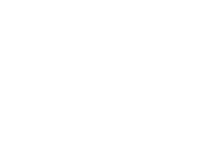
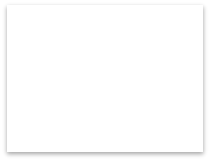
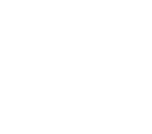
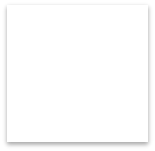
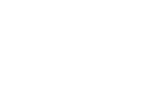
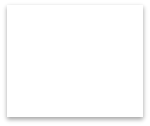
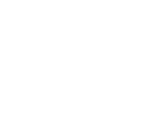
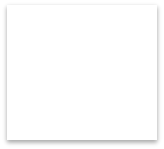
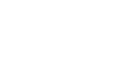
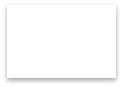
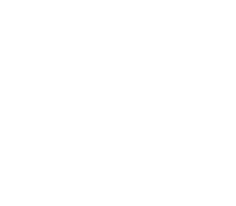
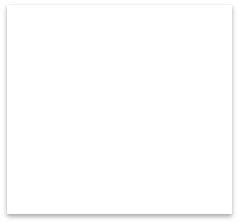
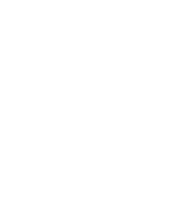
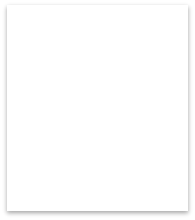
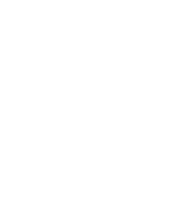
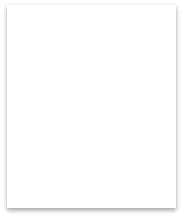
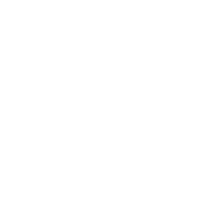
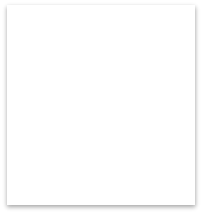
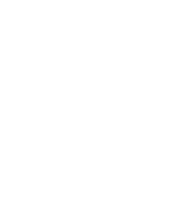
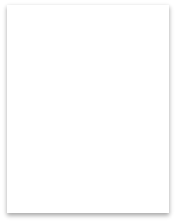
Project Initialization and Planning Phase

|  |  |
| --- | --- |
| Date | 15 July 2024 |
| Team ID | 739965 |
| Project Name | Market Segmentation Analysis |
| Maximum Marks | 3 Marks |

**Define Problem Statements (Customer Problem Statement Template):**

Market segmentation analysis involves dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers (known as segments) based on some type of shared characteristics. Here’s a typical problem statement for market segmentation analysis:

**Example:**



**I am**

**I’m trying to**

**But**

**Because**

**Which makes me feel**

Market Manage

The current data is vast and unstructured

Identify distinct customer segments within our market

Overwhelmed and uncertain about how to tailor marketing

strategies effectively

Customer behaviors and preferences are varied

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Custome r)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A product Manager | Identify Key Customer segments for a new product lunch | Customer needs and preferences are highly diverse | The market consists of various demographic and psychographic groups | Uncertain about how to position the product effectively |
| PS-2 | A Sales Director | Increase sales by targeting the most profitable customer segments | Current customer data is scattered and inconsistent | Different departments use different systems and criteria for data collection | Frustrated and challenged in developing targeted sales strategies |
| PS-3 | A market analyst | Develop personalized marketing campaigns | There is a lack of clear segmentation criteria | The market is rapidly changing and evolving | Overwhelmed and uncertain about where to focus marketing efforts |