



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

How they are better than their competitors?

How they handle wastage of food?

How much raw material can their inventory hold?

Can they provide all the sub category of food?

Is their app is user friendly?

How often do they this prediction?

How can do improve the accuracy in upcoming weeks?

What will happen if i make a wrong prediction?

How accurate forecasting will be?

How often do i need to make this forecasting?

Can they provide adequate amount of foods if demand is high?

Is their algorithm is efficient?

How is their service compared to their competitors

How can acquire raw material to beat the demand?

Where should I store the raw materials?

Will the demand be more?

How can i calculate the demand?

Will it eliminate food wastage?

Better prediction will make better growth in business

How is the pattern/trend is analysed?

Building a successful sales Strategy

Better way to scale the business

Efficient method to calculate the amount of adequate food needed

Analysis the prediction and make changes to the algorithm if need

Spend on the purchase of raw materials to stay competitive

Make wrong estimations that lead to heavy losses

Is there any solution for forecasting the demand?

Predicting the right amount of food when need

Predicting foods that match users interest

Is their strategy adaptive to sudden changes

## PAIN

fears  
frustrations  
obstacles

Calculating wrong demand

Sudden change in the trend

Seasonality can affect the prediction

## GAIN

"wants" / needs  
measures of success  
obstacles

Forecasting the adequate amount of food for 10 weeks

Preventing from excess production of food

Better growth in business and profits