Channel	Aware	Interest	Purchase	Re-purchase
Youtube	New Iphone12 available	Compare iphone specification (only Y2020 model)		
Individual problem	My iphone delete 70% application due to memory full	Compare iphone SE2 and iphone 12 base on my requirement 3		Loyalty program "Serenade"
Website		Compare pricing and payment condition of 3 telecom's company		7
Call center		Call to check stock		
Store			Make an order (iphone SE-2)	

Channel	Aware	Interest	Purchase	Re-purchase
Youtube	New Iphone12 available Customer segmentation	Compare iphone specification (only Y2020 model)		Churn analysis
Individual problem	(Frequency of purchasing) My iphone delete 70% application due to memory full	Compare iphone SE2 and iphone 12 base on my requirement 3		Loyalty program "Serenade" Product recommendation
Website		payment condition of	Coversion analysis ustomer segmentation (Promotion style)	1
Call center		Call to check stock Sales Forecast analysis	Customer segmentation	
Store		Minimum stock analysis	(Product level) Make an order (iphone SE-2)	

Channel	Aware	Interest	Purchase	Re-purchase
Youtube	New Iphone12 available Purchase history	Compare iphone specification (only Y2020 model)		Voice of customer
Individual problem	(Replacement period) My iphone delete 70% application due to memory full	Compare iphone SE2 and iphone 12 base on my requirement 2		Loyalty program "Serenade" Purchase history
Website		Compare pricing and payment condition of 3 telecom's company	No. Website visiting & No. Purchasing	(Brand)
Call center		Call to check stock Sales History	Purchase history	
Store		Purchase intention	(Product level) Make an order (iphone SE-2)	