

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID27950
Project Name	Project – Global sales data analytics
Maximum Marks	2 Marks

Problem Statement:

Shopping Online is currently need of the hour. Because of this Covid-19, it is not easy to walk into store and gather Surveys. Every store be it online or offline needs evaluation and analysis to predict daily sales for better sales performance and it is essential to know what kind of goods a customer want and at time they need it. The main focus of this analysis is to understand some things like Sales Trend, find least purchased product, Cities with highest sales, finding out most and least buyers. Analysis of the sales data helps to promote and advertise the products to perfect audience. As these data contain many information it can't be done manually as Data Redundancy or missing of data might happen. The goal of this project is to predict the global wide sales. This should then help to optimize the sales, promotion process and therefore to increase income while lowering costs. It should be possible to feed in past sales data and to get the predicted daily sales.

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	Customer	Analyze sales across multiple sources	There are inaccuracies in sales	Sources are from different systems	Dissatisfied
PS-2	Customer	Prepare data	I get errors during data entry	Of the complexity of data	Frustrated
PS-3	Customer and store	Online shopping and product sales	Sales strategy is unknown	Customer need is measureless	Disappointment
PS-4	Customer and store	Know shopping patterns	Shopping pattern changed	Due to pandemic	Depressed

PS-1:



PS-2:



PS-3:



PS-4:

