Variation issues faced by customers

1. Walk through detail page variations in US CL, conduct customer research and identify customer problems in the variations shopping journey
2. Conduct root cause analysis of the issues identified
3. Approach to measure impact of this problem statement and write a SMART problem statement

Data provided:

* Defect distribution pattern:
* Dump of Sales, GV data
* Examples of some problem ASINs

Session plan

This will be an Individual Hands on exercise

Problem Analysis, Customer research – 90 mins hand-on in the class and 30 mins discussion

1. Use customer frustration database, Customer shopping journey and other tools for your customer research

<https://research.amazon.com/secure/Dashboard.jspa>

1. Conduct root cause analysis of the problem using one/many tools learned through the program
2. Leverage sample data to measure impact, success metric and write a SMART problem statement