



# Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



# GLOBAL SALES DATA ANALYTICS

TEAM ID: PNT2022TMID51838

<div><div>SCENARIO</div><div>Analyzing sales data, Product analysis, Customer analysis</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Collection of data</div><div>Understanding the dataset</div><div>Understanding the data according to the problem statement</div><div>Pre-process the data according to analyst needs</div><div>Visualization tools are chosen</div></div>	<div><div>Data cleaning and upload data to IBM</div><div>Visualize data according to needs</div><div>Implementation of data into various data charts</div><div>Improving the data into various visualization charts</div><div>Enhancing the information into a neat vision for further improvements</div></div>	<div><div>Analyzing of sales and profit</div><div>Analyzing of order priority</div><div>Analyze the sales and profit by country</div></div>	<div><div>Final visualizations</div><div>Sales and profit of the country and customer</div><div>Way of presenting the information to analysts</div></div>	<div><div>Customer requirement are gathered</div><div>Order priority are considered</div><div>Personalized offers given</div><div>Discounts are given to improve sales</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>Customers: What are the products available with expected prices?</div><div>Sales: How the sales are predicted ?</div><div>Orders : How the order are placed within the time?</div></div></div>	<div><div>Download the dataset from the given source</div><div>complete study of data from the dataset</div><div>The global super store data is studied in detail for further proceedings</div><div>Removing major errors in dataset and bringing the structure of the data</div><div>The analysis of sales Profit &amp; customer needs are done using IBM Cognos analytics</div><div>Study the dataset</div><div>IBM Cognos analytics is chosen for visualizing and analyzing</div></div>	<div><div>The noisy data and missing values of added manually or ignored</div><div>Find problem for the analysis</div><div>Improve the visualization by various methods</div><div>The dominant information of data set is analyzed</div><div>Collecting sales and profit summary</div><div>Additional information are added by doing calculations on day, month and year</div><div>Th e problem is analyzed and converted into analytical way</div><div>Sales and profit are examined</div><div>Find oth er type of charts for analyzing sales and profit</div></div>	<div><div>Identify most sales by market, category and other criteria</div><div>Order priority is valued to know for the product delivery</div><div>summarizing the sales and profit by country</div></div>	<div><div>Getting final output of the data visualization</div><div>Identify th e sales th rough out th e country for gaining profit and customers</div><div>Choose the way to represent the information clearly to the analyst</div></div>	<div><div>Collect customer feedback for further sales across the country</div><div>The order webpage according to quantity and demand are considered as primary orders</div><div>Give offers according to the customer performance</div><div>Based on sales in low areas ,sales are analyzed</div></div>
<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help to store the dataset</div><div>Help to learn the information in the data</div></div>	<div><div>Help to find solution for the problem and visualize them</div><div>Help to strengthen the data by pre processing</div><div>Help to know profit from customers</div></div>	<div><div>Sales and profit are analyzed by maps</div><div>Sales and profit are analyzed by market</div><div>Sales forecast by orders</div><div>Sales and profit are analyzed by segment</div><div>Sales vs Profit</div><div>Find highest order and order priority</div><div>Sales and profit are analyzed by category and sub category</div><div>Sales and profit are analyzed by region</div></div>	<div><div>Dashboards are created</div><div>Dashboards are created</div></div>	<div><div>Helps to know customer needs</div><div>Help to know order data and ship date</div><div>Help to get customer purchase quantity from different regions</div><div>Help to get customer purchase quantity from different regions</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>IBM Cognos gives easier way to collect details and analyze</div><div>IBM provides best way to analyze data</div></div>	<div><div>More data gives valued information</div></div>	<div><div>Profit makes confidence to sales persons</div><div>Profit makes confidence to sales persons</div></div>	<div><div>Easy to get information of th e data in a picturized way</div><div>Customer sales improve the state growth</div><div>Easy to get information of th e data in a picturized way</div></div>	<div><div>Increase in customers</div><div>Increase in customers</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>No proper data found</div></div>	<div><div>Manual filling takes more time due to large dataset</div><div>Loss in sales gives disbelief to customers</div></div>	<div><div>Loss in sales gives disbelief to customers</div></div>		<div><div>Product requirement not ok with customers</div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Advanced tool can be used when needed</div></div>	<div><div>Data cleaning in automation</div><div>Know the reason of loss and rectifying it</div></div>	<div><div>Know the reason of loss and rectifying it</div></div>		<div><div>Quantity and quality of products are improved</div><div>Grasp customers till their need is satisfied</div></div>