

**Project Design Phase-I**  
**Proposed Solution Template**

Date	30 September 2022
Team ID	1683-1658409736
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)	Shopping Online is currently need of the hour. Because of this Covid-19, it is not easy to walk into store and gather Surveys.
2.	Idea / Solution description	So, we should aim to answer some basic questions that may arise for the store manager/owner/customers giving a much better insight about the store and how to increase the productivity.
3.	Novelty / Uniqueness	The major focus of this analysis is to understand some things, like Sales Trend, Most Selling Products by Number of Sales, Least Selling Product by Number of Sales, Shipping Mode by Sales, Profitable Categories, Numbers of Product Sold by Category, Cities with Highest Sales Top Selling Products by Amount of Sales.
4.	Social Impact / Customer Satisfaction	They have clear view about their sales and purchases
5.	Business Model (Revenue Model)	Dashboards on Cognos Analytics
6.	Scalability of the Solution	<ol style="list-style-type: none"><li>1. Selection of Right Sales Analytics Tool</li><li>2. Use eye appealing and narrative dashboards</li><li>3. Choosing the selective metrics present in our dataset to attain success</li></ol>