Business problem framing

1. **Business problems:**

   Our client is selling different types of cloth. He wants to open a business in the USA. He wants to know based on the analysis which area of America is good for his business. His cloth is not a special brand but imported from China for everyday life.

2. **Stakeholders identification:**

   Business owners, Management team, Marketing team, Logistics department.

3. **Collecting requirements:**
   a) Need to find the best place to locate the shop.
   b) What will be the buying potential of people in that area?
   c) What type of cloth are people interested in the chosen area?
   d) What is the rent price?
   e) Logistic costs
   f) Advertisements online and offline

4. **Determining the feasibility:**

   We can use different official DB to make summaries of the above requirements, at some cases we have to use manual information gathering, which will be more time-consuming or we can pay extra to get information from the available resources.

5. **Problem refinement:**

   The project will be time-consuming since there will be much manual work. We suggest the stakeholders refine the problem, focus on the most crowded area of the USA, and try to identify the best location among these areas.

Analytics Problem Framing

1. **Business problems to analytical problems:**
   1) Make an analysis of the place:
      a) Find the most 5 crowded cities across the USA +
      b) The age of people living in there (male/female).
      c) What businesses are located in those cities?
      d) How many businesses are related to cloth sales?
      e) Average size of people in the areas
   2) Likes and dislikes of customers:
      a) Get people's shopping satisfaction metric.
      b) What people are preferred to ware in those cities?
      c) Seasonal effect on sales.
      d) What color and material do people prefer?

   3) Financial:
      a) Check the rent prices across chosen cities.
      b) People's financial status.
      c) How much people are spending to buy cloth in those cities?

2. **Reformulating problem statements:**

   Find the best location for the shop in the most crowded cities of the USA

3. **Drivers and relationships:**

   Monthly ROI

4. **Assumptions:**

   No assumptions

5. **Metrics of success:**

   ROI, Customer satisfaction, QFD

6. **Stakeholders agreement:**

   Agreed