



The Project Management Game – how brilliant are you?

Project name: brilliantCRM	Work package title: 2.2.1 Customer Analysis
Work package description: <p>As the scope of the project is to develop a customer relation system, it is necessary to take a closer look at the number of customers, data of customers, and customer behavior. This will help to make key business decisions involving this new software, and it can also support predictive analytics. The customer analysis is part of the actual state analysis.</p>	
Aim of work package: <ul style="list-style-type: none">- Overview of number of customers and customer hierarchies- Customer master data- Customer behavior	
Predecessor: Actual state analysis	Successor: Sales force analysis
Duration: 6 days	Effort in man days (MD): 18 MD
Responsible person(s): 2 Consultants, project assistant	
Additional information:	