

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID53439
Project Name	Global Sales Analytics
Maximum Marks	2 Marks

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Shop owner	maximize sales	The profit is breaking even and not able to sell all goods	There are many competitor shops and the products that I buy are not favoured by the customer everytime	Depressed
PS-2	Business Owner	Increase profits	There are lots of cost involved in the sales funnel	There is no proper defined method to approach sales	Helpless
PS-3	Chief Marketing Officer	Monopolize the market	There are lot of competitors offering different features	Lack of proper unique selling point	Disappointed