PROBLEM STATEMENT

AIM

To develop a Problem statement for GLOBAL SALES DATA ANALYTICS.

Problem statement

Sales and marketing teams need to review their strategies and performance to make improvements. One way to measure performance is with Sales Analytics.

Sales analytics refers to the technology and processes used to gather sales data and gauge sales performance. Sales leaders use these metrics to set goals, improve internal processes, and accurately forecast future sales and revenue. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business.

The goal of sales analytics is always to simplify the information available to the sales and Marketing teams. It should help them clearly understand the team's performance, sales trends, and opportunities to gain many insights and develop strategies that are better than the previous one.