List of Problem Statements

1.Global Sales Analytics refers to the technology and processes used to gather sales data and gauge sales performance. The goal of sales analytics is to simplify the information and should help to understand sales trends ,overall performance with the help of visualization. Sales leaders use metrics to set goals and improve sales.

2.Whom does the problem affect?

- If the sales rate is reduced,it affects the business of the particular company and the employees dependent on that company.The consumer may hesitate to buy the product, when the sales rate is low even if they have brought the same product many times in the past.

3.What are the boundaries of the problems?

-Data analytics require critical thinking

-For the analysis part ,we will need reliable data

-Prediction of customer's buying behaviour

-Optimizing pricing structure

4.What is the issue?

-If any wrong prediction happens, then it will totally affect the sales , the overall performance of the company.Worst case,the company may go bankrupt.

5.When does the issue occur?

-Negligence of the employees

-Effects of freebies

-Profit oriented pricing

-Low Marketing Strategies

-Poor communication between marketing and merchandising teams

-When the consumer looks for a product in a store and if they cannot find what they are looking for will create a poor experience for the consumer and potentially cause a loss in the sales.

6.Why is it important to fix the issue?

-For the growth of the company

-Fixing the issue,will highlight the most profitable customer

-To understand consumer's buying behaviour.

-It directly leads to a rise in the sales.

7.Where does the issue occur?

-Selling the unneccessary products in undesirable area

-Maintaining sales data

-Low prediction