



# The Project Management Game – how brilliant are you?

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