# Phase 1

## Problem Definition

| Date | 28 Sep 2023 |
|---|---|
| Team ID | Proj-212168-Team-1 |
| Project Name | Market Basket Insights |
| Maximum Mark | |

## Customer Behaviour Analysis:

Create a Problem Statement to understand your customer's point of view.market basket insights, the problem definition would be to identify patterns and associations between items purchased by customers.

The goal is to understand which items are frequently purchased together, so businesses can optimize their marketing strategies and improve customer satisfaction. It's all about uncovering those hidden connections in customer behavior.

```
┌──────────┐
│          │
│ Customer │ ────────▶  ( Collect data ) ────────▶  ( Prepare the data )
│          │                                                    │
└──────────┘                                                    │
                                                                ▼
                                                       ( perform
                                                         association
                                                         analysis )
( Interpret the findings ) ◀──── ( Analyze the results ) ◀────
         │
         │
         ▼
                                              ┌──────────────┐
( Apply the insights ) ─────────────────────▶ │  Marketing   │
                                              │  and Sales   │
                                              └──────────────┘
```

Customer

Collect data

Prepare the data

perform association analysis

Analyze the results

Interpret the findings

Apply the insights

Marketing and Sales
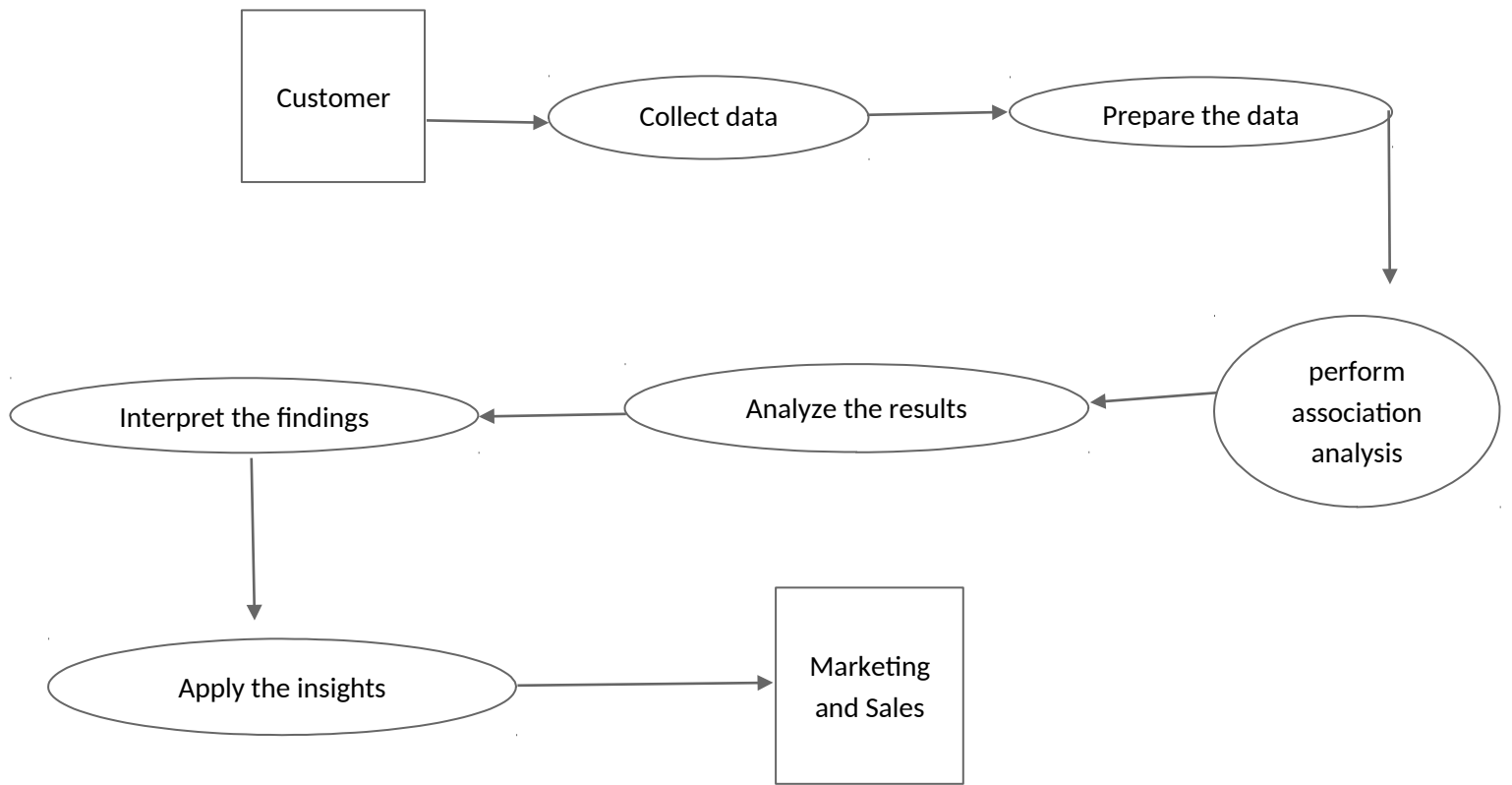
# Design Thinking

## Empathy Map Canvas:

An empathy map is simple,easy-to-digest visual that captures knowledge about a user's behaviour and attitudes.

Understand the needs and motivations of your customers by conducting interviews, observations, or surveys.

Based on the feedback received, refine and iterate on the prototypes to create a solution that meets customers' needs and aligns with the insights from market basket analysis.
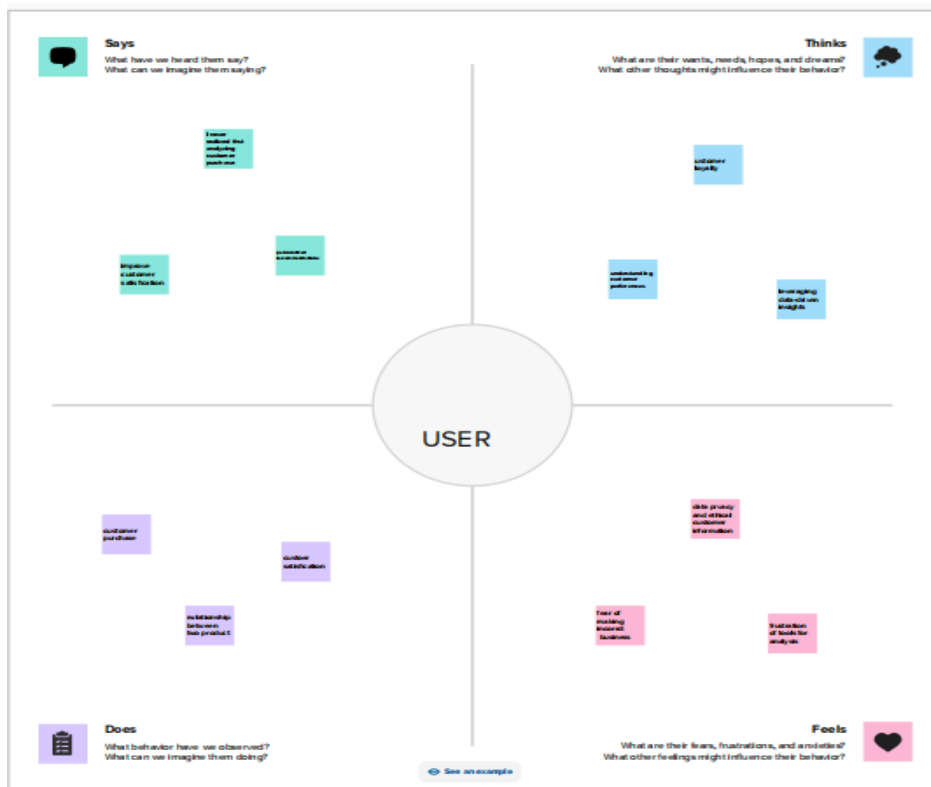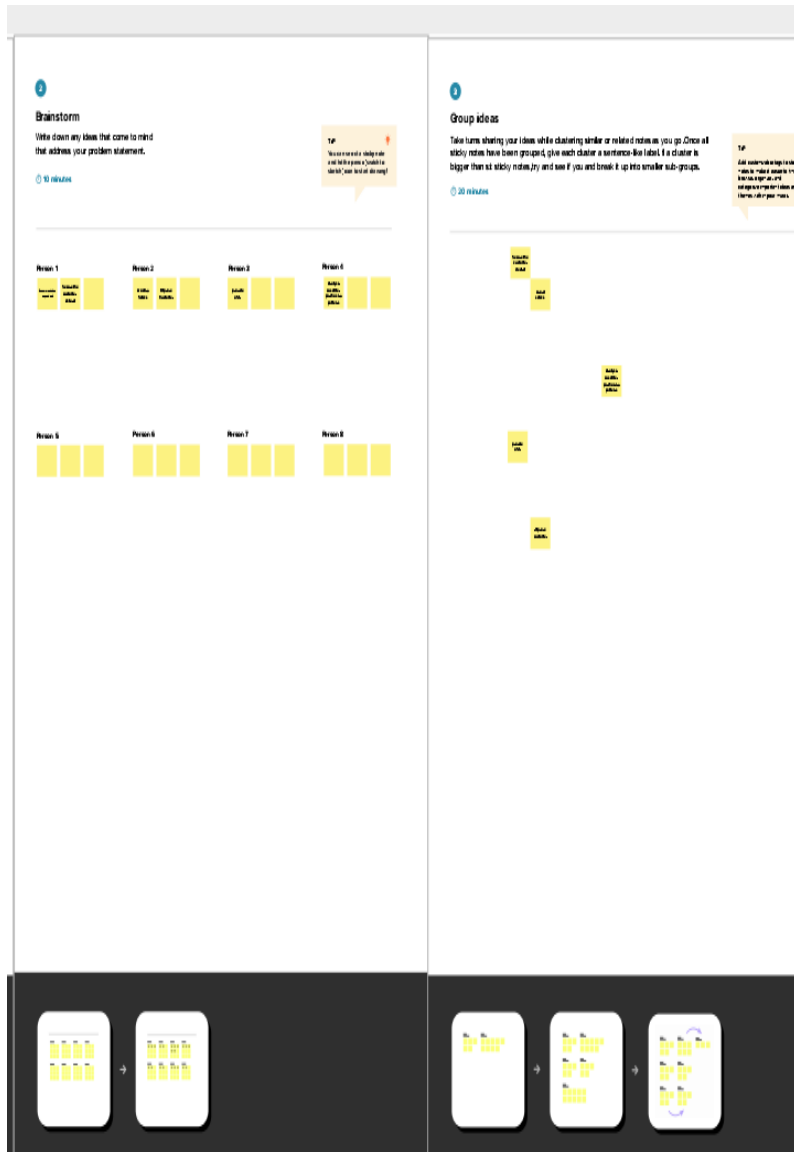
# Problem Solution

## Brainstorm&idea prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

### Step-1:Team Gathering,Collaboration and select the problem statement



### Step-2: Brainstorm,idea Listing and Grouping

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

⏱ 10 minutes

Person 1  Person 2  Person 3  Person 4

Person 5  Person 6  Person 7  Person 8

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all
sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is
bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⏱ 20 minutes

**Step-3:Idea prioritizarion**

**④**

## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

**Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)