A decline in new customer acquisitions

**Why?**

**1**

A decrease in marketing effectiveness

**Why?**

**2**

The marketing team's messaging isn't resonating with the target audience

**Why?**

**3**

A lack of market research and competitor analysis

**Why?**

**4**

Insufficient budget allocation for research activities

**Why?**

**5**

**5 WHY**

**TEMPLATE SALES**

**PROBLEM:** DECREASING SALES REVENUE