

**Project Design Phase-I**  
**Proposed Solution Template**

Date	19 September 2022
Team ID	PNT2022TMID27765
Project Name	Project – Global sales data analytics
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Firms in countries more deeply affected by pandemic (eg: COVID-19) have fared worse, as well as those in sectors severely struck by the pandemic.
2.	Idea / Solution description	Sales can be moved into online platform. Confirmatory factor analysis was used to observe the validity of the data set. The structural equation modeling technique was used to test the hypotheses.
3.	Novelty / Uniqueness	Using prior years datas we can predict the future sales and demand products during pandemic
4.	Social Impact / Customer Satisfaction	The findings indicated that constomers feel more satisfied when they shop through direct e-store than indirect e-store.customer's perception and actual experience are difficult in pandemic time.
5.	Business Model (Revenue Model)	Capturing the initial marketing spend, the model represents the revenue flow from customer interaction at the top of the funnel. The model leverages a relatively small but varied range of data elements and business variables and demonstrates the efficacy of predictive analytics, and its ability to delve beyond top-line data and into the Customer Journey.
6.	Scalability of the Solution	Emergence of demand for new category. Local partnerships and co-existence. Increasing sales.