

Global Sales Data Analytics

Submitted By

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PROBLEM STATEMENTS

- 1) The government needs a way to analyze the Global Super Stores, so that they can enhance the system and give customers and users a fun, safe, affordable and convenient alternative to purchase in offline super stores.
- 2) Sales refers to all activities involved in selling a product or service to a consumer or business.
- 3) It is important for sales and marketing teams to review their strategies and performance in order to make improvement. One way to measure performance is with sales analytics.
- 4) Sales analytics refers to the use of technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business.
- 5) The gender of the customer as well as the subscriber could be assessed and the number of products used by customers could also be computed.

