

Ideation Phase
Define the Problem Statements

Date	26 September 2022
Team ID	PNT2022TMID31896
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

PROBLEM STATEMENT :

Data that includes a large array of metrics is known as sales data, but broadly speaking, if you can measure something that relate to the sales process. Software such as IBM cognos, which help to collect the data and helps to analyse the performance. It is important to know to learn to read that data to understand that what means for business and where to improve. With right sales analysis tools and wealth of information, we can able to spot the current trends that will empower the organization to provide better sales forecasts and goals for the rest of the organization.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Marketing Team	To develop a product marketing plan.	May involve time restrictions and lots of confusion.	Data should be carefully collected and analyzed for market research.	Burden
PS-2	Manager	To analyse the global sales.	Consume more time and energy.	Includes more number of previous year's datasets.	Distress
PS-3	A Salesperson	To predict the future sales. .	Difficult to analyze with raw data.	Huge amount of data will generated for every second.	Frustrted and helpless