BRAINSTORM

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Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. Hence understanding things like, Customer Analysis and Product Analysis of this Global Super Store is essential.



Key rules of brainstorming

To run an smooth and productive session





Encourage wild ideas.





Listen to others.



Go for volume.



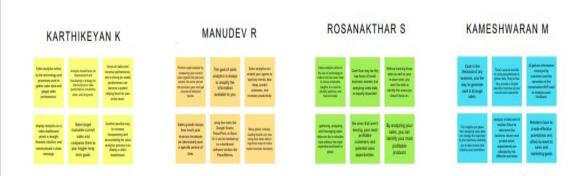
If possible, be visual.



Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes



Definition

Sales analytics refers to the technology and processes used to gather sales data and gauge sales Sales analytics refer sto the use of technology to collect and use sales data to derike actionable insights, It is used to identify, optimize, and forecast sales

Tools

There's several benefits to using spreadsheets to gather data. They're free they provide a helpful real-time overview of your current sales operation.

display analytics on a sales dashboard which is straight forward, intuitive, and communicate a clear message. using free tools like Google Sheets, PowerPoint, or Excel Or it can be hooked up to a dashboard software solution like

gathering, analyzing and leveraging sales data can be a complex task without the right expertise and tools in place All gathers informatic conveyed by customers and the semantics of the conversation NLP us to analysis users feedback

Goals

Sales target evaluates current sales and compares them to your bigger, longterm goals. The goal of sales analytics is always to simplify the information available to you. By analyzing your sales, you can identify your most profitable products

Sales analytics can enable your agents to spot key trends, dive deep, predict outcomes, and increase productivity.

Cash And Revenue

Sales growth shows how much your revenue increases (or decreases) over a specific period of time.

Cash flow may be the top focus of small business owners, but analyzing sales data is equally important Cash is the lifeblood of any business, and the way to generate cash is through focus on sales and revenue performance, and a strong (or weak) performance can become a potent rallying force for your

Users

Analysis should focus on improvement and developing a strategy for improving your sales performance in both the Without tracking those sales as well as your in-store ones, you won't be able to identify the areas you enalysis of data sets of retailers. Store to determine the business drivers and predict which departments are affected by the

The insights you glean from analyzing sales date can charge the trajectory of your business, enabling you to take actions that improve your operations.

Others

Retailers have to create effective promotions and offers to meet its sales and marketing goals

the ones that aren't moving, your most profitable customers, and potential sales opportunities. Many global, inclustryleading brands are now using their sales data in ingerious ways to make Perform rapid analysis by comparing your current sales against the previous period, the same period the previous year, and get a sense of historical

Another positive way to increase transparency and accountability for sales analytics process is to display a sales leaderboard.

