Global Sales Data Analytics

PROBLEM STATEMENT 1:

AtliQ hardware is a company in India which supplies computer hardware and peripheral devices across India only. The have many stores across India such as surge stores, Nomad stores etc. The head office of the company is situated in Delhi.

Scenario:

The sales manager of the company is facing many challenges. He is facing issues in tracking sales in dynamically growing market. He is having issues with the insights of his business. In order to this he has some of the regional managers in North, south and central India working for the company. So, he calls them and ask about the insights he wants to know. They tell him about the sales in last quarter and the growth in that quarter. So, the problem is that the conversations that are happening are verbal. Hence, the regional managers are sugar coating the facts and the manager of the company does not get the clear picture of the facts. Even after knowing that the sales are declining, he cannot do anything because he does not have the clear picture of the sales. Asking for the records the regional manager provides him with excel files. But by this he cannot figure out small things. All what the manager wants is a view of the weakest area the company need to focus to increase the sales and improvise the declination. He is interested in simple, understandable and digestive insight. So, he is more interested in a dashboard which he can go and look at the real data because data speaks the truth. All he wants is a simple data visualization tool which he can access on daily basis. Hence, by using such tools and technology one can make data driven decisions which helps to increase the sales of the company.

So, in this project we will help a company make its own sales related dashboard using IBM Cognos.

PROBLEM STATEMENT 2:

The goal of this project is to predict the department wide sales for a store. This should then help to optimize the manufacturing process and therefore to increase income while lowering costs. It should be possible to feed in past sales data from a department and to get the predicted daily sales.

PROBLEM STATEMENT 3:

Prospects reluctance during the negotiation.

Most of the deals are lost during the negotiation stage of the sales process. Several prospects are unwilling to compromise or find common ground. Besides, the prospect's reluctance annoys the sales reps, and they end up venting out their anger in an unpleasant way.

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PROBLEM STATEMENT 4:

Incapability to track deals.

The sales pipeline might have many deals. But unfortunately, most of them get stalled for long at some stage of the sale pipeline and ultimately slip through the crack. Several sales reps have no visibility into their sales pipeline, which is why they lose many opportunities.

PROBLEM STATEMENT 5:

What is sales data? A sales data definition

Sales data is a term that includes a large array of metrics but, broadly speaking, if you can measure something in relation to the sales process, it's viable sales data. Modern software like Cloud CRM solutions can help you collect this data, but it's important to learn how to read this data to understand what it means for your business and where you can improve. With such an expansive sales data definition, it can be hard to know where to focus your efforts—especially if you also have to spend time selling. Should you be monitoring the average time deals spend in your pipeline or the engagement rate of your automated email campaign? Would your sales forecast benefit more from an analysis of successful meeting rates or your average deal size?

With the right sales analysis tools, you'll have a wealth of information and be able to spot trends that will empower you and your team and provide better sales forecasts and goals for the rest of the organization.

PROBLEM STATEMENT 6:

Lack of time for prospecting

Prospecting is a very vital task of the sales process. However, most sales reps find it challenging to dedicate time to prospecting. Making cold calls regularly can acquaint you with a lot of lucrative opportunities. So do not skip this important sales task.