

Project Design Phase-I
Proposed Solution Template

Date	24 September 2022
Team ID	PNT2022TMID32748
Project Name	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)	Because of this COVID-19, it's not easy to walk into a store randomly and buy anything you want. So shopping online is currently a need in our daily life. And so the relationship between selling Products and Customer prediction is in need. To solve this problem we need to analyze,predict and visualize the previous data used in the global sales.
2.	Idea / Solution description	To satisfy the customer needs we can create interactive dashboards by analyzing the previous data's with the help of IBM Cognos and get insights from it.
3.	Novelty / Uniqueness	In sales, many tasks are now managed through centralized cloud software, including CRMs, email marketing platforms, and integration tools. Many global, industry-leading brands are now using their sales data in ingenious ways to make better business decisions. But the Uniqueness of this project is that we can understand customer's preferences and a current market

		trend that helps them to manage stocks and predict future demand.
4.	Social Impact / Customer Satisfaction	<p>Social Impact in global sales: Proactivity and Anticipating Needs, Ensuring fast delivery of products, Mitigating Risk and Fraud, Delivering Relevant Products, Optimizing and Improving the Customer Experience.</p> <p>Customer Satisfaction in global sales: perceived product quality, perceived product value, customer expectations, good communication with the customer, and complaint handling.</p>
5.	Business Model (Revenue Model)	It improves the decision-making process of the customers since the data they're seeing is clear. By creating an interactive dashboard, the company gets to know about their customer's choices and can provide offers accordingly so this contributes to the rise in the company's revenue. Shipping the product to the customer correctly and Labeling the products to the customer can increase the company's revenue.
6.	Scalability of the Solution	The solution of scalability can be done by analyzing a wide range of datasets and different types of visualizations can also be done. Even though it gives valuable insights even for a larger amount of data and supports various fields of data. In global sales, they understand the deepest customer needs and fulfill them.