

Project Design Phase-I
Proposed Solution

Date	08 November 2022
Team ID	PNT2022TMID23968
Project Name	Project - Global Sale 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, it's not easy to walk in a store randomly and buy anything you want. So shopping online is currently the need of the hour. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.
2.	Idea / Solution description	Analyse sales by demographic Analysis of customers Ex: city, age, gender. The goal of this process is to give more information about our data so that the marketing team prepares to intensify the efficiency based on the data.
3.	Novelty / Uniqueness	<ul style="list-style-type: none">• Accurate Sales Forecasting• Narrow and Refine Product Offerings• Improve Value Propositions and Price Points
4.	Social Impact / Customer Satisfaction	The analyzation of the maximum products sales, helps in keeping stock in the markets so that the people will not get affected in buying the needed products.
5.	Business Model (Revenue Model)	By analysing the sales data, the company starts generating the specific products more. By this, the company profit margin of these products gets more.
6.	Scalability of the Solution	Continuous Analysing the data improve the efficiency of the products. And help in better understanding the products .