer is aware of it

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.

Solution for creating dashboard and visualization is done use tools in IBM cognos analytics

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.

8.1   ONLINECustomer oders their products in online through apps and websites

8.1   OFFLINE.Customer buys their products on foot

Identify strong TR & EM