Global Sales Data Analytics (B7-1A3E)
Proposed Solution

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S. No.	Heading	Details
1.	**Problem Statement**	Any company's end goal is to maximize finances acquired by selling their product or service. If this is done in an arbitrary, haphazard manner, it is very difficult to reach the maximum possible revenue and profit. Thus, it is important to make use of the data available from past sales to make inferences and come up with the best possible sales strategies. Doing this manually may be tedious, time consuming and inefficient. Making use of available technologies to visualize, analyze and observe underlying trends could be greatly helpful for the same.
2.	**Proposed Solution/Idea**	We aim to create an interactive dashboard using IBM Cognos Analytics. This will have the following features: 1. Users will be able to create multiple visualizations (graphs and charts). 2. Users will be able to view possible solutions and ideas. 3. Users will be able to make informed, strategic decisions based on past data.

3.	**Novelty/Uniqueness**	We aim to provide effective business strategies that are not only functional and constructive but also realistic. It will be a one stop solution encompassing all the global sales data for anyone who wishes to analyze their own as well as their competitor's positions in the market and make informed business decisions in accordance with the same.
4.	**Social Impact**	Using this system would make analysis of data patterns and trends very simple for sales teams. It builds a unified platform for all the common data analytics processes. It can help visualize the relationships between various factors and gauge their impact on the profit of a company. It can also be extrapolated to check the performance of one company's sales as compared to their competitors in the market.
5.	**Business Model**	**Product:** Unified Data Analytics Platform using IBM Cognos. **Target Market:** Our target market would be the sales team of different companies. **Anticipated Expenses:** Software updation, debugging of problems, maintenance of software, frequent updation of the dataset, cloud storage due to data streaming, manual correction of data.
6.	**Scalability**	Since our dashboard will be developed modularly and will be suited for dynamically updated datasets, it is a scalable one. IBM Cognos being a widely used software will ensure that this dashboard can be extensively deployable.